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Abstract
Due to prosperity of Internet’s development, Internet not only provides a service of searching for information by using portal site or Text Search Engine, but also achieves the idea of mutual interact by using Virtual Community. In this competitive electronic commerce mart, it is important issue on administration that, as a manerger, how to heighten customers’ loyalty to them by realizing customer value in Virtual Community . As a result, this study is to discuss how customer value effects on customers’ loyalty

This study uses totally 318 questionnaires and all of them are effective. This study post these questionnaires on Internet, and also practically give out. After gathering these questionnaires bake, This study use SPSS10.0, a statistics software, to separately do Factor Analysis, Regression Analysis etc to test my hypotheses. It proves that the value of function in practical bargain type and virtual bargain type, the value of mind, and the value of society all have positive influence on customers’ loyalty.
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