The comparison and analysis of employee satisfaction improvement in the hot spring and financial industries

提致音 Shun-Hsing Chen

楊錦章, Shun-Hsing Chen Applied Statistics Management

Abstract

This study addresses the deficiency in service quality by integrating the importance and satisfaction indices to establish the importancesatisfaction model and proves a comprehensive assessment model for improving special quality attributes.

Keyword: SERVQUAL model, employee satisfaction, financial industries.