

# A Study of the Relationship among Store Image, Service Quality, Customers Value and Customers Loyalty of ...

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## ABSTRACT

The running style of hypermarket is one of the major catenary-retailing stores today. The major function of hypermarket is to provide the customers with a shopping area of well-found products, extra-value, convenience, and comfort. The research aimed at the foreign hypermarket named Costco and the purpose of this research is to discuss the relative consequence between customers value, customers loyalty, store image, and service quality of hypermarket. Here we expect that we can provide the businessmen who run the hypermarket with the methods how to process the store image, how to upgrade service quality and increase customers value and how to understand customers loyalty. We used the method of convenient sampling to proceed with our questionnaire in this research. The software of SPSS was also used as statistic and analytical tool. And the methods including reliability analysis, validity analysis, descriptive statistics, variance analysis, person correlation analysis, regression analysis, and hierarchical regression analysis were all utilized to perform the analytical test for our sample data. The results which were found in the research are as following: 1. Store image shows obvious and positive effects both on customers value and customers loyalty. 2. Service quality also shows positive effects on customers value and customers loyalty. 3. Customers value shows positive and obvious effects on customers loyalty. 4. Customers value has the mediate effects on store image, service quality and customers loyalty. Comprehensive above-mentioned conclusions, the person who buys to sell shop industry of the proposing amount improves store image and offers overall whole service quality, create customers value, in order to promote customers loyalty.

Keywords : hypermarket, store image, service quality, customers value, customers loyalty

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