

The Effectiveness of Perceived Value and Traveler ' s Satisfaction on Loyalty Taiwanese Tours to Mainland China.

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ABSTRACT

Service industry is developing noticeably in the world, and the tourism is a typical kind of service industry. As the removal of the embargo to go abroad in 1979, the number of tourists was growing years by years. Up to 39.9% of compatriots traveled to China in 2007. Considering whether the compatriots will take a trip to China again, the tourism should think about enhancing the loyalty of consumers. Thus, to investigate the factors that influence the loyalty of consumers is an important issue.

The purpose of this study is to discuss the relationship of the people in Taiwan among the travelers ' perceived value, the travelers ' satisfaction and the travelers ' loyalty. Questionnaires were used in our study, and 405 valid questionnaires were acquired. Our results indicate that: 1. there is positive relationship between the travelers ' perceived value and the travelers ' satisfaction. 2. The travelers ' perceived value has a positive influence to the travelers ' loyalty. 3. The travelers ' satisfaction has a positive influence to the travelers ' loyalty.

Establishing the loyalty of the costumers is an important operation strategy for tourism. This study is an evidential research for tourism to think about the relationship of the people in Taiwan among the travelers ' perceived value, the travelers ' satisfaction and the travelers ' loyalty.

Keywords : Perceived value、traveler ' s satisfaction、loyalty

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