

Explore the Critical Successful Factors of Customer Loyalty on School Web Portals

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ABSTRACT

According to the trend towards fewer children, it induces many industries must face with unprecedented challenges. In addition, technical changes with each new day. It makes communication network being not apart from our life. Therefore, many professional marketing ways are changing with technology. However, in the most front of education for primary school managements become more difficult owing to the drop-ping of new born rate and then causes the member of school student dropped year by year. Then beside the striving in the teaching, promotion sale of school to crowds and let them known must be considered. In this study, internet marketing sale is used for the service qualities of school web portal as school marketing. And “ Exploratory Factor Analysis ” and Confirmatory Factor Analysis ” are used to develop a scale measuring user perceived service quality on school web portal for “ school marketing ” . Furthermore, extension of the Technology Acceptance Model (TAM) is investigated to explain the individual acceptance and usage behaviors of web portals. School service qualities of web portals as external variables are investigated to examine the relationship between perceived valued, trust, customer satisfaction, customer loyalty and habit. The results are depicted in the following: (1) each service qualities of school web portal are constructed by a six dimension service quality, which are usefulness of content, adequacy of information, usability, accessibility, interaction and site aesthetics appearance. There are much higher grades of latent factor, conception of serve qualities of school web portal, existed in the six dimensions are also confirmed by a second-order factor of overall web portal quality. (2) Each service quality dimension is positively as-sociated with perceived value and trust. While in service quality dimension, usefulness of content has more significant influence on perceived value and trust. (3) Among the dimension of service quality on web portal, site aesthetics has fewer influence on perceived value and trust than another service quality dimension. (4) Perceived value and trust are positively associated with customer satisfaction, whereas customer satisfaction and habit affect customer loyalty directly.

Keywords : web portal, customer loyalty, service quality, customer satisfaction

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