

# A Study on Service Quality, Satisfaction, and Loyalty- An Example of ADSL Subscribers of Chungwa Telecom Co. Ltd

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## ABSTRACT

Because of the arrival of information era, Internet has been necessities of our life. In recent years, internet service providers (ISPs) have grown up rapidly because of the innovations of new technology and telecommunication liberalization. ISP market is getting more competitive than ever. Therefore, it is critical for ISPs to promote customers' satisfaction and loyalty of their subscribers. In this study, by collecting the questionnaire data from the HiNet ADSL general subscribers on internet, we attempt to analyze the main influential factors of subscribers' satisfaction and loyalty. The results of path analysis indicate that: (1) the capability of attendant's, service diversification, and the quality of on-line affect positively user's satisfaction and trust; (2) users' trust affects positively their satisfaction and loyalty; (3) the asset specificity of HiNet ADSL affects positively users' satisfaction; and (4) users' satisfaction affects positively users' loyalty. Moreover, we divided subscribers into three groups by using cluster analysis, and then utilized the discrimination analysis to identify the validity of cluster analysis. After choosing the number of clusters, a one-way ANOVA was conducted to assess differences between the various groups. The result shows that on-line quality is what most subscribers concern. Therefore, HiNet ADSL should retain the high on-line quality to promote users' satisfaction and loyalty.

Keywords : Service Quality, Satisfaction, Asset Specificity, Trust, Loyalty.

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