

## **CONSUMER PERCEPTION AND BEHAVIORAL INTENTION OF CONVENIENCE STORE'S POINT COLLECTING**

*Li-Chuan Chu & Che-Pin Liang*

*Department of Business Administration, Nanhua University, Taiwan*

### **ABSTRACT**

*Recently, the convenience stores in Taiwan have provided smart marketing program: Point Collecting Service by APP. This paper examines the key factor for consumers' behavior intention towards the reception of the APP service. The study uses Structured Equation Modeling (SEM) to analyze users the relationships between the service quality, service value, switching costs and behavior intention. First, confirmatory factor analysis (CFA) was performed to determine whether the measured variables reliably reflected the hypothesized latent variables. Second, structural models were tested to determine overall model fit and path coefficients. Finally, we discuss the advantage of the APP service by the Important-Performance Analysis. The study's findings show that the proposed model has good explanatory power and confirms its robustness in predicting customers' intention to use convenience store's point collecting APP service.*

**KEYWORDS:** *Behavior Intention, Service Quality, Structural Equation Modeling*

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