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Abstract
Building of trust Mechanism helps the cooperative performance among channel members; this argument has been the focus within academia and praxis in recent years. Most of researchers regard the trust as the key factor to improve cooperative performance, but if members are lacking relationship commitment toward organization, then it also affects the cooperative performance among one another. This subjective of this study is the multi-level marketing marketer, who plays the role of customer, retailer and proprietor. Facing the multi-level marketing organization’s high turnover rate, how to establish the trust that distributor toward company and leader, how to increase the relationship commitment, and how to create maintaining cooperative performance are becoming more important within the people oriented organization.

In the view of trust, this study develops the conceptual structure of cooperative performance. This empirical study test and verify the relationship among company trust, leadership trust, relationship commitment and cooperative performance. By using of the quantitative methods, including Descriptive Statistics, Confirmatory Factor Analysis (CFA), T-test, ANOVA, Multiple Regression Analysis and LISREL analysis to test the hypothesis of the research. The main findings are summarized as following: distributor’s company trust and leader trust have positive effect; both of them have direct positive effective toward cooperative performance. When the trust relationship transfers to the relationship commitment, it has indirect positive effect; the relationship commitment possesses positive mediating effect within the trust mechanism and cooperative performance.
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