

# A Cross-straits Comparative Study on Service Quality, Customer Satisfaction, and Loyalty - An Example of Telecommunicati

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## ABSTRACT

Nowadays, it has been a competitive era of informationwise and technique wise on the market. Objection of the enterprise is not only maintaining a longer period of relationship with the former customer, but also developing the prospects. Furthermore, establishing the everlasting advantageous position, providing the outstanding product and service quality are also the key factor enables to receive the remarkable reputation on the market. The Mainland China has already been a disputing market, and the cross-straits telecom business has also been a tendency. How to integrate its resource to enhance the customer satisfaction is the main objective for the market transferring from Taiwan to Mainland China. The intention of service industry is providing service for the customer to meet their needs. In the century of customer wise, service quality and customer satisfaction are the two decisive points through the purchasing behavior. This research is based on how service quality and customer satisfaction affect the consumer loyalty. Taiwan and Shanghai are the regions of survey research; the conclusion of the research as followed: 1. Taiwan district telecom industry agrees the service quality affects the consumer loyalty in terms of reliable wise, reaction wise, guarantee wise, and careness wise. 2. Shanghai district telecom industry agrees the service quality affects the consumer loyalty in terms of reliable wise, reaction wise, guarantee wise, and careness wise. 3. Taiwan district telecom industry agrees the customer satisfaction at product, service and representative affect the consumer loyalty. 4. Shanghai district telecom industry agrees the customer satisfaction at product, service and representative affect the consumer loyalty.

Keywords : Service Quality ; Customer Satisfaction ; Loyalty

## Table of Contents

第一章 緒論 第一節 研究動機	1	第二節 研究目的	3	第三節 研究範圍與限制	3	第四節 研究流程	4	第五節 名詞界定	6
第二章 文獻探討 第一節 服務品質	8	第二節 顧客滿意度	10	第三節 消費忠誠度	14	第四節 台灣行動通訊市場概況	16	第五節 中國大陸行動通訊市場概況	21
第三章 研究方法 第一節 研究架構	29	第二節 研究對象與抽樣	30	第三節 研究假說	33	第四節 問卷設計	33	第五節 資料分析	36
第四章 統計資料處理與分析 第一節 服務品質對消費忠誠度的影響	38	第二節 顧客滿意度對消費忠誠度的影響	41	第三節 獨立樣本 T 檢定	45	第四節 假設驗證結果	46	第五章 結論 第一節 結論	47
第二節 建議	49	附錄一：台灣版問卷	56	附錄二：上海版問卷	61	圖目錄 圖1.1-1研究流程	5	圖2.3-1研究架構	29
表目錄 表3.2.1基本資料分析(台灣地區樣本)	31	表3.2.2基本資料分析(上海地區樣本)	32	表3.5.1信度及效度分析	36	表4.1.1台灣地區服務品質對消費忠誠度變異數分析	38	表4.1.2台灣地區服務品質對消費忠誠度迴歸分析	39
表4.1.3上海地區服務品質對消費忠誠度變異數分析	40	表4.1.4上海地區服務品質對消費忠誠度迴歸分析	41	表4.2.1上海地區顧客滿意度對消費忠誠度變異數分析	42	表4.2.2台灣地區顧客滿意度對消費忠誠度迴歸分析	43	表4.2.3上海地區顧客滿意度對消費忠誠度變異數分析	44
表4.2.4上海地區顧客滿意度對消費忠誠度迴歸分析	45	表4.3.1獨立樣本 T 檢定	46	表4.4.1假設驗證結果	46				

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