

TABLE IV. FITTING INDEX ANALYSIS

Fitting index		Fitting index	
DF	335	TLI	0.95
CMIN/DF	1.72	GFI:	0.83
RMSEA	0.06	IFI	0.95
NFI	0.90	CFI	0.96

Meanwhile, satisfaction trust and commitment all have a significant positive effect on relationship value. We can deduce that the direct effect of satisfaction on relationship value is 0.15, and the indirect effect is 0.38. So the total effect of satisfaction on relationship value is 0.79. Also, we can figure out the direct effect of trust on relationship value, which is 0.52, while the indirect effect is 0.35. So the total effect of trust on relationship value is 0.87. At last, we can deduce that the direct effect of communication on relationship value is 0.34, and the indirect effect is 0.00. So the total effect of satisfaction on relationship value is 0.34. In conclusion, satisfaction has the most positive effect on relationship value, and commitment has the weakest positive effect on relationship value. The influence of trust is between satisfaction and commitment.

Certain limitations of this study should be noted. First, the effect of distribution fairness on relationship value is worthy of further investigation. According to the exiting literature, we know that distribution fairness does have indirect effect on relationship value, but we don't know the specific path. Second, the sample range should be extended. Data of this study is mainly from southern firms in China, and collecting more data from all over the world maybe draw better results.

Further research could focus on the influence paths of relationship value in different relationship types, discussing whether differences exist in various kinds of relationships. What's more, how distribution fairness acts on relationship value is a second key research content.

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