

# A study of relativity between service quality of Technical Consultant Visit and customer satisfactory- A case study of the Army Repair Factory

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## ABSTRACT

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As the society structure developed, the idea of service quality and customer satisfactory has become one of the important issues of business management nowadays. The military organizations also adapted to this trend and strengthened the management achievement. They carry out missions in the viewpoint of emphasizing active service and customer satisfactory, hoping to increase the overall customer satisfactory of service quality provided.

This study considers operation of Technical Consultant Visit of the Army as an practical exercise and designs two questionnaire polls A and B from the Unit Under Support (Customer) and Army Repair Factory (the service provider). The outcomes are as following : Poll A: Questionnaire sent out 210, Effective samples: 165, Effective retrieve rate 79%. Poll B: Questionnaire sent out 59, Effective samples: 51, Effective retrieve rate 88%. The collected data is analyzed by SPSS for Windows 10.0 statistical software. The purpose of this survey is to explore the relativity between expertise, service quality and customer satisfactory through the polls, find out how to improve the service quality by the result of differential analysis between service item and satisfactory, and establish a practical management system and protocol.

The study findings show with stronger that the expertise of the Repair Factory, service quality satisfactory is higher by the Unit Under Support. There is an obvious positive relationship between the two parties. The better the service quality of Repair Factory, the higher the satisfactory of the Unit Under Support. In addition, the overall satisfactory of the UUS will be affected by the hierarchy, population and scale of the unit itself, and the nonconformity between acknowledgements of service quality of Repair Factory and satisfactory of UUS is enormous.

Keyword: Expertise, Service Quality, Customer Satisfactory.