URN etd-0407109-183708-598
Author Yi-Chin Tsai
Author's Email Address No Public.
Statistics This thesis had been viewed 41 times. Download 0 times.
Department
Year 2007
Semester 2
Degree Master
Type of Document Master's Thesis
Language zh-TW.Big5 Chinese
Title A study of the relationship linking service attributes and behavioral intentions on the real estate brokerage industry: The mediator role of relationship quality
Date of Defense 0000-00-00
Page Count 76

Keyword
Service Attributions
Relationship Quality
Behavioral IntentionsIndustry
Real Estate Brokerage

Abstract
Real estate brokerage has an enormous impact on the national, state, and local economies. Promote with consumer's consciousness, the proportion of commissioned the brokerage raise gradually while they buying and selling the real estate. However the real estate broker need to contact with customer frequently in the process of service delivery, evaluation of customer to service promoter service quality depends on the service attributions (includes interact process, physical environments, the physical environment of service encounter, perceived core service performance, and so on) in the moment of truth. How to manage customer relation and understand the customer future behavior they might take are the important issues. Those issues are previously research neglected regarding the real estate brokerage industry.

This study provides an overall model to explore the effect of soft service attributes, hard service attributes, relationship quality and behavior intention in a high service encounter context, namely in the real estate brokerage industry. This research employed structure equation Modeling (SEM) by the Amos software to test the model. Data were collected from 353 experienced buyers and sellers. The findings support soft attributions are significant positive impact on the hard attributions; soft and hard attributions are significant positive impact on the relationship quality; relationship quality are significant positive impact behavioral intentions; and relationship quality the fully mediates the positive effect of soft attributes and hard attributes on behavioral intentions. The research result will provide a thinking to promote service strategy in the real estate brokerage industry.
Advisory Committee Kuo, Hsing-Ping - advisor

Files No Any Full Text File.
Date of Submission 2008-07-21