

# 應用PZB 模式探討建設公司交屋人員服務品質之研究

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## 摘要

Because of the features, the domestic construction industry is often regarded as a manufacturing industry. In response to the demands of comprehensive quality management and customer orientation, the management strategy with service quality may promote the added value and innovation for construction industry. This paper is to explore the subject of service quality during the residence delivery process of construction company to customer, take advantage of the five dimensions of measuring service quality model developed by three scholars, Parasuraman, Zeithaml and Berry and analyze the questionnaire to probe the differences between “Expected Service” before delivery and “Perceived Service” after delivery for customer; furthermore adopt “Importance and Performance Analysis” and “Quality Improvement Index” to aggregate the priority items to improve service quality factors. In the result of research, among the five dimensions, six priority service quality improving factors are found and the improving strategy is raised.

**關鍵字**：service quality, expected service, perceived service, importance and performance analysis, quality improvement index