

# The Influence of Hi-Tech Product Quality and After-sales Service Quality on Customer Satisfaction – a Case of Philips Med

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## ABSTRACT

Along with the level of living rise and life extension, health care concept gains ground, urges the demand of medical supplies to expand increasingly, reveals the medical supplies market will has a lot of opportunities in the future. But the complexity of medical product and the importance of brand raise the market threshold. The medical supplies entrepreneur how to succeed from oligopoly market? To enhance the product quality and customer's service quality, provide the right product and service which customer expected then raise the customer satisfaction and loyalty. This study uses the concept "Customer satisfaction is effected by the perceived service quality, perceived product quality, perceived price" that is brought up by Zeithaml and Bitner (1996), with the medical supplies company conducts the study object, adjusts the variable of research, establishes the research construction, develops research questionnaire, collects survey data, uses SPSS analysis method and Structural Equation Model (SEM) to verify the pattern of research conceptual construction. The major results were summarized as follows: 1. Actual quality and perceived quality relations: Actual product quality and actual service quality with perceived product quality and perceived service quality present positive correlation. 2. Expected quality and perceived quality relations: Expected product quality and expected service quality with perceived product quality and perceived service quality present negative correlation. 3. Perceived quality and customer satisfaction relations: Perceived product quality with customer satisfaction present positive correlation. But in the relation of perceived service quality and customer satisfaction, just "Reliability" and "Responsiveness" present positive correlation; other three factors present negative correlation, and no significant correlation. It means this research assumption "perceived service quality and customer satisfaction present positive correlation" just established partially.

Keywords : product quality ; service quality ; customer satisfaction

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