

# A Study of Improving the Service Quality of Glasses Industry

陳錫評、曾清枝

E-mail: 9611460@mail.dyu.edu.tw

## ABSTRACT

This study adapted the method of quality research in glasses industry. For most of customers, pursuit for high quality service has become the most important tendency of consuming desire. However, because of the uneven recognition of quality standard between the customers and the service providers, there are some differentiations created, which possibly caused by the distance around the quality expectation and practical performance by each side. And finally that direct to the consumer dissatisfaction and loss customers. Therefore, the study adopts the model of service quality, which was proposed by Parasuraman, Zeithmal, and Berry (PZB). Through the investigation of the service quality of the contact and lens business owners, we anticipate the research consequence could be benefit to business owners on quality improvement and service escalation and as well in the future to establish the referable information for business carrier, whoever wants to do the analysis of service quality. The study utilizes the pattern of deep interview. From the side of the business owners, we would get 10 sets of effective questionnaire responses; from the other side of the customers, we get another 10 effectively. Apply the five major motives to confirm subject and purpose of the study. And then proceed to explore the documents which related, here would also include to collect the documents and straighten the secondary data relating to the business. By means of categorizing the documentation and straighten the business information, we then develop up the conceptive frames. The crucial is based on the five major facets of PZB service qualities to find out where, between the business carriers and the consumers are the differences of service quality. This could be applied to the case analysis for the deep interview. At last, combine the basic conceptual frames and coordinate the outcomes of the analysis to derive the main topic and render to the conclusion of disposition. The resolution of the study is stated as following: 1. From the samples of interviewees, we find whenever either the business carriers ' or the customers ' education levels are raised; the need for the quality tends to become higher. 2. From the interviews of business carriers, we find the perspectives on service quality surely exists the differentiations and accordance. 3. From the interviews of customers, we found the perspectives on service quality surely exists the differentiations and accordance, too. 4. From the gap between the business carrier (conventional, or franchised and chain stores) and the customer to perceive the service quality. This research offers suggestions for business owners or shopkeepers. The business managers must often look backward to exam and check if they could still possess the competitive potential and factors on themselves or if there were any mistakes on managerial ideas or operation that could lead to dissatisfy the customers or weaken the comparability. Reflect promptly, and following by tuning and modifying immediately to ensure the survival of business. Let the business owners themselves not be eliminated from the niche environment.

Keywords : Service Quality ; The Service Quality Model of PZB ; Glasses Industry

## Table of Contents

目錄封面內頁簽名頁授權書.....	iii	中文摘要.....	iv	英文摘要.....	
vi 誌謝.....	viii	目錄.....	x	圖目錄.....	xii
表目錄.....	xiii	第一章 緒論 1.1 研究背景與動機.....	1	1.2 研究範圍與對象.....	4
1.3 研究目的.....	4	1.4 研究流程.....	5	第二章 文獻探討 2.1 服務的定義及特性.....	7
2.2 品質的定義.....	10	2.3 服務品質的定義及特性.....	13	2.4 服務品質之模式.....	18
2.5 衡量服務品質的構面.....	24	第三章 研究方法 3.1 研究架構.....	29	3.2 資料蒐集.....	30
3.3 研究流程.....	35	3.4 訪談設計.....	36	3.5 研究方法之信效度.....	37
第四章 結果與討論 4.1 受訪樣本敘述資料整理.....	41	4.2 受訪之眼鏡業訪談內容總結整理.....	43	4.3 受訪之消費者訪談內容總結整理.....	54
4.4 眼鏡業（傳統店與連鎖店）與消費者之間服務品質的差距.....	64	第五章 結論 5.1 結論.....	73	5.2 建議.....	75
參考文獻.....	75				80

## REFERENCES

一、中文部份 1. 林英? (2085), 現代生產與作業管理。商略印書館。頁1203-1204。 2. 杉本辰夫 (1986), 盧淵源譯, 事物、營業、服務的品質管制, 中興管理顧問公司, 台北。 3. 吳芝儀、李奉儒 編譯 (1995)。質的評鑑與研究 (Michel Quinn Patton原著)。台北: 桂

冠圖書股份有限公司。4. 段樵，現代生產管理理論在服務行業品質管制上的應用。(台灣經濟研究月刊，第七卷，第五期)，頁45。

5. 胡幼慧(1997)。質性研究的分析和寫成。台北:巨流圖書公司。6. 淺井慶三郎、清水滋著，謝森展譯，(1989)。服務行銷管理，創意力文化事業。7. 李建隆(1997)，資訊服務功能之服務品質實證研究 - 以台電公司為例，國立交通大學管理科學研究所碩士論文。

8. 曾麗蓉(1988):醫院門診服務品質之實證研究，國立政治大學企業管理研究所碩士學位論文。9. 陳萬淇(1985)。個案研究法。台北:華泰書局。10. 陳耀茂(1997)。品質保證 - 理論與實務，五南圖書出版公司出版。11. 陳晏如(1988)，服務業服務品質之實證研究，政治大學企研所碩士論文。12. 陳淑惠(1988):速食業服務品質之實證研究，國立政治大學企業管理研究所碩士學位論文。13. 葉貞惠(1998)，「服務品質與消費者購後行為相關性之研究 - 以中國國際觀光旅館為例」，碩士論文，私立大葉大學事業經營管理研究所，彰化。14. 楊錦洲(2002)。服務業品質管理，初版，台北:品質學會，3頁，9-10頁。15. 楊淑涓(2001)，「價格、品質與價值鍊之實證研究 - 以國際觀光旅館為例」，碩士論文，私立朝陽科技大學休閒事業管理研究所，台中。16. 簡君蓉(2002)，「國民中學學校服務品質缺口模式問卷發展與應用之研究」，碩士論文，國立暨南國際大學教育政策與行政研究所，台中。17. 劉丁芳(1990):便利商店服務品質之實證研究，國立政治大學企業管理研究所碩士學位論文。18. 劉湘娥(1997):貨櫃船公司服務品質之實證研究，國立政治大學統計系研究所碩士論文。19. 薄喬萍、黃經編著(2001)。服務業管理，初版，台北:永大，第1章1-11頁、第12章1-17頁、第13章1-30頁。20. 蘇雲華(1996)。服務品質衡量方法之比較研究，國立中山大學企業管理研究所未出版博士論文。21. 鄭玉惠(1993)，「國際觀光旅館服務品質之研究」，碩士論文，國立中山大學企業管理研究所，高雄。22. 蕭富豐(1996):影響服務品質關鍵因素之研究 - 服務要素服務力之觀點，國立政治大學企業管理研究所博士學位論文。

二、英文部份

1. Deming, W. E., (1982). Improvement of Quality and Productivity Through Action by 138 Management, National Productivity Review. pp12-22.
2. Juran, J. M., Frond, M. C., & Bingham, R. S. (1974). Quality control handbook. New York: McGraw-Hill Book Company.
3. Juran, J. M., (1988). Quality Control Handbook, New York: McGraw-hill Book Co, 4th ed, P33.2
4. Kotler, P., (1973). The Major Tasks of Marketing Management. Journal of Marketing, pp. 42-49.
5. Kotler, P. (1998), Marketing Management: Analysis, Planning Implementation and Control, 8 ed.
6. Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A conceptual model of service quality and its implication for future research. Journal of Marketing, 49(3), 44.
7. Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A conceptual model of service quality and its implication for future research. Journal of Marketing, 49(3), 48.
8. Parasuraman, Zeithaml and Berry "A Conceptual Model of Service and its implication for future Research" Journal of Marketing Vol.28, 1995 p.4.
9. Patton, D. (1995). Applied Social Research: Tool for the Human Services. PA: Venture Publishing, Inc.
10. Polor, R. K. (1989). Case Study Research: Design and Methods. Revised Ed.. Beverly Hills, CA: Sage.
11. Regan, W. J. (1963). The service revolution. Journal of Marketing, 47(July), 57-62.