

# The Comparative Study of Service Quality, Perceived Risk and Customer Satisfaction on Customer Loyalty for The Shopping

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## ABSTRACT

Recent decade in Taiwan, invested count with hundred million the large shopping center accounting develop rapidly and make the saturation retail industry to compete gradually vigorous, this research hopes that we distinguish large shopping center service quality, consciousness risk and customer satisfaction and the relation of the customer loyalty to provide the shopping center the operator by obtaining a correct data to solve operation embarrassing situation, exaltation sales amount also arouse the reference of economic growth. This research is to inquire into Singapore and seven shopping centers in Taiwan, take service quality, consciousness risk as the variable and took customer satisfaction as in lay a variable to inquire into the relation of the customer loyalty; we issue this survey in shopping center to these consumers who shopped on that day. We totally issued 450 pieces of questionnaires, recalled 435 pieces of questionnaires, and deleted 20 pieces of invalid questionnaires. The valid questionnaire is 415 pieces and effectively recall rate is 95.4%. Identify through the regression analysis assumption relate to, study show the ser-vice quality that the large shopping center consumer feels has the direct negative influ-ence effect on customer loyalty. First of all, customer satisfaction will be medium to lay the relationship with customer loyalty of the service quality. Second, customer satisfac-tion will be medium to lay the relationship with customer loyalty of the consciousness risk in the meantime. Finally, put forth theories and the meaning of the management ac-tual situation according to the research conclusion.

Keywords : sopping center, service quality, perceived risk, customer satisfaction, customer behavior perches

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