ABSTRACT
Among all service industries, the service quality standards and the customer service satisfaction level have been raised ever-increasingly stricter due to rapid increase of service industry varieties, the deteriorating market competition in the whole service industries, increasing consumer self-awareness and consumer rights, the perpetual improvement of social public life standards. For all various service industries, the top priority has been reaching the solution for improvement of service quality and enhancement of customer satisfaction level. With those aforesaid prerequisites, it has thus been decided to apply the SERVQUAL Framework and Rater (developed by Parasuraman, Zeithmal and Berry in around 1985) in analyzing the customer service level in terms of five major rating aspects of this model, including Reliability, Assurance, Tangibles, Empathy and Responsiveness. The questionnaire survey is adopted as the major methodology for this research whose major research objects are the customers attending corporate banquet or celebration events in the H Resort. There had issued out 200 questionnaires in total with retrieval of 126 effective and valid questionnaires. The research analysis results indicate that there exists a huge difference between the average customer expectation for service quality and actual experience or perception of customer service quality. The actual average service quality ratings are lower than the social public average customer expectation for service quality. Principally, the average male customer satisfaction level and experience for the service quality is higher than the average female counterpart. When analyzed in age groups, the group of aged more than 51 years old has an average customer satisfaction level higher than that of the group of aged between 31 and 40 years old. When analyzed by education background level, the average satisfaction level of the consumers with high-school diploma is higher than that of consumers with junior college diplomas. If analyzed by vocations, the average customer service levels of other vocations are higher than that of the housewives. The average customer satisfaction level for the consumers with monthly income of more than NT$60,000 would tend to have a higher customer satisfaction level in average than that of the consumers with monthly income of NT$20,000 to NT$40,000 (exclusive of 40,000); In overall, there is a positive counteracting relevancy between the average customer satisfaction level and the actual service quality. Finally, deriving from the research analysis results, the conclusions and suggestions for this research are submitted for the evaluation references adopted by the service industries in the H Resort and also improving the gap between service quality ratings and customer satisfaction levels.

Keywords : PZB, service quality, SERVQUAL scale, customer satisfaction


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1. 經建會部門計劃處
   http://www.cepd.gov.tw/
2. 行政院主計處
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3. CSI台灣服務業聯網
   http://www.twcsi.org.tw/
4. 阿里山國家風景區
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