

A Study on the Purchase of Cross-Nation for Taiwanese in Mainland China to Supplier Improve Performance on the Impact of

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ABSTRACT

The thesis research in estimating for “ A Study on the Purchase of Cross-Nation for Taiwanese in Mainland China to Supplier Improve Performance on the Impact of Buyer and Supplier Relationships ”, it makes use of the SPSS I2.0 and AMOS 7.0 for Windows to compute all raw data of sampling survey, after analysis to demonstrate the structural equation modeling of estimating at on the this research model. Take will do as the future reference use in the business community appraisal, will let us examine these suppliers to develop the strategy performance influence. These results of study learn, the SA and SI and SPI, BSR on the Impact of there is relation of influencing each other. This prove business on the SA can enable supplier further performance to the SPI, the SI on the PI the with AMOS analysis to the supplier's performance that it makes this not to influence, finally the supplier's performance improvement to the buyer and supplier relationships, obvious of relation of each other exists, we conclude where the buying firm internalizes a significant amount of the supplier development effort, play a critical role in performance improvement.

Keywords : supplier assessment ; supplier incentives ; supplier performance improvement ; buyer-supplier relationships

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