

A Study of the Relationship among Corporate Social Responsibility, Perceived Service Quality, Trust and Repurchase Intentions

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ABSTRACT

This study empirically examines the relationship between Corporate Social Responsibility, Perceived Service Quality, Trust and Repurchase Intentions : a case of McDonald ' s. Based on the questionnaire survey, 716 valid samples were obtained by the stratified sampling. The tools used for data analysis are descriptive statistics analysis, reliability analysis, confirmatory factor analysis (CFA), compare means (One-Way ANOVA), and structural equation modeling (SEM) to analyze the study results and examine the research hypothesis.

The results of this study are as follows: First, Corporate Social Responsibility directly and positively influences Perceived Service Quality. Second, Corporate Social Responsibility directly and positively influences Trust. Third, Corporate Social Responsibility directly and positively influences Repurchase Intentions. Fourth, Perceived Service Quality doesn ' t directly and positively influences Repurchase Intentions. Fifth, Trust directly and positively influences Repurchase Intentions. Sixth, Perceived Service Quality directly and positively influences Trust. Seventh, the Trust has the significantly mediated effect to the relation between the Corporate Social Responsibility and the Repurchase Intentions. Eighth, the Perceived Service Quality hasn ' t the significantly mediated effect to the relation between the Corporate Social Responsibility and the Repurchase Intentions.

Finally, according to the conceptual framework and research findings, the study provided some meanings and suggestions in the theories, empirical studies, practices and future directions.

Keywords : multinational enterprise、 corporate social responsibility、 perceived service quality、 trust、 repurchase intentions

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