

The Study of Relational Selling Behavior Between Airlines and Travel Agencies

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【 Abstract 】 The purpose of this study is to investigate the relational selling behavior between airlines and travel agencies. It is anticipated that the relational selling behavior will influence travel agency's loyalty and performance via mediating variable of relationship quality. The study first establishes the conceptual model of relational selling behavior and research hypotheses based on literature review. The next, is to construe linear structural relations model (LISREL) to conduct an empirical study. The study sample included 252 travel agencies in Taipei. It is revealed that the study model can appropriately explain the selling relationship behavior between airlines and travel agencies. The results of this study indicate that "interdependency" and "solidarity behavior" will positively influence the relationship quality significantly, but the "opportunistic behavior" will negatively influence the relationship quality significantly. And the relationship quality in turn has a significant, positive influence on the loyalty and performance of travel agencies. The study also discusses moderating effects by using the variables of "duration of relationship" and "degree of dependency". The results validate the framework of the relational selling behavior, and provide suggestions the relationship management strategies for the airlines.

【 Keywords 】 relational selling behavior, relationship quality, LISREL model

壹、緒論

近年來由於國民所得提升與工作時數減少等因素之影響，國人從事休閒活動的機會日益增加。以出國旅遊為例，根據交通部觀光局統計顯示，民國88年出國旅遊人數達6,558,663人次，較前期成長10.93%(交通部觀光局, 2000)。由於國人出國旅遊主要搭乘飛機，足見航空票務市場之需求日益殷切。此外，國人出國旅遊時間多集中於寒、暑期等旺季，在飛機機位有限的情況下，旺季時