

# A Study on Service Quality and Satisfaction for Enterprise Customers—A Case for Enterprise Customers of Chunghwa.....

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## ABSTRACT

This study is to investigate the relationship between the different telecommunication enterprise customers' expectation of service quality versus the actual perception of service quality and the telecommunication administrators' cognition on enterprise customers' expectation. Chunghwa Telecom's enterprise customers from Changhua area and Chunghwa Telecom's operating managers in Changhua branch are the target audiences for the survey. SPSS software has been applied to analyze the survey data and brings out with Descriptive Statistics, Reliability and Validity Analysis, Factor Analysis, t-test, Variance Analysis and Regression Analysis etc. The result of the study will be presented to Chunghwa Telecom as reference document during the internal process of service quality and customer satisfaction improving with expectation of increasing self-competitiveness among Telecom industry. The result has indicated: 1. "The expectation of service quality" shows significant difference among different business categories of telecommunication enterprise customers and their annual turnovers. 2. "The actual perception of service quality" shows significant difference among different business categories of telecommunication enterprise customers and their annual turnovers. 3. There is significant difference between "the expectation of service quality" and "the actual perception of service quality" among enterprise customers. 4. There is no significant difference between "the expectation of service quality" and "the telecommunication administrators' cognition on enterprise customers' expectation". 5. There is no significant difference between "the enterprise customers' attributes (such as business category, annual turnover, monthly bill, year of establishment, the number of business location) and "the customer satisfaction".

Keywords : Enterprise customers、Service quality、Customers satisfaction

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