

A Study of the Relationship Among Organization Learning, Six Sigma Way and Service Quality in Cross-Straits ...

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ABSTRACT

Nowadays in the pluralistic society, each enterprise is continuously looking for innovations and changes in order to face the new challenge of coming era, and is also taking the customer's satisfaction as their first priority, Better service quality is undoubtedly the direction of decade and the goal of the enterprise, therefore, they improve their service quality to meet the customer's needs by organization learning, Six Sigma activities, and in advance the influences of their interior innovated act, to the end, they could help enterprises to obtain customer's confidence and gain them profits. This thesis is according to the relevant document of organization learning, Six Sigma activities and service quality, drawing out the conceptual structure and hypothesis, clarifying the definition of parameter and measurement index; Meanwhile, stating how the later questionnaire is implemented, deciding the analytical method of the materials, and carry on the examination of the reliability and validity according to its nature. Finally, by theory and real example discussion, verifying the high correlation among organization learning, Six Sigma activities and service quality, furthermore, the cooperation of organization learning with the Six Sigma activities circulations is indeed useful to cross-strait information companies in improving their service quality; So, for an continuously growing up enterprise, it is a very urgent thing to promote organization learning, establishing the ability of infrastructure and procedure planting in Six Sigma activities is definitely the core-tech to improve enterprise service quality and development.

Keywords : Six Sigma, Organization learning, Six Sigma activities, Service quality

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