

The Research on the Service Quality, Satisfaction and Behavior Intention of Managerial Platform of Digital Teaching Mate

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ABSTRACT

Managerial Platform of Digital Teaching Materials is an information system based on knowledge management. The main purpose is to integrate digital teaching materials for sharing. Through promotion of digital learning, there are more users. Different types of platform were established and with increasing attention on service quality. From the service quality aspect, what kind of service and functions should a system provide to increase the satisfaction and behavior intention of the users, are the concerns of management and developers. To understand the influence of service quality on Managerial Platform of Digital Teaching Materials, this study adopted the PZB model and with other literature reviews, developed the "Survey of Service quality, satisfaction and behavior intention of Managerial Platform of Digital Teaching Materials". Through questionnaire survey method and quantitative analysis, the result shown: 1. The factors influenced service quality are: response, dependability and guaranteed solicitude. 2. There is a significant difference between the expectation and perception of service quality. 3. There is a significant difference between demographic variables and behavior intention, but not with satisfaction. 4. Service quality and satisfaction are correlated. 5. Service quality and "loyalty and devotion" are positively correlated. 6. Satisfaction and "loyalty and devotion" are positively correlated. Keyword: Managerial Platform of Digital Teaching Materials, service quality, satisfaction, behavior intention

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