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Abstract
Many organizations are getting more competition for the similar nature of their products and the manufacturing flow with their competitors. While more and more difficult to differentiate their product and service from their competitors', the internal service quality has become the most competitive advantage for them to attract the customers. Every employee must provide internal service to their customers while they receive services from others. Customers will receive quality service from the organization only when employee can be satisfied internally. A good internal service quality will not only satisfy internal customers to enhance their loyalty to the organization but also provide the good service quality to external customers.

Today, a better education environment and service are getting more attentions from the public. However, most researches in the past focused on the student rather than the teacher and staff. The objective of this research is to use Quality Function Deployment to investigate college faculty and staff for the quality service they demand. This study was surveyed several related literatures in the internal service quality and interviews with senior faculties. The internal quality service factor for faculty was divided into five categories and thirty-three items. Similarly the internal quality service factor for staff also divided into five categories and twenty-eight items for identifying possible well quality fators.

A survey for the faculty and staff were in Southern Taiwan University of Technology has been conducted. The results shown the majority of faculty and staff anticipate better internal service quality from the school. Therefore, it is important for the University to continuously improve and provide better internal quality service to ensure their quality for education.
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