

An Analysis on Customer Satisfaction for Different Technological Colleges

Chin-Chuan Chen^{*} Pei-Ching Lan^{**}

Abstract

This research focuses on two different vocational & technological colleges—Ming Hsin University of Science and Technology and Yu Da College of Business. This study is to explore the factors and dimensions that affect customer satisfaction and develop a customer satisfaction measurement model of higher technological education. The major findings are as follows : (1) For college students, the top three dimensions of customer satisfaction are “environment”, “teacher”, and “facilities” ; For university students, the top three dimensions of customer satisfaction are “image”, “teacher”, and “facilities” ; (2). There are significant variances between quality perceived (perceived-expectation) and customer satisfaction ; (3). In customer satisfaction measurement model of higher technological education, there are significant variances between customer satisfaction and loyalty ; (4). There are significant variances of customer satisfaction and loyalty among different types of customers.

Keywords : Higher Technological Education, Customer Satisfaction, Loyalty

探討不同技職體系的顧客滿意度之研究

* Department of Marketing and Logistics Management, Yu Da College of Business

** Assistant Professor, Department of Applied English, Yu Da College of Business

陳金泉* 藍培青**

摘 要

本研究以科技大學及技術學院，兩種不同基礎的高等技職學校為研究對象，探討影響學生滿意度的相關因素、構面及發展高等教育顧客滿意評量模式。從研究發現：(1).技術學院學生最滿意的前三項構面分別是：『環境』、『師資』及『設備』等三項，科技大學最滿意的前三項則是『形象』、『師資』及『設備』等三項，受學生的認同程度最高；(2).學生『事後認知與事前預期的差距』的品質知覺與顧客滿意之間，有顯著差異；(3).顧客滿意評量模式中，『顧客滿意』對於『顧客忠誠』有極顯著差異；(4) 不同特性學生對於『顧客滿意』及『顧客忠誠』有顯著差異。

關鍵字：高等技職學校、顧客滿意、顧客忠誠

*育達商業技術學行銷與流通管理學系專任講師

**育達商業技術學應用英語系助理教授