The Competitiveness Indices of Taiwanese Retail Chain Stores

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Our research uses diversified evaluation indicators to assess the service quality of retail chain stores in Taiwan. The core of our research is composed of five dimensions of SERVQUAL and five different testing techniques: consumer questionnaire, full-circle feedback, observation method from consumer perspectives, a checklist score, and interviews with front-line service employees. This paper, which is only one part of that research, uses the technique of observation from consumer perspectives to evaluate service quality in retail chain stores. We elaborated ten evaluation items (two evaluation indices) for product price, time taken to seek goods, and competitiveness of the price of promoted goods in the market. During the period from Oct 17-20, 2008, we collected data from four retail chain stores in Taiwan: Rt-mart, Carrefour, Fe-geant, and Taisugar. The findings showed that Rt-mart was superior in terms of several indices items, including complete stockings in cheap commodities and the length of time needed for consumers to seek goods. Carrefour offered lower-priced costume and accessories than the other three retail chain stores, but it had room for improvement in the area of service personnel efficiency when consumers inquire about goods. Fe-geant and Taisugar were barely satisfactory in pricing and product diversity.

Keywords: Index, observation method, retail chain store
國內四大連鎖量販店評鑑指標：
以價格便宜度與賣場服務引導為例

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摘要

本研究試著利用多數的評鑑指標，來對受評鑑單位作一般全面的診斷，以期能夠驗證四大連鎖量販
店的經營效果。研究以SERVQUAL 五大構面及量表，對四家連鎖量販店的服務品質進行調查，
並以分析數位資料的統計方法，來對四家連鎖量販店的服務品質進行比較。最後，根據評鑑指標
的結果，提出改進建議，以期能夠進一步提升服務品質。

關鍵字：指標，服務品質，量販業

1. 研究動機與目的

連鎖量販業的發展，對於台灣的零售業具有重要的影響力。連鎖量販店的發展，從早期的量販業
到現在的大型連鎖量販店，其服務品質與經營效果的評鑑，對消費者的影響是不可忽視的。為
此，本研究試著利用多數的評鑑指標，來對受評鑑單位作一般全面的診斷，以期能夠驗證四大連
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