URN etd-0407109-183712-957
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Statistics This thesis had been viewed 75 times. Download 24 times.
Department
Year 2006
Semester 2
Degree Master
Type of Document Master's Thesis
Language zh-TW.Big5 Chinese
Title Applying Mode of P.Z.B. to Analyze Key Factors and Perceptional Differences for Work of Military Training Service Quality—A Case Study in the High School of the Northern Taiwan
Date of Defense 0000-00-00
Page Count 92

Keyword
service quality
work of military training
key factors
perceptional difference

Abstract
The working range of military training includes four main items of actions at present, including the national defense education, student’s counseling and service, the safety of the campus and student's military service.Besides, it also contains the duty work twenty-four hours a day and seven days a week.Every military training work can't separate with the military education for students directly.Therefore, the range of military training leads to two slogans that “where students are, there are schools” and “all military trainers serve all students around the country.” The essence of military training instructors’ working is the service.
Among services marketing literature, what the scholars adopt most are those applications of P.Z.B. services qualities and the SERVQUAL measuring scales. Gradually, these two applications lead to the service qualities that the consumers prefer to. Hence, this thesis tends to apply the theories of P.Z.B. services qualities and SERVQUAL scales to develop the questionnaire for the research of key factors and perceptional differences for the military training service qualities. The subjects of this research include other military training instructors and students in the high school. By means of Analysis Hierarchy Process, the results not only shows the characteristics of objective weight but also reveal the sequences of key factors of service qualities of military training work. In addition, it also explains the conditions of perceptional difference that how military training work tallies with students’ needs, and the priority sequences of military training work. provides educational divisions and the follow-up topic researchers with relevant references and detail suggestions.
Advisory Committee Yang, Jin Shan - advisor

Files etd-0407109-183712-957-001.pdf

indicate access worldwide
Date of Submission 2007-07-06