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Abstract
In recent years, the development of service industry is speedy and is one of the principal trend in each country. The financial institution, restaurant business, medical industry and tourist industry are closely linked to human lives, especially in contact tensive service industry. Because the competition gets into a white hot, customers are no longer loyal to any particular product or service, and start to emphasize their own benefits. The purpose of service industry is building a continuously relationship with consumers, keeping a good relationship to interact with every customer, and keeping long-term relationships. For these reasons, this relationship study would like customers and service people to share their information and have interactions in order to achieve customers' satisfaction and have long-term relationships.
In different categories of service industry, the difference of service emotion produces customer emotions and different interactions between service people and customers. This study chooses service industry and high-class restaurants for emotional research, and bases on the concept of customer emotions and relationship studies to disscuss what kind of factors in service emotion and customer value, and whether those factors will influence both customer emotions and service providers.
This study is based on Descriptive Statistics, Confirmatory Factor Analysis (CFA), T-test, MANOVA, Multiple Regression Analysis and LISREL analysis to verify assumption from the study.
Keywords: Service Contact, Servicescape, Customer Emotion, Relationship Learning, Customer Value
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