

台灣電力公司服務品質滿意度之研究：新北市地區實證分析

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摘要

With the liberalization, privatization era of change, the Taiwan Power Company will face unprecedented competitive situation. In this study, for the Taiwan Power Company new Taipei area residential electricity customers expectations of service quality and satisfaction of discussion, I hope that provide the Taiwan Power Company specific and valuable information, so that benefits planning and enhance a better quality of service.

In this study, a questionnaire, questionnaire distribution and recycling of information collected in accordance with simple random sampling, multivariate data analysis, and proposed conclusions and recommendations of this study summarized the results sorted out. The conclusions of this study can be summarized as follows:

First, The New Taipei's residential electricity customers in the Taiwan Power Company service quality items desired degree of sorting the top three were: natural disasters (such as typhoons, earthquakes) caused the blackout deal with immediate and appropriate power supply equipment is quite safe, the power supply equipment failure high efficiency, the repair and restoration of electricity in the shortest time. Satisfaction with the sort the top three were: natural disasters (such as typhoons, earthquakes) caused the blackout deal with immediate and appropriate supply of equipment failure, the repair efficiency in the shortest time to restore power, notice, power outages can be the shortest possible time to restore power.

Second, men's expectations of the extent and the level of dissatisfaction were higher than the proportion of women. The age of the highest proportion of 41-50 years of age expected level and the level of dissatisfaction. Higher qualifications for the service requirements of the project will be higher, the highest proportion to the desired degree and are not satisfied with the degree of tertiary education. Professional face

to the highest level of expectations of the businessmen and are not satisfied with the degree of proportion. Each phase (two months) to pay electricity bills face the highest expectations of more than \$ 5,001 and are not satisfied with the degree of proportion.

Third, the new Taipei City residential electricity customers satisfaction with the overall image of the Taiwan Power Company electricity services, with more than 81% are satisfied (including very satisfied), only 19% of the users that are not satisfied (including very dissatisfied).

關鍵字 : he Taiwan Power Company, utilities, service quality, customer satisfaction, the PZB mode