

A Study of Influence of Channel Service Quality and Channel Relationship Quality upon Channel Customer Loyalty of Cement

鍾振和、廖彩伶

E-mail: 9806166@mail.dyu.edu.tw

ABSTRACT

The main purpose of the study is to discuss the influence of channel service quality and channel relationship quality upon channel loyalty of cement industry, and discuss the mediation effect of channel relationship quality.

Questionnaires were used convenient sampling in China. A total of 280 questionnaires were delivered, 249 questionnaires were valid, valid respondent rate was 92.5%.

This study revealed that channel service quality is positively associated with channel relationship quality on cement industry.

Channel relationship quality is positively associated with channel loyalty. The promise and response of channel service quality have no associated with channel relationship quality. The care of channel relationship quality is positively associated with channel loyalty. Channel relationship quality is positively associated with the word-of-mouth of channel loyalty.

Keywords : channel service quality、channel relationship quality、channel loyalty

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