

# The Study for the Influence of Customer Loyalty on E-Service Quality, Personal Involvement and Relationship Value on Maj

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## ABSTRACT

This research issue thinks with the view of customer's relation, the investigations of websites of the entry between Taiwan and Mainland China, cooperate with several theories, such as marketing, etc., to develop out and study the structure, involve in entering the starting point with personal involvement, and then sum up possible relation models, such as quality, relation value, relation quality and customer's loyalty, etc., the ones that expected to be able to the future researched and proposed the suggestion of consulting relevantly. After documents probe into, study the structure to set up, sample questionnaire and analysis, show that personal involvement in entering the degree will influence customer's service quality and appraisal of relation value of websites but influence is not big. Entry website industry persons should focus on the customer's commitment, in order to strengthen using the will once again of the customer. In other words, entry website industry persons must try every possible means to keep the customer that has already had here, already have the customer's commitments, could impel the original user to have will used once again, it is more important or not than the level that the customer involves in entering the degree that this is far.

Keywords : personal involvement ; e-service quality ; relationship value ; relationship value ; loyalty

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