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Abstract
This research takes the fitness clubs as target, try to discuss the relationship between store image, customer satisfaction and customer loyalty. We hope the findings of this research can do some help for them. The study subjects are the top three the fitness clubs in Tainan. This study designed questionnaire to get primary materials and obtained 411 data. Final, we get the following research finding through analysis: 1.Set the measuring dimensions for the fitness clubs of store image that includes facilities, service attributes, store activities and convenience. 2.In demography, personal income doesn’t have significantly difference in the different fitness clubs. Deep Breathing Fitness Centers get customers who have lower personal income. 3.In the dimensions of store image, Alexander and Deep Breathing Fitness Centers have significantly difference in the facilityies and convenience. 4.We use multiple regression analysis to find out the influence factors of customer satisfaction and customer loyalty. We find that all dimensions of store image have significant influence on customer satisfaction. Facilities and convenience have significant influence on customer loyalty.

There is significant positive correlation between customer satisfaction and loyalty. It shows that the raise of customer's satisfaction will help to promote the customer buy again.
Advisory Committee - advisor

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