

Empirical Study of Service Orientation Repeat Purchase Theory: An SEM Perspection

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ABSTRACT

Most scholars the one who think service supplies can maintain existing customer cost, far than develop a new customer still want come of low, because of opposite reduce a lot in honest cost of the marketing cost on customer. Therefore among them the most important wreath have to make the customer carried on so-called "for the second time consumption" is also a repetition to purchase. The research in times before mainly thinks that after repetition purchases is customer satisfaction and customer loyalty the fruit variable influence. Consequently, the origin studies a purpose Michael(2006) is with the scholar Put forth repetition to purchase the inducement theories as basis. Inquire into the Service relationship attributes, Relationship-driving benefits, Motivational values third repetitions purchase theory construction surface, understand what item before repetition purchase the customer satisfaction of the inducement influence and customer loyalty because of variable. This research makes use of SEM the line structure equation understand that consumer's repetition purchases temperament and takes each catena of Taiwan tea drinking market as a main research object. Find that the former service quality is that the main head that the most people emphasizes repetition to purchase choose, but the notable isn't gradually high through the research. The last few years along with serve direction mature market stability next make service and product function, total sex gradually numerous. Most of the service supplies all take service quality as under the universal condition of slogan and make the consumer transfer gradually will with the self interest and the motive be worth for basis of bringing into the consideration, the consumer hopes to consume under the sistance that have a safety, catholicity most and satisfy a customer internal target. This research suggests a set of perfect relation marketing policy and the strategy of the fixed position development with suggest that the agent is efficient to know how to handle this repetition purchases an inducement of system theories.

Keywords : service relationship attributes ; relationship-driving benefits ; motivational values ; repetition purchase

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