

企業客戶對服務品質與滿意度之研究-以中華電信彰化地區企業客戶為例

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摘要

本研究在探討不同電信企業客戶屬性對電信業的期望服務品質與實際感受服務品質及管理者對企業客戶期望的認知間之關係，以中華電信彰化地區企業客戶及中華電信彰化營運處管理者為問卷調查對象，其有效問卷經SPSS統計軟體之敘述性統計、信度與效度分析、因素分析、t檢定、變異數分析、相關及迴歸分析等實證分析，並將研究所得結果提供中華電信做為提升服務品質及增進客戶滿意和內部管理之參考，期能在資通信市場更具有競爭力。研究結果顯示：1. 電信企業客戶屬性之所屬行業、年營業額對企業客戶「期望服務品質」構面上有顯著差異。2. 電信企業客戶屬性之所屬行業、年營業額、成立時間對企業客戶「實際感受服務品質」構面上有顯著差異。3. 企業客戶「期望服務品質」與企業客戶「實際感受服務品質」之間有顯著差異。4. 企業客戶「期望服務品質」與「管理者對企業客戶期望的認知」之間無顯著差異。5. 電信企業客戶屬性（所屬行業、年營業額、月繳金額、成立時間、營業據點數量）在「顧客滿意」上無顯著差異。

關鍵詞：企業客戶、服務品質、顧客滿意

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