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Abstract
Accompanying technology changes and develops with each passing day, consumers can use technology to serve themselves or to fulfill their needs. Technology even completely substitutes the role of traditional salesmen. But facing these increasingly complicated self service technologies, different consumers may entertain diverse feeling and attitude. These differences would bring about entirely diverse service evaluation and consume behavior that consumers do. In consequence, how to identify the feeling which consumers feel to technology service, and then how to administer and improve these feeling is become a important research topic that researchers want to ascertain it.
In the foreseeable future, technology would greatly change the connection in service marketing relationship. More and more researches note that on-line transaction relationship in intrinsically is uncertainly and highly risky since consumers can’t touch commodities, face to face with salesmen, and many swindles or Trojan horses exist in the virtual environment. Therefore this research bases on previous researches to build a integrative research model. Aiming at travel website, this research identifies the relationships between technology readiness, e-service quality, customer perceived value, trust and customer loyalty. In doing so, confirmatory factor analysis is used to examine questionnaire’s reliability and validity, and structure equation model is used to examine research hypotheses.
Because of existing many different research frames of on-line customer loyalty formation, this research results can provide some meaning suggestions for both travel website managers and academic researchers.
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