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Abstract
The purpose of the study is to probe into the relationship between corporate image, service quality, relationship marketing and custermer life time value. The study method applied in this study was questionnaire method. The statistical analysis tool applied in this study was SPSS software, and the research results and discoveries were as below.
1. From the path analysis, it is found that the total effect service quality has on Customer Lifetime Value shows the largest path coefficient, followed by corporate image, relationship marketing, and finally, relationship quality. Considering the practice of human agencies, some human agencies label relationship marketing as the most important variable, followed by service quality and corporate image. As a result, they often attract customers by providing favorable placement fees. However, based on the findings in this study, although customers take account of placement fees, the service quality is still the most important factor for them to choose an agency. Therefore, as far as management is concerned, human agencies shall not focus on price-cutting competition but on the service quality.
2. From the Correlation Analysis, it is found that there is a significant positive correlation between the corporate image and the service quality, relationship marketing, relationship quality and customer life time value. As a result, corporate image is not merely a good predictive factor for customer life time value. It also has positive influence on service quality, relationship marketing, relationship quality, and customer life time value.
3. From Hierarchical Regression Analysis, it is found that service quality has the most influence on customer life time value.
4. It is found from Regression Analysis that to customer life time value, corporate image, service quality, relationship market, relationship quality all had significant explanatory power.
5. When it comes to customer life time value, there existd significant difference between subjects of different marital status, and it showed more significance in married subjects than single ones. Therefore, human resources agencies should reinforce married customers' customer life time value.
6. For subjects with different information sources, there showed significant difference in customer

life time value, and among them, DM/Advertisement/ Leaflet showed more significance than the website of Council of Labor Affairs. As a result, human resources agencies should reinforce the customer life time value of customers from DM/Advertisement/Leaflet.
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