

The Effects of Enterprise Image, Service Quality, Customer Satisfaction on Customer Loyalty - A Case Study of 3C Chain S

柯家瑞、葉子明；黃開義

E-mail: 9901230@mail.dyu.edu.tw

ABSTRACT

With an increasing demand for 3C products domestically in Taiwan, plus the implementation of the business concept of chain marketing, the pattern of traditional supermarket can't fully satisfy people's demands anymore. In addition, the severe competition between 3C chain stores has gradually diminished the differences among every product, i.e., profits can't be made only by product itself. Instead, the customer services and the formation of enterprise images are the aspects to be worked on. The purpose of this study is to explore the influence of the following three variables--enterprise image, service quality and customer satisfaction, on the customer loyalty. As the most important task for the 3C chain stores is to keep the loyal customers and raise their desires to buy more. Therefore, the present study takes 3C chain stores as an example and their customers are selected as subjects for a survey. Total 562 questionnaires are issued in this study for a data analysis of all samples. The result shows that among all demographic variables, only the age of customers has a significant difference with the variables of enterprise image, service quality and customer satisfaction in 3C chain stores. Thus, the marketing strategies can be designed relating to the customers' ages. As there are also correlations between customer loyalty with enterprise image, service quality and customer satisfaction, so the 3C chain stores that want to keep the original customer loyalty should start working on the above three aspects. Furthermore, service quality, customer satisfaction and enterprise image all show an significant influence on the customer loyalty. However, their levels of influence are different from each other. Therefore, 3C enterprises, based on their own competition advantages or resources, can expand some items that can create most benefits for increasing customer loyalty.

Keywords : Enterprise Image ; Service Quality ; Customer Satisfaction ; Customer Loyalty

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