

# A study on the relationship among administrative service quality, word of mouth and customers satisf

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## ABSTRACT

In recent years, due to changes in social types, coupled with the impact of low birth rate, making the increased participation of parents in education and the choice for higher school autonomy. School management therefore faces greater challenges. Camouflage in the fierce competition environment and how to establish a good relationship with parents. Improving service quality, increasing customer ' s satisfaction, and to establish a good word of mouth is the important issue to the school administrator in sustainable management. For this study, I propose three elementary schools empirical analysis in this case in Taichung City in order to provide a valuable data to school administration and academic reference.

In this study, a questionnaire survey is discussing about the school administration services for the quality and word of mouth of the impact of customer ' s satisfaction. According to a questionnaire designed to measure and references to the parents from three elementary schools. A total of 450 questionnaires, 388 valid questionnaires, the effective rate was 86.2%. Based on SPSS statistical approach to empirical analysis and gets the following conclusions:

1. The better administrative service quality might have a positive effect and helps increase customer satisfaction.
2. Administrative service quality and word of mouth has a significant positively related.
3. The better word of mouth might have a positive effect and helps increase customer satisfaction.

Keywords : service quality、 administrative service quality、 word of mouth、 customer satisfaction

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