

The Relationship between Mobile Chain Service Quality and Consumers Satisfaction A Case Study of Far Eastone ...

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ABSTRACT

As the open of the mobile industry and the more liberty released to telecom industry, the competition among those telecoms has become more and more fierce. This causes the mobile phone users growth rate reached its peak and become stagnant which caused the telecoms' revenue going down as the time being. Therefore, the only way to break through this kind environment is to strengthen the service, understand the quality requirement of end users, and to have better customer satisfaction. This study targets at the users of the Far East customer service shop in Taichung area. Based on the descriptive statistics, t-test, the analysis of coefficient of variation, and chi-square test, we try to understand the users expectation and satisfaction on service quality which decipher the gap of service quality. This study discovers the following results: 1. The gap between the service quality expectations and the real experience about the service quality reaches the significant differences. The users' expectation is higher than the real experience of the service quality. 2. As to the service quality, the reflection and trust are more emphasized by the end users. They are more satisfied with the trust. The satisfaction on the response aspect is the poorest. 3. Aiming at the population variant, we found all the investigated aspects of the service quality and the expectation of customers are evident. Far East Telecom therefore could based on this study to understand what the users are looking for, and takes it as the guide in enhancing the service quality. Moreover, the users' satisfaction aspects could be as the element to improve the service quality.

Keywords : Service Quality ; Customer Satisfaction

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