

THE EFFECT OF MANUFACTURING INFORMATION SYSTEM SERVICE QUALITY TO BUSINESS -TAKE BIKE INDUSTRIES FOR EXAMPLE

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ABSTRACT

THE PURPOSE OF THIS RESEARCH IS TO ANALYZE THE EXPECTANCY AND PERCEPTION SATISFACTION AND INFLUENCE OF THE VARIOUS SERVICE QUALITY FROM THE INFORMATION SYSTEM PROVIDED TO ITS END-USERS INSIDE A COMPANY. BASED ON THE MODEL OF SERVICE QUALITY CONCEPT FROM PZB(1985), AND ALSO CONSIDERING THE CHARACTERISTICS OF THE INFORMATION SYSTEM, WE DIVIDE THE SERVICE QUALITY OF INFORMATION SYSTEM INTO 5 ASPECTS: FUNCTIONAL OF SYSTEM DESIGN、EXTERNAL APPEARANCE OF SYSTEM SCREEN、RESPONSIBILITY OF SYSTEM EXECUTION PERFORMANCE、SAFETY OF DATA QUALITY、CREDIBILITY OF INFORMATION CONTENT. AFTER PRACTICAL VERIFICATION, IT HAS THE FOLLOWING RESULTS: 1. WHEN THE END-USERS OF A COMPANY EXPECT MORE FROM ITS INFORMATION SYSTEM, THEY WILL GET HIGHER OVERALL SYSTEM SATISFACTION. THEY INTERACT TO ONE ANOTHER CLEARLY. 2. THE HIGHER THE END-USERS PERCEIVES THE INFORMATION SYSTEM, THE MORE THEY WILL BE SATISFIED WITH THEIR SYSTEM. THEY INTERACTS TO ONE ANOTHER CLEARLY. 3. AS REGARD TO THE ASPECTS OF SAFETY OF DATA QUALITY, THE SYSTEM EXPECTANCY AND PERCEPTION FROM THE USERS ARE INTER- ACTING TO ONE ANOTHER CLEARLY. 4. THE OPINION TO THE OVERALL SERVICE QUALITY SATISFACTION OF THE INFORMATION SYSTEM IS DIFFERENT FROM THE VARIABLE OF THE NUMBERS OF THE USERS.

Keywords : SERVICE QUALITY、INFORMATION SYSTEM、SATISFI

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