An Assessment on Service Quality of 3C Retail Chain Stores in Taiwan

Abstract

Based on PZB Model, we designed tools to evaluate the service quality of 3C Retail Chain Stores in Taiwan (Tsann Kuen 3C, Elifemall, and Sunfar 3C). The assessment instrument consists of two parts: one is practical observation, i.e., assessors play the role of customers to enter into stores for practical situation imitation; the other is customer questionnaires. What is presented in this paper is the part of customer questionnaire method of the assessment instrument. The questionnaire is designed on 5-level Likert scale and is composed of 7 groups of 20 questions. We integrate the previous theories and studies with our questionnaire parameters and make them become important reference factors of the questionnaire design. A fact can be found from the existing sampling clients: the majority customer of "Elifemall" that pays more attention to consumer electronics is female; Tsann Kuen happens to be the opposite to Elifemall in gender ratio. Sunfar 3C is balanced in gender ratio. Meanwhile the salary outlines of customer at every store can be witnessed briefly. Certainly, if the data go together with the population gender ratio of every store for continuation of the subsequent research, the results will become important parameters on the promotion of marketing or advertisement for the corporations. The current sampling region is limited to Tainan region, as cannot represent the consumption appearance of overall population in Taiwan. It is expected that, in the middle phase of this program, assessments will be expanded gradually to other regions. The construct of this paper embodied more academic characteristics: every measure is assured to subsequently refer to statistical analysis and the current situation of Likert scale on investigation applications and to be further revised, with the hope of accomplishing a fair and objective assessment instrument.

Keywords: service quality, service evaluation, 3C Retail Chain Store