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Abstract
As the Mobile Number Portability (MNP) has become more popular, the telecommunication industry in domestic markets is in a new competitive situation. Customers may have the switching behavior to a new telecommunication services and this is a important thing that company how to make a good relationship with their customers. This study wants to realize the factors that influence customer loyalty and switching intension situation of MNP in Taiwan. This paper use statistic analysis, ANOVA analysis, and Regression analysis to explore the outcome for 303 examinations. This research finds that the telecommunication industry's service quality will positively influence customer satisfaction, and perceived value slightly influence customer satisfaction. In addition, switching barriers positively influence customer loyalty and interpersonal relationship, switching cost, and attractiveness of alternatives strongly influence customer loyalty. The results show that the construct among service, perceive value, switching barriers, customer satisfaction, and customer loyalty have interactive influence in Taiwan telecommunication industry
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