

A study on the service quality and customer satisfaction of a kindergarten : 以某幼稚園為例

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ABSTRACT

While Taiwan has been remaining in the tendency of persistent evolution of the average family composition and social ideology in pretty rapid pace, it thus has ensued ever increasing of traditional family style transforming to small family in term of scale and the prevalence of double-income families confronting the difficulty of child caring. Due to the necessity of kindergarten-assistance for child caring emerging, the education for pre-school children has thus become ever-increasingly important subsequently. This research has been created and conducted for intending to analyze and evaluate the average parental demands and expectation for child-caring by means of researching the current status and development trend of kindergarten education service providers. The research mechanism is constituted of adopting the 5 major aspects of SERVQUAL developed by PZB (Parasuraman, Zeithaml, and Berry) as the research basis, and conducting case study on a kindergarten in conjunction with using questionnaire survey for exploring the commonly social public parental comments on child-education service quality and average customer (parental) satisfaction degree.

Keywords : Kindergarten、Service Quality、Customer Satisfaction Degree、Questionnaire Survey

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