

An Examination of the Influence of Brand Image and Perceived Value on Traveler's Satisfaction : An Empirical Study of To

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ABSTRACT

In the past, the tourist industry mainly promoted their sales of products to customers in order to pursue large profits only, but ignored real needs of customers. An important managing strategy for the tourist industry is to create a great brand image and to respect customers' satisfaction so that they will develop a nice sense of value. Because of the severe competition, it is essential for the tourist industry to investigate the degree of tourists' identification with travel agencies as well as their satisfaction of the trip. For Taiwanese tourist industry, the results of this research can be a basis of developing the tourism in China. The purpose of this study is to investigate the influence of brand image and perceived value of local travel agencies on customers' satisfaction. The subjects of this study included tourists from northern, central and southern parts of Taiwan who joined in a tour in China. To verify the hypothesis, the findings are given below: 1. The brand image of the travel agency has a positive influence on tourists' perceived value. 2. The perceived value of the travel agency has a positive influence on tourists' satisfaction. 3. The brand image of the travel agency has a positive influence on tourists' satisfaction.

Keywords : brand image;perceived value;customer satisfaction

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