

A Study on Impact of Service Quality, Low Price Strategy and Perceived Risk on Consumers' Purchasing Intention-The Exam

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ABSTRACT

The study aims at discussing the relationship among service quality, low price strategy, perceived risk and purchase intention. This survey objects are customers who had experience of enplaning by South-east Asia international airline. A total of 380 samples were interviewed, and 255 questionnaires were collected back. Among them, 21 samples are incomplete and the rest 231 samples were completely finished as valid good, which means its useable survey rate is 90.58 %.

From this study, service quality (including tangibles, reliability, responsiveness, assurance and empathy), low price strategy and perceived risk were set as the independent variable, and purchase intention is set as dependent variable by utilizing regression analysis and Pearson analysis to establish model. According the research, the conclusions of the research were as following below: (1) service quality and low price strategy is positive significant; (2) low price strategy and perceived risk is negative significant; (3) service quality and perceived risk is negative significant; (4) as consider the relation of service quality, low price strategy, perceived risk, and purchase intention, low price strategy and perceived risk have negative significant influence on purchase intention, but, service quality is not significant.

Keywords : low-cost carriers、service quality、low price strategy、perceived risk、purchase intention

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