

銘傳大學學生滿意度之差距分析： PZB模式之應用

Gap Analysis of Student Satisfaction in Ming Chuan University: An Application of PZB Model

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摘要：近年來我國高等教育日趨普及化，大專院校數目遞增，招生學生人數增加，使得學校之經營亦日漸競爭化。因此如何提昇學校教育品質以增加學生之滿意度，進而增強學校之競爭優勢，實為大學突破教育環境快速變化之良策。爰此，追求卓越及提昇品質，乃成為當今教育之主要課題，對於經費預算較少於公立大學之私立院校而言，此問題更形重要。本文係以服務品質的角度來探討高等教育專業服務機構的經營與品質改進策略，利用PZB（1985）服務品質觀念性模式中之差距分析，以分析銘傳大學學生對學校教育服務品質之滿意度。

本研究顯示，學生在某些服務項目之預期教育品質與實際感受教育品質有顯著的差距，同時在不同的校區與日夜間部學生對教育品質有不同的認知，而學校管理層與學生對教育品質的認知亦有所不同。經由學生滿意度之差距分析，可提供學校管理階層提昇教育品質之教育發展重點。

關鍵詞：高等教育、滿意度、差距分析

Abstract: In service management, there has been increasing emphasis on the potential use of service quality. But less paper is concerned with the school management. The purpose of this paper is to use the gap analysis, developed by Parasuraman, Zeithaml and Berry, to evaluate student satisfaction as a measurement of higher education service quality. The results of this paper show that there are gaps between students' perception and expectation on many items of education service quality. Besides, we also find that different course time and location will effect perceived gaps of students. Finally, the paper show that there are perceived gaps of students' expectation and administrators' expectation on many items. The results of this paper also provide useful information for the formulation of making improvements plan of school management.

Key words: Higher Education, Student Satisfaction, Gaps Analysis