URN etd-0407109-183708-545
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Statistics This thesis had been viewed 38 times. Download 0 times.
Department
Year 2002
Semester 2
Degree Master
Type of Document Master's Thesis
Language zh-TW.Big5 Chinese
Title The Effect of Customer Relationship Management on Customer Loyalty─An Empirical Study of Internet Banking Industry
Date of Defense 0000-00-00
Page Count 170

Keyword
Customer relationship management
Service involvement
Relationship value
Relational bonds
Customer loyalty

Abstract
Customer Relationship Management is one of the important keys in developing Internet Banking. It is especially important for Internet Banking Industry to adequately make use of the information system, consumer data and understand the transaction patterns in providing proactive service channel. By the implementing of Customer Relationship Management, business could gain and control the information from customers, and maintain the long-term relationships with the customers. If the businesses could maintain the fine relationship with their customers, then the businesses could hold the permanent loyalty from customers.

According to the literature, this research discusses the definitions and relationships among the constructs of customer relationship management, service involvement, relationship value, relational bonds, and customer loyalty. This research finds some connections among the constructs. Thus, this research proposes a theoretical framework to interpret the relationship among the constructs and discuss completely.

The sample of this research has 508 customers of Internet Banking Industry. Many quantitative methods, including descriptive statistics, correlation analysis, reliability analysis, MANOVA, multi-regression analysis, and LISREL analysis, are used to test the hypothesis of this research.

The major findings of this research are summarized as following: (1) Overall, the global model fit is acceptable. This empirical result supports the relationships among customer relationship management, service involvement, relationship value, relational bonds, and customer loyalty. (2) Service involvement has a positive impact on customer relationship management, which refers to the more the service involvement, the more the customer relationship management. (3) Service involvement has a positive impact on relationship value, which refers to the more the service involvement, the more the relationship value. (4) Customer relationship management has a positive impact on relationship value, which refers to the more the customer relationship management, the more the relationship value. (5) Relationship value has a positive impact on relational bonds, which refers to the more the relationship value, the more the relational bonds. (6) Relational bonds have a positive impact on customer loyalty, which refers to the more the relational bonds, the more the customer loyalty.
Advisory Committee Yi-Ping Lin - advisor

Files No Any Full Text File.
Date of Submission 2003-07-23