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Abstract
The consuming style changes from the product leading to the customer leading because the economic and the national income grow rapidly. The competition of businesses became more and more violent and the character of products became more and more similar, so that, in the future the key successful factors will change from quality of product or service to Customer Satisfaction. Therefore, the strategy of waiting for customers is not suitable today. Oppositely, the businesses have to find out customers' need automatically, and provide the right product or service to them. Thus, the businesses could raise Customer Loyalty and keep the competition advantage.

The subject of our study analyzes the relationship between Customer Satisfaction and Customer Loyalty of the Book Chain Store and Traditional Bookstore in Tainan by the questionnaire and we use the store image to be the independent variable. We apply the analysis methodology include the factor analysis, principle component analysis, and multiple regression. Finally, we obtain the empirical outcome below:

1. We construct the seven measuring dimensions of the store image include Store Design Style, Promotion Advertising Activity, Store Service, Visible Goods, Convenience Shopping, Store Position and Goods Price.

2. We find out Customer Satisfaction is influenced significantly by Store Design Style, Promotion Advertising Activity, Store Service, Visible Goods and Goods Price. Customer Loyalty is influenced by Store Service and Goods Price.

3. There is significant positive correlation between Customer Satisfaction and Customer Loyalty. It shows that to raise Customer Satisfaction will help to promote the Customer Loyalty.

4. In the difference analysis between Book Chain Store and Traditional Bookstore, we find out the Book Chain Store not only gains better evaluation in the dimensions of store image but also take higher Customer Satisfaction and Customer Loyalty. In demography analysis, Age, Marriage, Education, and Average Month Income are the significantly difference between the Book Chain Store and Traditional Bookstore. In AIO analysis, Life-enjoyment, Time-oriented, and Cost-conscious are significantly difference between the Book Chain Store and Traditional Bookstore.
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