

The Investigation of Relationship between Technical Service Quality & Customers ' Satisfaction of Technical Servicing Fi

陳永光、葉子明 ; 黃開義

E-mail: 9806311@mail.dyu.edu.tw

ABSTRACT

As the competition began to intensify in the economy of our country, the technology became increasingly more complex and intricate. In this competitive market, the ability to deliver a high service quality became important and necessary. Therefore, it is crucial for companies to maintain and continuous to improve service quality and therefore increase customer satisfaction.

This study aims to provide the analysis necessary for the managers and various personnel of the quality assurance department with the strategy to increase quality.

This study uses Parasuraman ' s multi-item scale model called SERVQUAL which measures six different aspects of service quality in relation to customer satisfaction. This study collected 122 surveys from engineers in the high tech industry as samples for analysis. The study showed a remarkable difference in the customers ' expectation of the service quality and the actual service quality performed. The service quality experienced by customers is on average below their expectation. When using the PZB model of analysis, one finds that every item has a gap; there were a total of twenty items that are below the average gap. In studying the different variables that affects service quality, one finds that the customers from the northern parts of Taiwan experience higher service quality than those from the middle parts of Taiwan. Those working in the communication technology and information technology felt they received higher service quality than those that work in mechanical material manufacturing. The study also showed higher satisfaction for those who work in the administrative department than those who works in development. On average, the entry level engineers also showed higher satisfaction than the senior engineers. Other than these factors, remaining variables studied in this statistical analysis contributed no significant differences in quality of service..

Keywords : Service Quality、 Customer Satisfaction

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