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Abstract
Many industries not only provide service but also parts of the products for customers. Beside, Industries put energy and resources in CRM. They hope that that can earn customer's satisfaction and to build a long-term royal relationship with customer. It is the key marketing strategy that successful Industries know how to improve customer relationship by relationship marketing, know how to hold key information to forecast market demand, know how to provide careful service to earn customer's confidence, and create Industries' competition advantage.

According to literature and logic reasoning, this research tries to structure an ideal model: a positive relationship among perceived product quality, service quality, relationship marketing, customer satisfaction and behavioral intention. Finally, the research result offers industry a discussed reference.

The questionnaire survey research method is applied in this study. The research subjects are the customer who ever bought Toyota car at Nan Du franchisee. Using convenience sampling in research, sent out 500 questionnaires altogether, which have been received effective questionnaires by 383 shares. Therefore, the effective recovery rate is 76.6%. The series of analyses are made by using SPSS 10.0 and AMOS 4.0 software, including factor analysis, correlation analysis, regression analysis, and structural equations modeling. The results are mainly as below:

1. Perceived product quality has significantly positive effect on customer satisfaction.
2. Relationship marketing has significantly positive effect on service quality.
3. Service quality has significantly positive effect on customer satisfaction.
4. Relationship marketing has significantly positive effect on customer satisfaction.
5. Customer satisfaction has significantly positive effect on behavioral intention.
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