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Abstract
This is an age of service. Everybody serves others and being served simultaneously. Chasing for the growth, increasing the revenue and acquiring higher level of satisfaction or loyalty of the customers should not be the mere reasons of private companies for providing services; nor should keeping jobs, earn one’s living or winning the election be the mere reasons of public departments. The achievement of serving others of both private and public departments should be focused on creating a better environment and higher values for life. Service is the interaction among people or between the people and environment, so the elevation of the quality of service will never cease as long as there is change in people and environment.
The subject of the investigation is related to the differences of the theoretical research and experimental results of users’ expectation of the quality of service .The objects of the investigation are the workers and the common people from the north, the middle and the south branches of Taiwan household Registration Office. The meters of the service quality are based on five aspects of “Conceptual Model of Service Quality”(PZB Model), including “reliability”, “care”, “facility”, “ equipment” and “response”. The research method is questionnaire survey, and the collected data are analyzed by Descriptive Statistics, T-test and One-Way ANOVA.
The suggestion of the research is: Taiwan household Registration Office should be more service-oriented, while taking the essence of customer services of the private companies for the reference at the same time. This is not only about refining the ways of service or elevating the level of user’s satisfaction, but also about remaining the attitude of insisting to provide the best service quality unremittingly.
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