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Abstract
The purpose of this study was to investigate the influence of the structural on-job training (SOJT) on the quality of restaurant service in Tainan city, Taiwan. The researcher first adopted Jacobs' (2003) guidelines of SOJT to classify the restaurants into SOJT and non-SOJT groups. Then, the study used the SERVQUAL scale developed from the P.Z.B. model to assess customers' evaluation toward restaurant services. The result of factory analysis confirmed the constructs of the SERVQUAL: tangibility, reliability, responsiveness, assurance, and empathy, and their reliability were 0.78, 0.72, 0.79, 0.79, and 0.84 respectively. The MANOVA test showed that the SOJT group outperformed the non-SOJT group in the reliability, responsibility, and empathy dimensions. The discussion and suggestion of this study were also provided.
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