ABSTRACT
As the open of the mobile industry and the more liberty released to telecom industry, the competition among those telecoms has become more and more fierce. This causes the mobile phone users growth rate reached its peak and become stagnant which caused the telecoms' revenue going down as the time being. Therefore, the only way to break through this kind environment is to strengthen the service, understand the quality requirement of end users, and to have better customer satisfaction. This study targets at the users of the Far East customer service shop in Taichung area. Based on the descriptive statistics, t-test, the analysis of coefficient of variation, and chi-square test, we try to understand the users expectation and satisfaction on service quality which decipher the gap of service quality. This study discovers the following results: 1. The gap between the service quality expectations and the real experience about the service quality reaches the significant differences. The users' expectation is higher than the real experience of the service quality. 2. As to the service quality, the reflection and trust are more emphasized by the end users. They are more satisfied with the trust. The satisfaction on the response aspect is the poorest. 3. Aiming at the population variant, we found all the investigated aspects of the service quality and the expectation of customers are evident. Far East Telecom therefore could based on this study to understand what the users are looking for, and takes it as the guide in enhancing the service quality. Moreover, the users' satisfaction aspects could be as the element to improve the service quality.

Keywords: Service Quality; Customer Satisfaction

Table of Contents
第一章 緒論
1.1 研究背景與動機
1.2 研究目的
1.3 研究範圍
1.4 研究限制
1.5 研究流程
第二章 文獻探討
2.1 服務利潤鏈
2.2 服務品質
2.2.1 服務品質之定義
2.2.2 服務品質之構面
2.2.3 服務品質的概念化模式
2.3 顧客滿意度
2.3.1 顧客滿意度之定義
2.3.2 顧客滿意度之要素
2.3.3 顧客滿意度之衡量
第三章 研究方法
3.1 研究架構
3.2 研究變數的操作性定義與衡量
3.3 研究假設
3.4 問卷設計與研究對象
3.5 信度與效度分析
3.6 問卷回收與人口統計資料分析
4.1 問卷回收統計
4.1.1 問卷回收統計
4.1.2 人口統計資料
4.1.3 行動電話使用情形統計分析
4.2 信度分析
4.3 因素分析
4.4 描述性統計分析
4.4.1 消費者服務品質期望程度之分析
4.4.2 消費者服務品質滿意程度之分析
4.5 人口統計變項與門號使用情形之卡方檢定
4.6 人口統計變項對於消費者對服務品質期望程度之分析
4.7 人口統計變項對於消費者對服務品質滿意程度之分析
5.1 研究結果
5.1.1 服務品質期望程度之分析
5.1.2 服務品質滿意程度之分析
5.1.3 服務品質缺口之分析
5.2 建議與後續研究建議
參考文獻

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