

A Study of the Relationship among Service Quality, Involvement and Satisfaction-Based on Private and Public kindergarten

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ABSTRACT

Under the circumstances of decline of birth rate and competition of the business of kindergarten, the purpose of this study is to find out the parents' need of service quality by parents' involvement and whether the degree of involvement affects parents' satisfaction or not. By understanding the involvement factor of the children's parents in Taichung county, we try to investigate the effect of it on the satisfaction of service quality in the kindergarten. And then, we expect to provide the outcome to be the reference of enhancing the service quality of the kindergartens for jobholders in the related field of early childhood education.

From review and inference of literature and experiences, we find out if we want to enhance the quality and safety the learning environments, there is significant relationship in parents' involvement in addition to achieving the figure of high quality service about satisfaction. In the decision making of high involvement, parents have higher evaluating standard, and they pay more attention to children's experiences and feelings in the process of entering the kindergartens. Once the involvement can build up positive and confident public praise, kindergartens can get positive respond naturally from parents, and have influence on the market value that kindergartens possess. The expectation of parents' involvement also affects the definition and anticipation at starting point of early childhood education.

This study applies the questionnaire survey method to implement the survey on parents of children in Taichung county kindergartens. Totally, 400 effective questionnaires were received, the total response rate was 97.07%. Research findings show that the degree of parents' involvement has a significant influence on the result of service and satisfaction. We put the data that we got from the questionnaire result into descriptive statistics analysis, factor and reliability analysis, cluster analysis, analysis of correlation, regression analysis to do the comparison, and then we find out :

1. Children's parents have a significant influence between the recognition and satisfaction of service quality.
2. The degree of parents' involvement has a significant moderating effect between service quality and satisfaction at the kindergartens.
3. Decision-making considerations of parents' involvement has a significant difference in parents' occupation, family income per month, education level, parents' age, family structure and so on.

Keywords : involvement、service quality、satisfaction

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