

Service Quality Decision Making for Internet Protocol Television Service

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Abstract

In recent years, with consumers' increasing demand for Internet and multimedia, integrating Internet with information and communication technology to create a map of the Internet Protocol Television (IPTV) market, has become a main trend in Taiwan. Thus, the main purpose of this study is to develop a service quality assessment framework for IPTV service industry based on delivery mode of IT-enabled service, and then to understand consumers perceived quality of IPTV service by adopting two-dimensional importance-performance decision making model (IPSM) to help the authority draw up more comprehensive quality improvement strategies. The results showed that system quality, information quality, service quality and content quality are the key elements affecting the success of IPTV service. In addition, IPSM results presented that enhancing staffs' professional knowledge and quick response capability through staff training are useful for customer satisfaction improvement. Moreover, simplifying the operation process of set-top box in order to reduce customers' exclusion for using IT-related equipment is also a beneficial way.

Keyword : IT-enabled service; Internet Protocol Television (IPTV); service quality assessment framework; two-dimensional importance-performance decision making model (IPSM)