Relationship among Word-of-Mouth, Customer Value and Repurchase Intention for Online Travel Products: Evidence from Taiwan

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Abstract. This study mainly investigates the relationships among customer value, customer satisfaction, word-of-mouth, and repurchase intention. Online Travel products (Ezfly) was selected as the object of this study. 450 questionnaires were provided and 400 valid replies were received. This study uses the structural equation model to empirically explore the relationships among customer value, customer satisfaction, word-of-mouth, and repurchase intention. The results indicate customer satisfaction has an effect on word-of-mouth and repurchase intention through customer value, and customer value has a partial mediating effect.

Keywords: customer value, customer satisfaction, word-of-mouth, repurchase intention, structural equation modeling, online travel product

References


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