

Applying Taiwan Customer Satisfaction Index Model to Evaluate the
Intelligent Library(以臺灣顧客滿意度指標探討智慧型圖書館之使用現況)

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摘要

On April 22, 2010, New Taipei City Government set up the first metropolitan intelligent library in Banciao Station. Equipped with the advanced Radio Frequency Identification (RFID) technology, this library allows and requires readers to do the book check-out and return on their own. The selfhelp services it promote and facilitate can reduce much waiting time needed by manual operations. This intelligent library has been up and running for two years. The steady growth in the number of its users shows that people are paying more attention to the intelligent library system. Therefore, usage and overall satisfaction of this library system is a worth investigating issue. This study constructed a model based on Taiwan Customer Satisfaction Index (TCSI) and administered a questionnaire to users of this low-carbon consumption intelligent library in Banciao Station. The collected responses were analyzed using Structural Equation Modeling to analyze the relationship between latent variables in each dimension. Results showed that most users had a high level of overall satisfaction with this intelligent library. Their satisfaction was directly affected by factors including image, perceived quality, and perceived value, suggesting that in addition to library image, system stability, satisfaction of personal needs, convenience, and practical user experience all had some impact on their satisfaction with the system. Based on the research findings, this study proposed some suggestions for authority concerned and the library administration, hoping that they could make necessary adjustments and improvements to further boost user satisfaction of this intelligent library.

關鍵字：intelligent library, radio frequency identification, Taiwan
customer satisfaction index,