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Abstract
This research aims at using Hennig-Thuraus et. al. (2002) “the merger way in which the relation is on sale throughout the results” got out of probe into the banking and customer under the deal of common fund, concern the relation of advantage, relation quality and relation results, so this research probes into the development trend of common fund, and relevant documents of relation marketing at first, so as to set up and study structure, basic research and suppose and develop the studying amount form.
This research regards customer who once went to the bank to buy common fund of the area of Tainan as the parent, send out the questionnaire and retrieve 168 portions, reject 18 invalid questionnaires, effective questionnaire amounts to 150.
This research is with relation interests (include confidence interests, social interests and special treatment interests), the relation quality (includes promising and satisfied with) In order to change one by oneself, and with the relation result (include customer's intermediate range and public praise) For in accordance with become item, in order to probe into relation and mutual influence degree during that time.
This research sums up the real example result and gets the following conclusion now. First of all, among relation interests, different moon average customer of income has apparent differences on “ social interests “. Then, different moon in “ promise ” construct surface for difference of showing average customer of income in relation quality.
In each studying and constructing the interaction relation in addition, it has a relation analogous to the degree that exist between the surface that the result of study shows and concerns two interests, relation quality and relation result to construct. In relation interests and impact on relation result of relation quality analyze, concerning the “ confidence interests “ in the interests will have more apparent influence on “ the public praise “ of the relation result. However, the “ promise “ and “ satisfaction” in relation quality with regard to “ public praise” and “ loyal of the customer” in relation of result has influence of showing. In addition, in relation interests impact on relation quality, discovering “ confidence interests” and “ special treatment interests” to counter with “ public praise” and “ loyal of the customer” has influence of showing.
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