

The relationships among service quality, perceived value, customer satisfaction, and post-purchase intention in mobile value-added services

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## Abstract

The purposes of this study are to construct an instrument to evaluate service quality of mobile value-added services and have a further discussion of the relationships among service quality, perceived value, customer satisfaction, and post-purchase intention. Structural equation modeling and multiple regression analysis were used to analyze the data collected from college and graduate students of 15 major universities in Taiwan. The main findings are as follows: (1) service quality positively influences both perceived value and customer satisfaction; (2) perceived value positively influences on both customer satisfaction and post-purchase intention; (3) customer satisfaction positively influences post-purchase intention; (4) service quality has an indirect positive influence on post-purchase intention through customer satisfaction or perceived value; (5) among the dimensions of service quality, ‘ ‘customer service and system reliability’ ’ is most influential on perceived value and customer satisfaction, and the influence of ‘ ‘content quality’ ’ ranks second; (6) the proposed model is proven with the effectiveness in explaining the relationships among service quality, perceived value, customer satisfaction, and post-purchase intention in mobile added-value services.

Keyword : Mobile value-added services

Service quality

Perceived value

Customer satisfaction

Post-purchase intention