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Abstract
According to the issues in service marketing literature, the link of service climate and customer performance have received support, but studies in the link between organizations, employees and customers are not advance enough to support service profit chain. The study takes shoe salesmen and their customers as subjects. Besides, it focuses on whether the service climate in organizations can rise employee customer orientation and customer-oriented boundary-spanning behavior up to affect customer' perceived service quality.

On reviewing the related literatures, the questionnaires have been developed and distributed to the shoe salesmen and their customers in Tainan area. After gathering and summarizing the data, LISREL analysis method is used to prove the link between the elements including climate service , customer-oriented boundary-spanning behavior and customer' perceived service quality. Moreover, it provides proof for the six study hypotheses.

The study discovers that customer orientation and boundary-spanning behavior are mediating variable which the effects of service climate on customer attitudes in service climate and make up the knowledge gap between service climate and customer attitude. To the definition of the practical management, it equals to support organizations which take service climate as strategy should know clearly that employee customer orientation and service behavior can really affect customer attitude by means of service climate.

According to the results above, employers are recommended to strength then the concepts of service climate, employees' customer orientation and boundary spanning behavior in organizations and put them into practice, Moreover, employees should be trained to offer service methods and contents from customers' angles and created to satisfy customers' needs and benefits by means of service climate. Likewise, sincere and nearly critical attitude in service principals makes the operation of service industries correspond to the trend period and contribute their service spirits to extreme.
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