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Abstract
With the development of on-line travel service, attracting customers to use this kind of marketing tools is a tremendous challenge for enterprises. The key point to accomplish that is to deliver superior value to customers. The companies should increase customer value and enhance customer relationship that may cause double-win result. The goals of this thesis are to find the relationship among customer value, relational bonds, and relationship quality in the travel industry.

Four hundred and six valid questionnaires were collected by convenient sampling. This study uses descriptive statistic analysis, reliability analysis, exploratory factor analysis (EFA), confirmatory factor analysis (CFA), higher-order confirmatory factor analysis (HCFA) and path analysis to describe information and examine hypothesis. The main findings of this thesis are as follows:

1.The increase of customer value will strengthen the relational bonds.

2.The increase of customer value will enhance relationship quality.
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