

A Study of Parent ' s Attitudes toward Kindergarten Service Quality

項順珠、鄭華清

E-mail: 9801343@mail.dyu.edu.tw

ABSTRACT

The purpose of this study to explore the kindergarten service quality and attitude of parents of kindergarten-related research, hoping to research findings, made available to the kindergarten operators, parents and early childhood workers as a reference.

This study used a random sampling conducted a questionnaire survey on 395 valid questionnaires were recovered by the research found that the quality of kindergarten services and the attitude of parents of kindergarten, parents of kindergarten awareness and attitudes of parents of kindergarten, parents of kindergarten feelings and the attitude of parents of kindergarten was positively correlated.

Kindergarten parents to explore quality of service, knowledge of kindergarten, kindergarten emotional impact on the attitudes of parents, researchers found that parents of kindergarten and parents of kindergarten cognitive attitude of the relationship between non-significant. That may be the sample of parents of kindergarten is not a correct understanding of the importance or not; it may be the parents of young children to learn and look forward to the cognitive error.

Sub-surface structure "to respond to" quality of service is not significant, and that may be unable to study the effectiveness of child care, parents feel the establishment of relations, parents do not feel this kind of response to a major.

Sub-dimensions "certainty" quality of service is not significant, suggesting that parents may think this is kindergarten teachers and administrative staff should have the conditions, and these conditions, the effectiveness of learning and child care can not build relationships; Perhaps parents think that this kind of certainty of Some services are the basic requirements of kindergarten, can not be regarded as services.

Keywords : kindergarten、 service quality、 attitude

Table of Contents

中文摘要	iii
英文摘要	iv
誌謝辭	vi
內容目錄	vii
表目錄	ix
圖目錄	xi
第一章 緒論	1
第一節 研究動機與背景	1
第二節 研究目的	3
第三節 研究流程	4
第二章 文獻探討	5
第一節 服務品質	5
第二節 服務品質在教育上的應用	16
第三節 家長選擇幼稚園理由的相關研究	26
第四節 態度	32
第三章 研究方法	37
第一節 研究架構	37
第二節 研究假設	38
第三節 研究對象與範圍	38
第四節 研究變數之操作型定義與衡量	39
第五節 問卷設計	41
第四章 研究方法	45
第一節 樣本統計量分析	45
第二節 描述性統計分析	47

第三節 樣本變數相關分析	53
第四節 服務品質與態度迴歸分析	55
第五節 研究實證結果彙整	62
第五章 結論與建議	63
第一節 研究結論	63
第二節 研究限制	66
第三節 研究建議	66
參考文獻	70
附錄 研究問卷	82

REFERENCES

- 一、中文部份Stephen, P. R. & Mary, C. (2006), 管理學(林孟彥譯), 台北:華泰文化, (原文於1943年出版)。王俊貴(2000), 國民小學教師對理想服務品質與實際服務品質知覺差異之調查研究, 國立台南師範學院國民教育研究所未出版之碩士論文。台北市教育局(1998), 選擇好的幼稚園檢核表, 台北:著者發行。江義平(2000), 教學服務品質衡量模式建構及分析之研究, 亞太管理評論, 3(1), 95-116。吳清山, 黃旭君(1995), 提升教育品質的一股新動力:談全面品質管理及其在教育上的運用, 教育資料與研究, 2, 21-30。吳曙吟(2004), 家長選擇幼兒園決策取向與其對幼兒園服務品質滿意度之研究, 國立花蓮師範學院幼兒教育研究所未出版之碩士論文。李秉穎(2005), 家長選擇幼稚園之決策行為研究, 國立成功大學高階管理研究所未出版之碩士論文。周碩樑(1999), 高級工業職業學校服務品質內涵建構與實證調查研究, 國立台灣師範大學工業教育研究所未出版之碩士論文。林天佑(1997), 學校經營與教育品質, 教育資料與研究, 19, 28-32。林佩蓉、馮燕(1999), 七歲以下幼兒就讀學前機構比例之調查研究, 教育部委託專案計畫成果報告, 台北市:臺北市立師範學院。林素吟(2005), 服務品質、滿意度與購買意圖關係之研究:層級干擾回歸之應用, 管理評論, 24(2), 22-37。林新富(2000), 轉換成本在顧客滿意度與顧客忠誠度關係之干涉效果-以台北市私立幼教產業為例, 實踐大學企業管理研究所未出版之碩士論文。邱永富(2002), 補習班之服務品質 - 以屏東縣某立案補習班為例, 國立中山大學人力資源管理研究所未出版之碩士論文。邱素薇(2003), 公私立幼稚園整體服務品質之比較研究 - 以桃園縣為例, 長榮大學經營管理研究所未出版之碩士論文。洪巧音(2003), 幼托園所家長托育服務品質需求與滿意度之研究, 朝陽科技大學幼兒保育研究所未出版之碩士論文。翁崇雄(1998), 期望服務與服務績效影響服務品質評量之研究, 台大管理論叢, 9(1), 2-17。翁雅洵(1998), 臺灣生物科技產業人力資源教育品質 - 以國內生技相關研究所專業教育品質為例, 國立成功大學企業管理研究所未出版之碩士論文。康淑雲(2001), 臺北市幼稚園家長教育選擇之調查研究, 國立台北師範學院幼兒教育研究所未出版之碩士論文。教育部(1999), 發展與改進幼兒教育中程計劃(修訂版), 台北:教育部。許金義(1972), 台北市幼兒家長對於幼稚教育意見之調查研究, 台中師專學報, 9, 55-98。連清唐(2004), 高職生選校時重視的服務品質影響因素之探討 - 以北縣某私校商職為例, 銘傳大學管理科學研究所未出版之碩士論文。郭巧俐(1993), 幼教服務市場與行銷策略之實證研究 - 以台大南地區為例, 國立成功大學企業管理研究所未出版之碩士論文。陳佩岑(2000), 臺北市托兒所保育人員專業素質與托育服務品質認知之研究, 東海大學社會工作研究所未出版之碩士論文。陳俊升(2002), 幼兒教育市場消費行為之研究 - 以台中地區家長選擇幼兒教育機構的歷程為例, 南華大學教育社會研究所未出版之碩士論文。陳淑芳(1998), 幼稚園教學環境評量 - 幼兒園環境量表實施的探索性研究, 幼稚園評量研討會論文集, 國立台東師院兒童發展中心。游銀泉(1996), 彰化地區幼教服務市場消費行為之實證研究, 國立雲林科技大學企業管理研究所未出版之碩士論文。黃承昱(1996), 大專院校學生教育滿意度之研究 - 以銘傳管學院為例, 銘傳大學管理科學研究所未出版之碩士論文。黃崇興、閔(2005), 服務管理, 台北:智勝文化事業有限公司。馮燕(1998), 托育服務-生態觀點的分析(修正版), 台北:巨流出版社。楊國賜等(2002), 全國幼兒教育普查計畫, 教育部委託專案計畫成果報告。楊錦洲(2002), 服務業品質管理(初版), 台北:三民書局。蔡政和(1997), 高等教育行政服務品質衡量模式之建構 - 以元智大學為例, 元智大學工業工程研究所未出版之碩士論文。鄭華清(2004), 行銷管理, 台北:全華科技圖書股份有限公司。鄧維兆, 李友錚(2007), 高等教育關鍵服務品質屬性之研究, 中華管理評論國際學報, 10(3), 45-50。鍾榮中(2003), 幼教服務市場消費者行為之研究, 大葉大學事業經營研究所未出版之碩士論文。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, 暨南大學教育政策與行政未出版之碩士論文。蘇俊憲, 陳屏國, 王華勇(2005), 以教育服務品質提升私立幼稚園所經營之研究, 長榮大學學報, 9(2), 95-110。
- 二、英文部份Assael, Henry. (1992). *Consumer Behavior and Marketing Action*. (4th ed.). North Carolina: PWS-KENT Publishing Company. Behshid, F., & Elshennawy, A. K. (1989). Defining Service Quality is Difficult for Service and Manufacturing Firm. *Industrial Engineering*, 21, 17-19. Berry, L. L., & Parasuraman, A. (1991). Marketing service competing through quality. *New York: The Free Press*. Bitner, M. J. (1992). Services capes: The Impact of Physical Suring ' son Customers and Employees. *Journal of Marketing*, 5, 57- 71. Bolton, R. N., & Drew, J. H. (1991). A longitudinal analysis of the impact of service changes on consumer attitudes. *Journal of Marketing*, 55(1), 1-9. Brady, M. K., & Cronin, J. J. (2001). Customer Orientation: Effects on Customer Service Perceptions and Outcome Behaviors. *Journal of Service Research*, 3, 241-251. Bradley, H. (1996). Parental choice of school in an area containing grant maintained schools. *School Organization*, 16(1), 59-70. Buttle, F. (1996). SERVQUAL: review, critique, research agenda. *European Journal of Marketing*, 30(1), 8-32. Campbell, D. T. (1963). Social Attitudes and Other Acquired Behavioral Dispositions. In S Koch(Ed). *Psychology: A study of a Science*, 10(6), New York: Mc Graw-Hill. Carman, J. M. (1990). Consumer Perception of Service Quality: An Assessment of the SERVQUAL Dimension. *Management Science*, 30, 1143-1159. Churchill, G. A., and Surprenant, C. (1982). An Investigation into the Determinants of Consumer Satisfaction. *Journal of Marketing Research*, 19, 491-504. Comfort, M. H. (1985). Factors that Contribute to Parent Satisfaction with Day Care. *Dissertation Abstracts International*,

46(10), Cronin, J. J., & Taylor, S. A. (1992). Measuring Service Quality: A Reexamination and Extension. *Journal of Marketing*, 56(3), 55-68.

Dabholkar A. P., Shepherd D. C., & Thorpe D. I. (2000). A Comprehensive Framework for Service Quality: An Investigation of Critical Conceptual and Measurement Issues Through a Longitudinal Study. *Journal of Retailing*, 76(2), 139-173.

David, M., West, A., & Ribbens, J. (1994). *Mother's Intuition. Choosing Second Schools*. London: Falmer.

Engel, J. F., Blackwell, R. D., & Miniard P. W. (2001). *Consumer Behavior* (9th ed.). Taipei: The Harcourt Press.

Edvardsson, B., Thomasson, B., & Ovretveit, J. (1994). *Quality of Service: Making It Really Work*. New York: McGraw-Hill.

Elam, S. M. (1990). The 22nd Annual Gallup Poll of the Public's Attitude Toward the Public Schools. *Phi Delta Kappa*, 72(1), 41-45.

Fishbein, M., & Isek, A. (1975). *Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research*. Reading, Massachusetts: Addison-Wesley. 2914.

Funkhouser, J. E., & Coopy, K. W. (1994). Minnesota's open enrollment option: Impacts on school districts. Washington, District of Columbia: U. S. Department of Education.

Galloway, R. L. & Wearn, K. (1998). Determinants of Quality Perception in Educational Administration: Potential Conflict between the Requirements of Internal and External Customers, *Educational Management and Administration*, 26(1), 35-48.

Garrin, D. A. (1983). Quality On The Line. *Harvard Business Review*, 61, 65-73.

Goodnack, J. (2000). An Investigation of Parent Expectations for School Service Quality. Unpublished Doctoral Dissertation, The Pennsylvania State University, Pennsylvania.

Gorard, S. (1999). Well that about wraps it up for school choice research: A state of the art review. *School Leadership & Management*, 19(1), 25-27.

Gornroos, C. (1984). A Service Quality Model And Its Marketing Implications. *European Journal of Marketing*, 18(4), 36-44.

Greiner, K. R., (2000). A Study of Academic Service Quality and Instructional Quality in a Midwestern Higher Education Environment, Unpublished Doctoral Dissertation, Jun. Iowa Drake University.

Han, S., & Shavitt, S. (1994). Persuasion and Culture: Advertising Appeals in Individualistic and Collectivistic Societies. *Journal of Exp Soc Psychological*, 30, 326-350.

Hermon, p., & Niteck, D. A. (2001). Service Quality; A concept not Fully Explored. *Library Trends*, 49(4), 687-708.

Juran, J. M. (1988). A Universal Approach to Managing for Quality, *Quality Process*, December.

Katz, D., & Stotland, E. (1959). *Psychology: A Study of a Science*. 3, New York: McGraw-Hill.

Kerlin, C. A. (2000). Measuring Student Satisfaction with the Service Processes of Selected Student Educational Support Services at Everett Community College (Washington), Unpublished Doctoral Dissertation, The Oregon State University.

Kotler, P. (2000). *Marketing Management: Analysis, Planning, Implementation and Control* (10th ed.). New Jersey: Prentice-Hall.

Lewis, R. C., & Booms, B. H. (1983). The Marketing Aspects of Service Quality. In Berry, L., Shostack, G., & Upah, G. (Eds.), *Emerging Perspective on Service Marketing*, 99-107. Chicago: American Marketing.

Lewis, B. R., & Vincent, W. M. (1990). Defining and Measuring the Quality of Customer Service, *Marketing Intelligence & Planning*, 18, 11-17.

Li, R. Y., & Kaye, M. (1999). Measuring Service Quality in the Context of Teaching: A Study On the Longitudinal Nature of Student ' s Expectation and Perceptions. *Innovations in Education and Training International*, 36(2), 145-154.

Lotfollah, N., Ram, R. B. (2006). The Quality Lotfollah *Management Journal*. Milwaukee. 13(3), 10-35.

Maddaus, J. (1990). Parent choice of school: What parents think and do. In C. B. Cazden (ed.). *Review of Research in Education*, 16. Washington, District of Columbia: American Educational Research Association.

Martin, W. B. (1986). Defining What Quality Service is for you. *Cornell HRB Quality*, February. 32-38.

Mels, G., Boshoff, C., & Nel, D. (1997). The Dimensions of Service Quality: The Original European Perspective Revisited. *Service Industries Journal*, 17(1), 173-189.

Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A Conceptual Model of Service quality And. ts Implications for Future Research. *Journal of Marketing*, 49, 41-50.

Pei, M. L. (2005). Abdolali Khatibi Akbar. David Yong Gun Fie. *Journal of American Academy of Business; Cambridge*, 7(2), 46.

Robbins, S.P. (1989). *Organization Behavior-Concepts, Controversies, and Application* (4th ed.). Englewood Cliffs, New Jersey: Prentice. Hall.

Sasser. W. E., Olsen, R. P., & Wyckoff, D. D. (1978). *Management of Service Operations. Text and Cases*, Boston: Allyn & Bacon.

Seymour, D. T. (1992). It's All in the Attitude, on Q: Causing Quality in Higher Education. *American Council on Education and Macmillan Publishing Company*, 5, 126-141.

Shank, M. D., Walker, M., & Hayes, T. (1996). Crosses-Cultural Difference Instudent Expectations. *Journal of Marketing for Higher Education*, 7(1), 17-32.

Suelzle, Marijean. (1978). *Child Care: Family Support, Welfare and Education*, 176-259.

Watson, R. T., Pitt, L. F., & Kavan, C. B. (1998). Measuring information systems service quality: Lessons From Two Longitudinal Case Studies. *MIS Quarterly*, 3, 61-79.

Wunder, W. L. (1997). School quality satisfaction survey: Development of an instrument to measure customer satisfaction with schools ' service performance. Unpublished Doctoral Dissertation, The Pennsylvania State University, Pennsylvania.

Zeithaml, V. A., Berry, L. L., & Parasuraman. (1996). The behavioral consequences of service quality. *Journa of Marketing*, 5, 31-46.

Zeithaml, V. (1988). Consumer Perception of Price Quality and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*, 52, 2-22.