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Author YA-WEI CHANG
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Abstract
Service quality is a key concern for businesses to retain their competitive strength, especially for those service-oriented companies. In order to improve the service quality, companies need to understand customer’s perceptions on the service quality provided by the companies and how the service quality affects the customer’s post-purchasing behavioral intensions. Thus, in this research, we conduct a survey based on the SERVQUAL to explore the relationships between the service quality and post-purchasing behavioral intensions for general merchandise stores in Tainan area.
The analysis results of the survey indicate that (1) there is significantly difference between the customer emphasis and satisfaction toward service quality; (2) in demography, age, education, occupation and family monthly income have significantly difference with various dimensions of service quality; age, occupation, and family monthly income have significantly difference with various dimensions of post-purchasing; (3) there exists a positive relationship reflected by the dimensions of service quality, loyalty and pay more; and (4) customer ’s post-purchasing behaviors are significantly influenced by the service quality. In accordance with the observed results, several strategic suggestions are proposed for the general merchandise stores in the Tainan area to improve their service quality.
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