

The Relationship between Service Encounter Satisfaction and Postpurchase Behavior in University Extension Education

鄭錫聰、賴其勛；張景旭

E-mail: 9223254@mail.dyu.edu.tw

ABSTRACT

Education is the best economic policy. This is the famous remark of Brial, the British Minister. With the approach of the age of a knowledge economy, it is almost universally held that lifelong study is a necessary trend in our age. Continuing Education Programs at universities aim to instill a love of lifelong learning in students should aggressively start various courses to satisfy customers with better service so that they have a good grasp of this trend and find its market niche in the fiercely competitive field. In view of this, from the standpoint of marketing, this research attempts to search out the influence of satisfaction of service encounter in continuing education on enrollment. The research aims and findings are listed below. . research aims 1. Finding out which service items of Continuing Education are highly valued by learners 2. Finding out what the satisfaction of the learners about service items highly valued 3. Researching whether or not there is any difference in satisfaction of service items between an individual 's learning styles and group 's learning methods 4. Researching whether or not there is any difference in postpurchase between individual learner 's peculiarities and group peculiarities 5. Finding out the influence of satisfaction with service encounter in continuing education has on registration . research findings 1. There is no discernible difference in value of service items between individual learner 's peculiarities and group peculiarities. 2. There are evident differences in the satisfaction of service items between individual learner 's peculiarities and group peculiarities. The important findings show that older and lower-educated learners were much more satisfied, but younger learners were less satisfied. 3. There are obvious differences in motive for enrolling between an individual 's learning styles and group styles. The important findings show that older and lower-educated learners were more likely to enroll more than once for classes and to give word of mouth references to friends, whereas younger learners were more dissatisfied and complained more. 4. Satisfaction with service encounter had a great influence on reasons for enrolling. The important findings show that the higher the satisfaction the learners had, the more likely they would be to re-enroll. In addition, it was found that the promotion of the instructors ' profession was a useful method that encouraged enrollment.

Keywords : service encounter ; postpurchase behavior ; university extension education

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