

The construction and empirical study of service acceptance model in service industry

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ABSTRACT

In recent years, the service industry is growing rapidly and is becoming the greatest domestic industry in Taiwan. The development level of the service industry will become an important indication for the measurement to the economic development level of a country. The main concept followed by the sell product-oriented and sales-oriented has been gradually disappeared and replaced by the customer service-oriented. Many enterprises offer a variety of services in order to attract the customers. However, it doesn't make any profit. Consequently, the enterprises should consider the issue regarding whether the service will be accepted by the customers which offered by the enterprises. This research is explored by the behavioral intentions and followed by the characteristic of the service industry and expects the customer behavior affected by their own attitude, social pressure and their own resource. Consequently, the built service acceptance model referred to the theory of planned behavior and then use the questionnaire to survey the shopping center consumers in Taiwan followed by information collection and analysis by SPSS and SmartPLS system. The result of this research is not only the service quality and cognitive value but also the customers' own resource and the support by the main reference group are greatly significant. In addition, the perceived behavioral control doesn't affect the sample of high income. The analysis result is different from the whole sample and the sample of low income. The perceived behavioral control of the sample of high income doesn't affect the behavior intentions. The analysis result is different from the whole sample and the sample of low income.

Keywords : service industry, theory of action, partial least square (PLS) method.

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