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Abstract
According to a report from Ministry of Economic Affairs, the employment population in service sector is growing rapidly. Competition among service sectors is highly intense. Therefore, service companies continuously improve their service to meet customer's needs. The purpose of this study is to strengthen competitive advantage by relationship marketing. This thesis intends to examine the content of service attribute in department store. This study also investigates the interrelationships between relational benefits, relationship quality and relationship outcome.

Three hundred and sixty six effective questionnaires were collected by convenience sampling. Confirmatory factor analysis and LISREL 8.3 are used to analyze survey data and relationship model. The results are as follows:

1. When customers perceive higher service orientation and more positive enterprise image, their confidence benefits will be higher. When customers perceive more positive enterprise image and better physical environment, they will receive more social benefits. The completeness of goods provision will positively and significantly affect special treatment benefits.
2. When customers receive higher confidence benefits and special treatment benefits, they will have higher satisfaction. The more confidence and social benefit they have, the more commitment they will be.
3. When customer strongly commit to service provider, they will have higher loyalty and WOM
4. The more special treatment benefit customers receive, the higher loyalty and more positive.
5. The more satisfaction positively influences customer commitment to the relationship with the service provider.
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