URN etd-0407109-183708-571
Author Cheng-Lung Lin
Author's Email Address No Public.
Statistics This thesis had been viewed 37 times. Download 0 times.
Department
Year 2005
Semester 1
Degree Master
Type of Document Master's Thesis
Language zh-TW.Big5 Chinese
Title A Study on the Relationship of Perceived Value, Relationship Quality, and Repurchase Intention
Date of Defense 0000-00-00
Page Count 87

Keyword
Health Club
Perceived Value
Relationship Quality
Repurchase Intention

Abstract
Professional Health Club industry has become more prosperous in Taiwan recently. The reason of it might be the rising of foreign investment. However, for the health clubs, several issues might also be worthy to be considered under such competitive environment. For example, how to increase the customer value, the willing of repurchase, maintain good relationship, and reduce attrition of membership. The management departments of those health clubs have paid attention to some of the topics mentioned above. Therefore, the purpose of this study aims to understand the relevance between perceived value, relationship quality, and repurchase intention.
The questionnaire survey research method is applied in this study. The research subjects are the tainan branch of Alexander Health Club. Using convenience sampling in research, send out 380 questionnaires altogether, which receiveing effective questionnaires 292shares. The series of analyses are made by using SPSS 10.0 and AMOS 4.0 software, including factor analysis, correlation analysis, regression analysis, and structural equations modeling. These analyses are conducted to prove the hypotheses in this study. The results are mainly as below:
1. Perceived value has significant positive effect on relationship quality. That is, “Emotional response ”, ”Quality”, and “reputation” have significant positive effect on “Trust”. Especially, “Quality” has more influence than other factors. In addition, ”Quality”, “reputation”, and “Emotional response” have significant positive effect on “Satisfy”. However, “Monetary price” has negative significant effect on “Satisfy”.
2. Relationship quality has significant positive effect on repurchase intention. “Trust” and “Satisfy” are the two main factors that play significant positive roles on repurchase intention.
3. Perceived value has significant positive effect on repurchase intention. There are three important factors influencing the repurchase intention, which are “Emotional response”, “Quality”, and “ reputation”. Especially, “Quality” has more significant influence.
Advisory Committee I-Chiang Wang - advisor

Files No Any Full Text File.
Date of Submission 2006-01-23