







#### IV. RESULTS

The results from hypotheses testing are also displayed in Tab2, where “Yes” represent significant ( $p < 0.05$ ) relationship between constructs and “No” indicate the lack of a relationship. Hypotheses 1a ( $p < 0.05$ ), 1b ( $p < 0.05$ ), 1d ( $p < 0.05$ ), 1e ( $p < 0.001$ ) were supported, suggesting that fairness, empathy, reliability, convenience have a significant positive impact on satisfaction. Hypothesis 1c was rejected, indicating responsiveness has no significant positive impact on satisfaction. Hypotheses 2a ( $p < 0.001$ ), 2b ( $p < 0.001$ ) were supported, suggesting that satisfaction has a significant positive impact on trust, as well as trust has a significant positive impact on commitment, and that three dimensions of relationship quality are in a progressive relation. Finally, hypotheses 3a ( $p < 0.001$ ), 3c ( $p < 0.001$ ) were supported, and hypothesis 3b was rejected, indicating that satisfaction and commitment have significant positive impact on relationship value, but trust cannot influence relationship value directly.

This study provides a new direction for the after-sales service relationship research. We also found a suitable antecedent of after-sales service relationship quality. This study will provide abundant theoretical basis for future research.

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