

## Accepted Manuscript

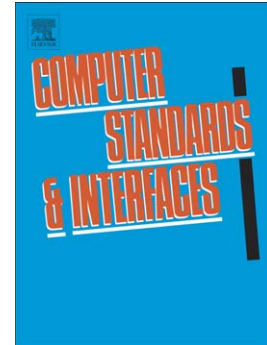
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Lin-Kung Chen, Wei-Ning Yang

PII: S0920-5489(15)00028-8  
DOI: doi: [10.1016/j.csi.2015.02.012](https://doi.org/10.1016/j.csi.2015.02.012)  
Reference: CSI 3016

To appear in: *Computer Standards & Interfaces*

Received date: 3 October 2013  
Accepted date: 20 February 2015



Please cite this article as: Lin-Kung Chen, Wei-Ning Yang, Perceived service quality discrepancies between telecommunication service provider and customer, *Computer Standards & Interfaces* (2015), doi: [10.1016/j.csi.2015.02.012](https://doi.org/10.1016/j.csi.2015.02.012)

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# Perceived service quality discrepancies between telecommunication service provider and customer

Lin-Kung Chen<sup>1</sup> and Wei-Ning Yang<sup>2</sup>

Department of Information Management

National Taiwan University of Science and Technology

<sup>1</sup>coln01@gmail.com and <sup>2</sup>yang@cs.ntust.edu.tw

## Abstract

The efficiency of telecommunication services (TS) has increased their popularity. However, objectively evaluating the quality and the potential of TS is difficult for the TS provider because its milieu differs from that of the customer. This obstructs the progression of TS development and usage. No studies have established a satisfactory model for estimating the discrepancy. This study therefore provides a model for measuring the presence, magnitude, and form of the perception discrepancy regarding TS by applying analytical hierarchy process (AHP) and multivariate analysis of variance (MANOVA). This model further explores the conditions under which the perception discrepancy regarding TS occurs and predicts the direction of change. The analytical results reveal that TS providers and customers significantly differ in their preferences for TS, and they also demonstrate that the difference in milieu of the TS providers and customers significantly correlates with the variation in preference. Therefore, this model can help the TS provider and customer gauge the pros and cons of investment in TS and shape corresponding strategy by linking the developed model, short/long-term TS strategies, and business activities related to TS.

**Keywords:** Telecommunication Service; Perception Discrepancy; Service Quality; IT Construct; Organization Characteristics.

## 1. Introduction

The deployment of fiber to the x (FTTX) and technological advancements in third generation (3G) and upcoming fourth generation (4G) mobile telecommunications have given birth to many new broadband, multimedia, and cloud computing services in the telecommunication service industry (TSI)<sup>1</sup> [1]. Because of the convenience of telecommunication services (TS), many companies in Taiwan are increasing their use of these services for business management and are demanding highly customized services that suit their business workflow [2-3]. Owing to the increasing popularity and the high efficiency of TS, the competitiveness of companies has

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<sup>1</sup> The definition of TSI includes network operators and service providers but not hardware suppliers and media industry.

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