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Abstract
Recently, the medical industry has confronted the changes of medical policy and competitive environment. In order to continue operating a hospital, most of the hospitals have started operating their marketing strategies and also operated by using enterprise operation method, executed by using customer-oriented operation strategies, to strengthen their competitive abilities. However, physicians are the first ones who contact directly with their patients. Hence, how to keep touching and strengthen the relationships between physicians and patients to establish patient loyalty have become major competitive factors for hospitals. Under the mainstream, the relationship marketing development, this study has used general concepts in service industry to discuss physician-patient relationships. This study has taken after-medical-treatment patients as objects of study, proofed by using non-random convenient sampling method to carry out the survey; the population of the survey was 1,000, and the effective sample was 758.

This study discusses the interaction between physicians and patients under the relationship marketing perspectives, developing points of view of physicians' communication style and the influence of patients' benefit on patients' loyalty, proofing that trust and relationship learning in physicians' communication style, patients' relationship benefit and patients' loyalty have mediating effect between each other. Through structural questionnaire survey, we have proofed that physicians ' communication style, patients' relationship benefit, trust, relationship learning, and patients' loyalty have strong connections between each other. This study has used some quantitative methods, including Descriptive Statistics, Confirmatory Factor Analysis (CFA), T-test, ANOVA, Multiple Regression Analysis and LISREL analysis, to proof each hypothesis. The results of this study are stated as follows: (1) physicians' affiliation communication style, trust and relationship learning have positive influences directly on patients' loyalty and physicians' domination communication style has negative influences directly on patients' loyalty; (2) through trust and relationship learning, physicians' affiliation communication style and patients' relationship benefit have positive influences indirectly on patients' loyalty and through trust, relationship learning has positive influences indirectly on patients' loyalty; (3) trust and relationship learning have positive mediating effects upon physicians' affiliation communication style, patients' relationship benefit, and patients' loyalty.
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