URN etd-0407109-183703-169
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Statistics This thesis had been viewed 53 times. Download 0 times.
Department
Year 2005
Semester 2
Degree Master
Type of Document Master's Thesis
Language zh-TW.Big5 Chinese
Title The analysed relatedly of Customer Satisfaction, Trust, Commitment and Customer's loyalty on Life insurance
Date of Defense 0000-00-00
Page Count 76

Keyword
Life insurance
Customer satisfaction
Turst
the commitment
Customer's loyalty
Route analysis

Abstract ABSTRACT
As the insurance policy of the life insurance is weeding out the old and bringing forth the new constantly, the change of and population structure, the purpose of the insurance policy the more important thing is to be establishing long-term stability relation with the customer no longer to simple sale, in order to obtain customer's lifetime value. This research regards life insurance customer as the research object, ones that probe into customer satisfaction, turst, the commitment and customer's loyalty are related. There are two the following points in the main research purpose: First, probe into the influence on customer's loyalty of customer satisfaction of the life insurance. Second, understand customer satisfaction of life insurance, believe in, is it become item getting related with customer loyalty.

The ones that insure for life insurance with Taiwan in this research protect one as research object, adopt the convenient sample, sent out the questionnaire amounts to 400, retrieve 233, 23 invalid questionnaires among them, 210 shares of effective questionnaire. This research adopts SPSS to count the software and analysis, the statistical method scheduled to take includes: Narrating statistics, the letter degree, with result one degree of analysis, relevant analysis and route analysis. This research carries on the letter degree, letter degree is all greater than 0.8 for four letter degree which change one and whole questionnaire with Cronbach' s a coefficient, belong to the high letter degree. So the questionnaire that this research institute uses has enough inside consistency. And then carry on research and change relevant analysis among one with Pierre's relevant analytic approaches full of trees, promise satisfaction to customer, customer outside coefficient correlation, loyalty of satisfaction to customer lower, the others are all above 0.6, and under showing competence 0.01, all present positive correlation of showing. And the real example result analysis in the route shows, the coefficient of the route and route way all had dominance, so this research structure obtained support on the real example.

Finally, propose some the following conclusions according to the real example result. First, enterprise and customer set up the foundation of trust for customer satisfiedly. Second, turst and commitment are important intermediary's parameter in relation marketing. Third, confirm customer satisfaction and customer's loyalty between the two to the relation again. Fourth, every demography

change one and has not been showing the difference on satisfaction
Advisory Committee Hsueh-Lan Yang - advisor

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Date of Submission 2006-07-21