An Empirical Study of the Relationship among Customers Perceived Value, Customers Satisfaction and Customers Loyalty-T

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ABSTRACT

Many marketing researchs empirical verification customer loyalty will bring large benefit. In recently, most of studies just discussed the relationship between service qual-ity , customer satisfaction and customer loyalty from customer " received" or " benefit" perception. But some marketing researchers suggested need to add customer " give" perception " price" inside. Customer perceived value is come from customer feel the gap of between " give" and " receive" perceptions. Customer perceived value became an important factor that leads to customer loyalty and it is widely discussed from foreign marketing management literature. But studies related to consumer loyalty and customer perceived value in Taiwan are so limited that the topic need to deserves more attention. The purpose of the study is to examine the relationship between customer per-ceived value ,customer satisfaction and customer loyalty in the research context of chain restaurant customers. The findings of this research are as follows 1.Customer perceived value is directly related to customer satisfaction.2.Customer perceived value is posi-tively significant influence customer loyalty.3.Customer satisfaction is positively sig-nificant influence customer loyalty. The practical implications of these results are discussed in customer relationship management marketing management, particularly the need to improve customer per-cived value as a means to improve customer satisfaction and customer loyalty.

Keywords : customers perceived value , customers satisfaction , customers loyalty

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