

企業形象、服務品質、顧客滿意度與顧客忠誠度關聯性之研究-以工研院量測中心為

例

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摘要

The mission of CMS ITRI is to raise the nations industry by establishing a common and precise standard across the manufacturing and measurement in each enterprise. Each year CMS has been serving thousands of enterprises including public company, private company and government organization. CMS is famous for its measurement techniques how about its service? This thesis is to study the relationship among CMS corporate image, service quality, customer satisfaction and customer loyalty. By analyzing the questionnaire through thousands of customers, this thesis gets some conclusions and suggestions that are helpful to understand how to raise our service quality and make our customers satisfaction.

關鍵字：corporate image, service quality, customer satisfaction, customer loyalty, CMS /ITRI