

The Study for the Influence of Service Quality and Relationship Value on Customer Satisfaction for Taiwan Water Corporation

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ABSTRACT

In view of most of the domestic researches about service quality are executed by the private enterprise. On the contrary, what are done by the state-run enterprise is extremely scarce. The affairs managed by the state-run enterprise such as water, electricity, etc. Those are closely linked with people's livelihood. For said reasons, how to improve the level for the national quality of life will become more and more important. This research will study the relationship among service quality, relationship value and customer satisfaction for Taiwan Water Corporation. This research is used by adopting the proportional slice sampling method with the questionnaire investigation, and the users who arrive at the Taiwan Water Corporation for dealing with the water affairs are this study's objects. Otherwise, by offering 600 questionnaires in all, which total up to 441 copies are retrieved, and subtracting 45 copies of the invalid questionnaires. Then the effective questionnaires are 396 copies, the rate of recovery is 66 percent. The result of research finds that it has exact obviously influences among service quality, relationship value, and customer satisfaction. That is to say, (1) Enhancing service quality will help to improve user's cognitive relationship value to Taiwan Water Corporation; (2) Good relationship value will contribute to improving user's cognitive satisfaction to Taiwan Water Corporation; (3) Enhancing service quality will conducive to improving user's cognitive satisfaction to Taiwan Water Corporation. In addition, it also finds that relationship value has some intermediary results between service quality and customer satisfaction.

Keywords : service quality ; relationship value ; customer satisfaction ; Taiwan water corporation

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