

# 服務品質與顧客滿意度關係之探討-以台中市眼鏡業為例

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## ABSTRACT

Having been driven by the increase of national income, Taiwan's service industry, including optical industry, is rapidly developing and prosperous. Because of its localization, the influence of human environment from different regions on Taiwan's optical industry varies. By using a questionnaire survey, this study carried out a piece of quantitative research on the relation between the service quality provided by local optical companies and customer satisfaction, and how important the service quality is to the customers in Taichung City. The objects of the study are the customers in Taichung who are using optical products. 300 copies of questionnaire were dispatched, and 273 of them were returned. Thus, the response rate is 91%. Descriptive statistics, test, one-way analysis of variance (one-way ANOVA), Fisher's exact test, average and standard deviation, correlation and regression analyses were applied to analyse the data collected. The results show that there is a significant difference in the degree of how important the "assurance" of quality service among different age groups. Customers with different educational background and monthly income have significant different attitudes towards "tangibility", "reliability", "responsiveness" and "assurance". A significant difference also exists when it comes to "reliability" among different occupational groups. As to the customer satisfaction, there is a significant difference in "comfort and safety", "product image" and "price tolerance" between the two genders. Customers' marital status and educational background also significantly influence them on the satisfaction degree of "comfort and safety". Finally, a significant difference can be found in "manufacturing quality", "comfort and safety" and "product image" as well among groups with different educational background. In addition, both whole-perception service quality and whole customer satisfaction reach a significant positive correlation. This study shows that most of customers got information about the optical companies from print media, and then, the second largest proportion learned it from electronic media. These two groups occupy 53.5% of the whole customers. Based on the result, the research suggests that optical companies should place more effort on introducing new advertisements and commercials to attract new customers. Close contact with customers should also be kept in order to get customers' trust and identification. All these suggestions mentioned above may hopefully serve as a reference for the optical industry in their future operation.

Keywords : service quality ; customer satisfaction ; optical industry

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