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Abstract Abstract
The internet business store is developed prosperously, and the service quality has become more important. Though the relative research of E-service quality has an approximate framework, the research considers that there is no sufficient discussion that the service quality causes the effect and purchase intention. Many scholars and relative research also believe promotion is the important factor. To attract more customers, website manager's promotion which decrease the value of their goods make customers feel that this merchandise is a real bargain, then pay attention to purchase, in consequence, this research tried to focus on Internet customers as research objects, and discuss the influence of the service quality in customer value and purchase intentionion, besides measuring the result that the purchase intention effects the customer value.

This parent research focused on internet customer, offered the convenient sampling survey .The whole number of survey is 350, and the accurate surveys are 313 after collecting. The following methods of analysis were applied: Sample Descriptive Statistics, Reliability Analysis, Analysis of Variance, and SEM Model Analysis.
The conclusion shows all varieties cause effect relation presumption all being tenable. They include:
1. There is a significant relationship between customer's value and purchase intention with a straightforward and direct influence.
2. There is a significant relationship between E-service quality and purchase intention with a straightforward and direct influence.
3. There is a significant relationship between promotion and purchase intention with a straightforward and direct influence.
4. There is a significant relationship between E-service quality and customer value with a straightforward and direct influence.
5. There is a significant relationship between promotion and customer value with a straightforward and direct influence.
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