



A STUDY ON THE EFFECTS OF PERCEIVED VALUE ON PURCHASE INTENTION OF AROMATHERAPY

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Abstract

This research object aims to the consumer from an essential oil aromatherapy so-called brand D in Tainan to explore the intervening variable between customer-perceived values, service quality and customer satisfaction for telling the affect. This study indicates customer satisfaction indirectly influence on purchase intention. The research and data collections were conducted through questionnaire surveys and empirical researches. The service quality and the perceived value has a positive impact on customer satisfaction as the results found in the essential oil aromatherapy of brand D. Customer satisfaction of it has a positive impact on purchase intention, either. Another finding is the service quality and the perceived value will be indirectly affected by the purchase intention through customer satisfaction. The study found that essential oil aromatherapy consumer purchase intention is strong or not that depends on the sense from physical display and the convenience of shopping it. It also showed that a novel purchasing environment influence customer satisfaction.

Key Words: Essential oil aromatherapy, Service quality, perceived value, Customer satisfaction, Purchase intention

Introduction

In recent years, the various pollutions are full with people's living environment around the world. Also, the economic patterns are continuing on changing; even the improvement. Under strong competitive conditions,

modern people are in a state of tight tension and high pressure. Long-term accumulation lead to physical fatigue, anxiety, declined immunity or insomnia. The unbalanced health of the body and mind causes various chronic diseases of civilization.

Aromatherapy is classified as a supplementary medical role in natural therapy, and it has been used in Western and European countries to restore the balance of the body and mind for many years. The World Health Organization (WHO) defines health as “a state of balance that needs to have a sound physical, psychological, and social and moral adjustment ability without disease or in a weak state” (Hao, 2020).

The global is under the coronavirus, to raise the aware of essential oil health information for everyone; to make the benefits of aromatherapy and how to choose aromatherapy essential oils to strengthen epidemic prevention has become a demand for modern people to improve their quality of life. From the industry, operating the marketing strategies, building close relationships between companies and customers, strengthening service quality and perceived values, and understanding whether the intermediary effect of customer satisfaction affects customers' purchasing intentions are the motivation for this research. Due to the research motivation, this research uses empirical analysis to investigate the influence of customers' perceived value on the purchase intention of essential oil aromatherapy under different background variations.

Literature Review

1. The meaning of essential oil aromatherapy

Essential oil aromatherapy uses essential oil extracted from aromatic plants as a medium, and is absorbed into the human body through the respiratory tract or skin through massage,

incense, bathing, etc., to achieve preventive health care, conditioning and treatment effects. It is a preventive medicine natural therapy, which is now used as a complementary alternative medicine (Josep Luis Berdonces, 2012).

Aromatherapy is the abbreviation of aromatherapy treatment. “Aroma” gives people a sense of pleasure and means to express the sense of smell. “Therapy” uses the aroma of essential oils, a kind of naturopathy, as a medium to achieve physical and mental balance, health care or treatment. (Huang, 2013).

2. Definition of service quality

The core of service management is service quality, which has become a research topic that has received considerable attention in the field of management since the 1980s (Cui, 2004).

This study defines service quality as the consumer's evaluation of service perception after the consumer experience process, which will be affected by the service level, experience, and feeling consumers expect in advance, and the output quality felt after the experience. And it also adopts the SERVQUAL scale by Parsuraman, Zeithaml and Berry (1988) to scan scholars' research on service quality defines. Main views in this research can generally be interpreted from the standpoint of industries and consumers.

3. Definition of perceptual value

Perceived Value (or so-called “cognitive value”) as refreshing many studies, it is according to Zeithaml (1988)

pointed out that it is defined as a subjective evaluation result that the customer must bear the payment cost of the quality of the goods or the utility of the service.

Kim et al. (2004) define perceptual value, which is the overall measurement of the customer's profit and contribution to the product, thereby determining the level of purchase intention.

Wang (2018) indicates that the perceptual value refers to the subjective feelings between customers' burdens and benefits when evaluating the purchase of goods or services based on their personal preferences, consumption habits, and values.

4. The meaning of customer satisfaction

Wu (2017) believes that customer satisfaction is the overall attitude of customers towards products after purchase and use. Hong (2018) defines customer satisfaction as the evaluation of the industry's contribution and the subjective standards of customers. If the standards are exceeded, satisfaction is high, and vice versa.

5. Definition of purchase intention

Purchasing intention refers to the tendency of a person to move, and can predict a person's behavior. Early researches believed that behavioral intentions are composed of three elements: cognition, emotion, and intention (Debruicker, 1979; Assael, 1998).

Recent research views on attitude are that attitude is composed of beliefs and feelings. Intention is one of the elements that form attitude, but attitude

affects the formation of intention and then affects a person's actual behavior. In the research shows that behavioral intentions have more influence on actual behavior than beliefs, feelings and attitudes.

Data analysis method

According to the demand of the hypothesis verification researched in this study, the questionnaire is analyzed through SPSS 25 statistical software tools. The statistical methods are used narrative statistical analysis, letter analysis, factor analysis and regression analysis.

1. Descriptive statistical analysis

Descriptive statistical analysis is a basic statistical analysis based on the basic information of the sample and the research factors. It uses the average, standard deviation, percentage, and sub-distribution table of each change to solve the sample distribution to understand the difference from sample structure.

2. Reliability analysis

Cronbach's a coefficient is used to verify the degree of internal consistency of the variables extracted by each coefficient. The higher the value, the higher the correlation of the variables in the scale, that is, the more internal consistency tends to be. To. Cronbach's a coefficient is used to measure reliability. Hair, Tatham, and Black (1998) generally consider the acceptable value to be 0.7.

This research uses Cronbach's a coefficient to verify the system city of each measurement variable, including

service quality, perceived value, customer satisfaction, and purchase intention for reliability verification to understand the correctness of the scale used in this research and reliability.

3. Factor analysis

The main purpose of factor analysis is to simplify the complexity of the variables and express the original data structure with fewer dimensions. The analysis can test whether the dimension classification used in the questionnaire design is appropriate, and it can be adjusted when the questionnaire is collected after the analysis.

4. Regression analysis

Regression analysis is a statistical tool used to express the relationship between two or more variables, and a dependent variable or response variable can be predicted from a group of independent variables or predictive variables. This research mainly explores the causal relationship between service quality, perceived value, cus-

tomers satisfaction, and purchase intention.

Results

The questionnaire in this study was conducted with consumers from the D brand aroma essential oil company in Tainan. The questionnaire was tested in May 2020. It spread a total of 250 questionnaires. 42 invalid questionnaires were excluded from the returned questionnaires. In total, the 218 valid samples are obtained.

1. Factor analysis

In this study, the Bartlett's Sphericity Test and the appropriateness of KMO sampling are used to evaluate and confirm. In order to reduce the dimensions and simplify the variables for analysis, the "Service quality", "Perceived value", "Customer satisfaction" and "Purchasing intention" is used for exploratory factor analysis, and reliability and content validity are used to illustrate the reliability and validity of the measurement scale of each main research variable, as shown in Table 1.

Table 1. KMO Sampling appropriateness measurement and spherical verification.

Facet	KMO Sampling appropriateness measurement	Bartlett Spherical Test
Service quality	0.841	0.000***
Perceptual value	0.825	0.000***
Customer satisfaction	0.826	0.000***
Purchase intention	0.673	0.000***

Source: compiled by this research

It can be seen from the above table that the KMO sampling suitability measures of each research variable are all above 0.5, and the Bartlett sphere test is significant. Therefore, factor analysis can be performed to extract

the facet of each variable. The following will analyze and name the aspects of each variable one by one.

- (1) Factor analysis and reliability analysis of service quality

This aspect analyzes the factors of service quality's "physical image", "reliability", "personnel guidance", "problem handling", and "policy". The formal questionnaire has 19 items. Questions 2, 3, 10, 12, and 22 are deleted if their factor load is less than 0.5. After the deletion, the 14 questions extracted a total of 5 factors and were

renamed "Physical Decoration", "Policy Plan", "Problem Solving", "Guide Service" and "Reliability". The cumulative variance is 61.921%, and the Cronbach's Alpha value of each factor is greater than 0.6, which shows a fairly good reliability. The results are shown in Table 2.

Table 2. Factor analysis and reliability analysis of service quality table.

Service Quality					
Factor	Formal content of the questionnaire	Factor loading	Eigen values	Cumulative explanatory variability	α value
Physical decoration	1. The services promised by the D brand aromatic oil company can be completed immediately.	0.794	5.481	28.847	0.649
	2. The products of the D brand aroma oil company make it easy for me to find items.	0.724			
	3. DD brand aromatic essential oil company has modern equipment and decoration.	0.629			
Policy plan	1. D brand aroma oil company product experience provides enough parking space.	0.629	1.688	37.731	0.610
	2. D brand aroma oil company provides flexible shopping time.	0.673			
	3. D brand aroma oil company provides diversified payment methods.	0.674			
Problem solved	1. D brand aroma oil company is willing to accept returns and exchanges.	0.825	1.348	44.823	0.613
	2. The D brand aromatic essential oil company will sincerely solve the problems I encountered.	0.630			
	3. The retailer of the D brand aroma oil company can directly and immediately handle customer complaints.	0.543			
Guide service	1. The retailer of the D brand aromatic oil company provides me with appropriate services.	0.738	1.141	50.828	0.610
	2. The retailer of the D brand aroma essential oil company can answer my inquiry politely.	0.610			

Service Quality					
Factor	Formal content of the questionnaire	Factor loading	Eigen values	Cumulative explanatory variability	α value
	3. The retailer of the D brand aroma oil company will never ignore my needs because of being too busy.	0.530			
Reliability	1. The services promised by the D brand aromatic essential oil company can be completed immediately.	0.794	1.048	61.921	0.617
	2. D brand aroma oil company can provide correct service for the first time.	0.584			

Source: compiled by this research

(2) Factor Analysis and Reliability Analysis of Perceptual Value

This aspect analyzes the factors of “hedonic value”, “practical value”, and “social value” of perceptual value. The formal questionnaire has 21 items. After factor analysis, it is found that the third, fourth, and fifth, 6, 7, 9, 10, 11, 15, and 16, if the factor load is less than 0.5, they will be deleted. After the deletion of the 11 questions, a total of 3 factors will be extracted and renamed “Social Value”, “Practical Value”, “Hedonic Value”. The cumulative variance is 45.370%, and the Cronbach's Alpha value of each factor is greater than 0.6, showing a fairly good reliability. The results are shown in Table 3.

(3) Factor analysis and reliability analysis of customer satisfaction

This dimension carries out factor analysis on the items of customer satisfaction. The formal questionnaire has a total of 5 items. After factor analysis, a total of 1 factor discovery is extracted and renamed “Customer Satisfaction”. The cumulative variance is 56.225%, and the factor Cronbach's Alpha value is 0.803, which shows a fairly high

degree of reliability. The results are shown in Table 4.

(4) Factor analysis and reliability analysis of purchase intention

The dimension analyzes the factors of purchase intention, “Loyalty”, “Direction of conversion”, “Willingness to pay more”, “External response”, and “Internal response”. The formal questionnaire has 10 items, which are analyzed by factor analysis. Later, it was found that the factor load of the 5th and 9th questions was less than 0.5 and was deleted. After the deletion of the 2 questions, a total of 3 factors were extracted and renamed “Loyalty behavior”, “Payment behavior”, “Reaction behavior”. The cumulative variance is 57.710%, and the Cronbach's Alpha value of each factor is greater than 0.4, showing a fairly good reliability. The results are shown in Table 5.

2. Regression Analysis

(1) The relationship between service quality and customer satisfaction

This research will explore the relationship between service quality and

Table 3. Factor Analysis and Reliability Analysis of Perceptual Value table.

Perceptual Value					
Factor	Formal content of the questionnaire	Factor loading	Eigen values	Cumulative explanatory variability	α value
Social Value	1. Shopping in the D brand aromatic essential oil company will change the impression that others have of me.	0.798	5.556	26.457	0.743
	2. Shopping in the D brand aromatic essential oil company can show my unique style.	0.779			
	3. Shopping at the D brand aromatic essential oil company can show my social status.	0.768			
	4. I think shopping at the D brand aromatic oil company is more in line with the trend of the society.	0.725			
	5. Shopping at the D brand aromatic essential oil company helps everyone identify with my taste.	0.712			
Practical Value	1. I can accept the commodity price of D brand aromatic oil company.	0.738	2.604	38.856	0.738
	2. I believe that the D brand aromatic oil company will not sell defective products.	0.686			
	3. On the whole, shopping at the D brand aromatic essential oil company can be said to be economical and social value.	0.608			
	4. I can buy the goods I want in the D brand aroma oil company.	0.526			
Hedonic Value	1. I usually leave a pleasant experience when I shop in the D brand aromatic oil company.	0.764	1.368	45.370	0.728
	2. I can buy what I need during the shopping process of the D brand aromatic essential oil company.	0.644			

Source: compiled by this research

Table 4. Factor analysis and reliability analysis of customer satisfaction table.

Customer Satisfaction					
Factor	Formal content of the questionnaire	Factor loading	Eigen values	Cumulative explanatory variability	α value
Customer Satisfaction	1. Overall, I am very satisfied with the transaction and service processing methods of the D brand aromatic oil company.	0.803	2.811	56.225	0.803
	3. Overall, I am very satisfied with the quality of goods and services provided by the D brand aromatic oil company.	0.763			
	2. Overall, I am very satisfied with the overall consumption environment provided by the D brand aromatic essential oil company.	0.746			
	5. Overall, I am very satisfied with the performance of the D brand aromatic oil company.	0.722			
	4. Overall, I am very satisfied with the professional knowledge and ability of the service staff of the D brand aromatic oil company.	0.712			

Source: compiled by this research

Table 5. Factor analysis and reliability analysis of purchase intention table.

Purchase Intention					
Factor	Formal content of the questionnaire	Factor loading	Eigen values	Cumulative explanatory variability	α value
Loyal Behavior	1. I would recommend my friend this D brand aromatic essential oil company.	0.859	2.678	26.781	0.495
	2. I will promote the advantages of brand D aroma oil company to others.	0.826			
	3. I will often come to D brand aromatic oil company for consumption in the future.	0.783			
	4. I will list this D brand aromatic essential oil company as the first choice in Taiwan.	0.727			
Payment Behavior	1. Even though D brand aroma oil company products are more expensive than other brands, I am willing to come here to consume.	0.866	1.694	43.723	0.555
	2. If the commodity price of D brand aroma oil company rises, I am willing to come here	0.832			

Purchase Intention					
Factor	Formal content of the questionnaire	Factor loading	Eigen values	Cumulative explanatory variability	α value
	to consume.				
Reactive Behavior	1. If the D brand aroma essential oil company encounters a difficult problem, I will choose other consumption.	0.788	1.399	57.710	0.577
	2. If there is a problem that is difficult to solve in the D brand aromatic essential oil company, I will respond to the service staff of the brand.	0.644			

Source: compiled by this research

customer satisfaction, using “customer satisfaction” as the explanatory variable, and the five factors of “service quality” as explanatory variables. A preliminary regression analysis will be carried out. The results are as follows Table 6 and Table 7.

In Table 6 that the judgment coefficient (R-squared value) of the regression model is 0.418, the F statistic is 32.199, and the P value is less than 0.01, reaching a significant level. Therefore, this regression model is significant.

It can be seen from Table 7 that in the regression model of service quality and customer satisfaction, the factors in the dimension all reach significant levels. The regression coefficient estimates of the regression constant, “physical display”, “policy plan”, “problem solving”, “guidance service” and “reliability” in order are -1.479E-16, 0.493, 0.356, 0.173, 0.128, 0.125, so the regression between service quality and customer satisfaction is as follows:

$$\text{Customer satisfaction} = -1.479\text{E-}16 + 0.493 \text{ physical decoration} + 0.356 \text{ policy plan} + 0.173 \text{ prob-}$$

$$\text{lem solving} + 0.128 \text{ guidance service} + 0.125 \text{ reliability}$$

From the above regression, it can be seen that the physical decoration has the greatest impact on customer satisfaction, followed by policy plans, problem solving, service guidance, and finally reliability, which means that the quality of service has a positive effect on customer satisfaction. Below the surface, there are positive effects.

(2) The relationship between perceived value and customer satisfaction

This research will explore the relationship between perceived value and customer satisfaction, using “customer satisfaction” as the explanatory variable and the three factors of “perceived value” as explanatory variables. A preliminary regression analysis will be carried out. The results are shown in Table 8 and Table 9.

It can be seen from Table 8 that the judgment coefficient (R-squared value) of the regression model is 0.291, the F statistic is 31.494, and the P value is less than 0.01, reaching a significant level. Therefore, this regression model is significant.

It can be seen from Table 9 that in the regression model of perceived value and customer satisfaction, the factors in the dimension all reach significant levels. The regression coefficient estimates of regression constant, "social value", "hedonic value" and "practical value" are in order -1.683E-16, 0.276, 0.389, 0.281, so the regression formula between perceived value and customer satisfaction as follows:

$$\text{Customer satisfaction} = 1.683\text{E-}16 + 0.389 \text{ hedonic value} + 0.281 \text{ practical value} + 0.276 \text{ social value}$$

From the above regression, it can be seen that hedonic value has the greatest impact on customer satisfaction, followed by practical value, and finally social value, which means that perceptual value has a positive effect on customer satisfaction and below this dimension, all are positive influences.

(3) The correlation between customer satisfaction and purchase intention

This research will explore the relationship between customer satisfaction and purchase intention, using the three factors of "purchase intention" as the explanatory variables, and "customer satisfaction" as the explanatory variable, and conduct a preliminary regression analysis. The results are as follows Table 10~15.

It can be seen from Table 10 that the judgment coefficient (R-squared value) of the regression model is 0.317, the F statistic is 101.521, and the P value is less than

0.01, reaching a significant level. Therefore, this regression model is significant.

From Table 12, it can be seen that the judgment coefficient (R-squared value) of the regression model is -0.004, the F statistic is 0.239, and the P value is 0.625, which is not significant. Therefore, this regression model is not significant.

It can be seen from Table 14 that the judgment coefficient (R-squared value) of the regression model is 0.04, the F statistic is 10.016, and the P value is less than 0.01, reaching a significant level. Therefore, this regression model is significant.

From Table 11, Table 13, and Table 15, it can be known that in the regression model of customer satisfaction and purchase intention, the factors in the dimensions except for the second dimension (payment behavior), the rest are all at a significant level.

Therefore, the regression between customer satisfaction and purchase intention is as follows:

$$\text{Loyalty behavior} = 1.892\text{E-}17 + 0.565 \text{ customer satisfaction}$$

$$\text{Response behavior} = 2.239\text{E-}17 + 0.211 \text{ customer satisfaction}$$

From the above regression, it can be seen that customer satisfaction has the greatest impact on the loyalty behavior of purchase intention, followed by response behavior, which means that customer satisfaction has a positive impact on loyalty and response behavior.

Table 6. Regression variance analysis table of Service quality and customer satisfaction.

Mode	Sum of Square	Degree of Freedom	Mean Sum of Squares	F Test	Significance
Regression	93.664	5	18.733	32.199	0.000***
Residual	123.336	212	0.582		
Total	217.000	217			

Note: R²=0.418 · ***: P <0.001

Table 7. Regression model coefficient table of service quality and customer satisfaction.

Mode	Estimated value of B	t value	Significance
(constant)	-1.479E-16	.000	1.000
Physical decoration	0.493	9.529	0.000***
Policy plan	0.356	6.870	0.000***
problem solved	0.173	3.333	0.001***
Guide service	0.128	2.470	0.014**
Reliability	0.125	2.408	0.017**

Note: **: P <0.01, ***: P <0.001

Table 8. Regression variance analysis table of Perceived value and customer satisfaction.

Mode	Sum of Square	Degree of Freedom	Mean Sum of Squares	F Test	Significance
Regression	66.463	3	22.154	31.494	0.000***
Residual	150.537	214	0.703		
Total	217.000	217			

Note: R²=0.297 · ***: P <0.001

Table 9. Regression coefficient table of perceived value and customer satisfaction.

Mode	Estimated value of B	t value	Significance
(constant)	-1.683E-16	0.000	1.000
Social value	0.276	4.842	0.000***
Hedonic value	0.389	6.835	0.000***
Practical value	0.281	4.933	0.000***

Note: **: P <0.01, ***: P <0.001

Table 10. Regression variance analysis table of customer satisfaction and loyalty behavior.

Mode	Sum of Square	Degree of Freedom	Mean Sum of Squares	F Test	Significance
Regression	69.382	1	69.382	101.521	0.000***
Residual	147.618	216	0.683		

Mode	Sum of Square	Degree of Freedom	Mean Sum of Squares	F Test	Significance
Total	217.000	217			

Note: R2=0.317, ***: P <0.001

Table 11. The regression coefficient table of customer satisfaction and loyalty behavior.

Mode	Estimated value of B	t value	Significance
(constant)	1.892E-17	0.000	1.000
Loyal behavior	0.565	10.076	0.000***

Note: **: P <0.01, ***: P <0.001

Table 12. Regression variance analysis table of customer satisfaction and payment behavior.

Mode	Sum of Square	Degree of Freedom	Mean Sum of Squares	F Test	Significance
Regression	.240	1	.240	0.239	0.625(a)
Residual	216.760	216	1.004		
Total	217.000	217			

Note: R2=-0.004

Table 13. Regression coefficient table of customer satisfaction and payment behavior.

Mode	Estimated value of B	t value	Significance
(constant)	-9.535E-17	0.000	1.000
Payment behavior	0.033	0.489	0.625

Note: **: P <0.01, ***: P <0.001

Table 14. Regression variance analysis table of customer satisfaction and response behavior.

Mode	Sum of Square	Degree of Freedom	Mean Sum of Squares	F Test	Significance
Regression	9.616	1	9.616	10.016	0.002**
Residual	207.384	216	0.960		
Total	217.000	217			

Note: R2=0.040, **: P <0.01

Table 15. Regression coefficient table of customer satisfaction and response behavior.

Mode	Estimated value of B	t value	Significance
(constant)	2.239E-17	0.000	1.000
Reactive behavior	0.211	3.165	0.002**

Note: **: P <0.01, ***: P <0.001

Conclusions

The empirical results show that service quality on customer satisfaction, perceived value on customer satisfaction, and customer satisfaction have a positive impact on purchase intention; meanwhile, service quality will indirectly affect purchase intention through customer satisfaction.

1. The relationship between service quality and customer satisfaction of D brand Aroma Oil Company

After regression analysis, this research found that the service quality of D brand aromatic oil company will positively affect its customer satisfaction. The research results show that the five items of “physical decoration”, “policy plan”, “problem solving”, “guidance service” and “reliability” of service quality will positively affect customer satisfaction, of which “physical decoration” has the greatest impact, the others are “Policy Plan”, “Problem Solving”, “Guiding Service” and “Reliability” in order.

2. The connection between the perceived value of the D brand aromatic oil company and customer satisfaction

This study found through regression analysis that the perceived value of D brand aroma oil companies will positively affect their customer satisfaction. This study found through regression analysis that the perceived value of D brand aroma oil companies will positively affect their customer satisfaction. The research results show that the three items of perceptual value, namely “social value”, “practical value”, and “hedonic value”, will positively affect customer satisfaction. Among them, “hedonic value” has the greatest impact, and the others in order are “practical value”, and “social value”.

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