

# The Effect of Service Quality of National Defense Military Property to Customer Satisfaction

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## ABSTRACT

When National Defense allow private entities produce and sell munitions to build independent defense industrial system, some inferior manufacturer disobey munitions' law with decreasing production cost and increasing profit space. Army as straight customer of munitions, always complain and dissatisfy them. The data of the related research study is very poor. So this research base on direct and indirect customers of munitions manufacturers, at its satisfaction of service quality. By this research method this research carries through the reference of the national defense independence policy. By the description covariance, variation covariance, relation analysis and one-way ANOVA etc. method to carry on the analysis according to the sampling sample, study the result the detection is as follows: 1. service quality is highly positive effect of customer satisfaction 2. it is no significant difference exist in the knowledge of service quality for army with different background 3. it is no significant difference generally exist in the customer satisfaction for army with different background 4. reaction knowledge, one of the knowledge of service quality for most customer is are below acceptance level in commercial benefits, 5. operation satisfaction, one of service satisfaction for most customer is above in recognition level among entities

Keywords : defense munitions, service quality, customer satisfaction

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