

The Effectiveness of Customer Satisfaction and Trust on Customer Loyalty for the Passengers of the Multinational Airline

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ABSTRACT

Vietnam's economy has grown rapidly since its reformation and openness. Owing to its cheap labors, companies around the world have chosen to invest in Vietnam. For Taiwan, additional reasons for its business migration include the "Southing Policy" and the unstable relationship with Mainland China. However, in order to lower costs and bring in more profits, it is important for companies to increase their customers' loyalty. Today, under such competitive circumstances, how to maintain customers' loyalty and competitive advantages is a critical issue for airline businesses. Winer(2000) points out that strategies for long-term marketing relationship are based on customers' loyalty and acknowledgement. For air transportation, owing to its abstract characteristic, it is difficult for customers to evaluate the differences between the services provided by different companies. Therefore, providing trust to increase customers' loyalty becomes relatively important. During our investigation in the relationship between customers' satisfaction, trust, and loyalty, our survey of airline passengers traveling between Taiwan and Vietnam shows that airlines can increase their customers' loyalty by two methods. One is to strengthen customers' trust toward the company. The other is to increase customers' loyalty winning their trust. The most important issue of airline management is to establish good reputation. Beside essential flight safety measurements, what customers really want is a company that guarantees high standards. As a result, in addition to elevating marketing insights to fulfill market requirements, companies should pay more attention to their brand rights in order to increase customers' loyalty, maintain competitive advantages, and attain eternal management.

Keywords : customers' satisfaction, trust, customers' loyalty

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