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Abstract
In recent years, service industries have experienced dramatically progressing and rapidly growing. In terms of service industries, no matter finance, restaurant, medical or travel, all are related to our daily life. Especially for high contact industries, the intensive competition has made gradually decreasing of the customer loyalty; awaking of consumer’s consciousness and self-rights has made higher and higher demanding of the quality. Therefore, the relationship learning is try to establishing the constantly relationship between the service people and the consumers by the information sharing and virtuous interactions to fulfill the customer satisfaction and the long term relationship maintaining.
There are different service scenarios within the vary service industries, and the different interactions between service people and customer would bring different effects on the relationship learning and customer satisfaction. Hence, this study has selected high-class western restaurant and hair salon as two different high contact service businesses for different scenarios. By using of the convenience sampling, we conducted the questionnaires with consumers who went to these two places lately. Three hundred and sixty one valid questionnaires were obtained out of four hundred from the high-class western restaurants. Four hundred and sixty nine valid questionnaires were obtained out of five hundred from hair solons.
This study develops a customer satisfaction conceptual framework from customer factors and customer perceptions toward service people; then we test and verify the relationship among customer factors, customer perceptions, relationship learning, and customer satisfactions. This empirical study also use the Descriptive Statistics, Confirmatory Factor Analysis (CFA), T-test, ANOVA, Multiple Regression Analysis and LISREL analysis to test the hypothesis of the research. The study results as following: (1) Customer Factors (experience and interaction) and Customer Perceptions toward Service People (communication, profession, emotional expression, interactive strength, environment) have positive effects on Relationship Learning; (2) Communication, profession, emotional expression, interactive strength, environment, personal interaction and experience have indirect positive effects on customer satisfaction. (3) Relationship Learning has positive mediating effect on Customer Factors, Customer Perceptions toward Service people, and Customer Satisfactions.

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