

Executive Summary

The software industry has undergone explosive growth during the past several decades. Due to the explosive growth, the market competition of software industry becomes more and more fierce. To maintain competitive advantages in market competition, software vendors are paying more and more attention to customer satisfaction, which is the decisive factor for market competition.

Traditional study on software quality has focused on E-software products and users in western culture. With rapid economic growth, China market is becoming one of the most large and potential markets. However, less study has been carried out with respect to Chinese users. This study investigates the relative importance of quality dimensions of overall satisfaction with Office software tools to fill part of this gap in Chinese context.

A two-step procedure was performed in this research. In Phase I, eight potential dimensions have been identified for measuring the quality of Chinese Office software tools, including Reliability, Capability, Performance, Usability, Help System, Maintainability, Durability, and Compatibility. These dimensions are based on the

knowledge to Chinese culture and customers and extensive literature review. It is expected that there is a positive correlation between the quality dimensions and the overall satisfaction. In Phase II, these hypotheses are further tested using a logistic regression model based on collected data.

The analysis indicates that reliability, capability and help system are the three most significant drivers of overall satisfaction. These findings provide clear insight how to raise satisfaction levels with Chinese Office software tools. This information is absolutely valuable for software vendors and developers for continuous quality improvement. It is thus expected that this research will generate impact on software companies in initiating future business strategies.