

The Relationship between Quality Model of the Consumer Experience Management- A Case Study of Health Club

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ABSTRACT

In the height the competition of the service industry, the enterprise can't use of traditional marketing method to make the customer purchased product or service, at present already gradual toward pay attention to build up with customer, maintenance the marketing method of relationship with promote the loyalty of customer. The enterprise has to consider relationship with the interaction of the customer thorough understand and influence the behavior of customer, enhance the relationship of customer and enterprise, the establishment customer loyalty, an enterprise help to grow and reach the target of profit and everlasting management, how with customer the important topic that maintain good relation quality, become serving an operator. This study discussed Chin-Hsu Chang(2006) Subjective Sequential Incidents Technique(SSIT) from the customer of subjective consumption experience to inquire into in the health club to will influence the quality factor of the relationship with of customer.

Keywords : relationship between quality model ; consumer experience manage- ment ; marketing ; already ; subjective sequential incidents technique

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