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UNIVERSITY OF MACAU
FACULTY OF BUSINESS ADMINISTRATION

PERCEIVED SERVICE QUALITY
DIMENSIONALITY AND CUSTOMER
BEHAVIORAL INTENTION:
THE CASE OF CHINA MOBILE

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TABLE OF CONTENTS

EXECUTIVE SUMMARY.....	i
ACKNOWLEDGEMENT	iii
TABLE OF CONTENTS	iv
LIST OF TABLES	vi
LIST OF FIGURES	vii
CHAPTER 1 INTRODUCTION.....	1
1.1 Overview of Service Industry in China	1
1.1.1 The Development of Service Industry	1
1.1.2 An Environment with Opportunities and Challenges	1
1.1.3 The Problems in Service Industry	2
1.2 Research Objectives.....	3
1.3 Scope of the Study	6
1.4 Research Process	8
1.5 Organization of the Thesis	10
CHAPTER 2 LITERATURE REVIEW	12
2.1 Service	12
2.1.1 Definition of Service.....	12
2.1.2 Customer Service	12
2.1.3 Characteristics of Service	13
2.2 Service Quality	13
2.2.1 Service Quality.....	13
2.2.2 The Importance of Service Quality	15
2.3 Customer Behavioral Intentions	16
2.4 Relationship between Service Quality and Customer Behavioral Intentions.....	18
2.5 Measurement of Customer Service Quality.....	18
2.5.1 SERVQUAL.....	18
2.5.2 SERVPERF	23

2.6	Researches on Service Quality Measurement.....	24
CHAPTER 3 QUALITATIVE STUDY		27
3.1	Objective.....	27
3.2	Methodology.....	27
3.3	Sample	28
3.4	Interview Structure	29
3.5	Data Analysis	30
3.6	Result	30
CHAPTER 4 QUANTITATIVE STUDY		42
4.1	Objective.....	42
4.2	Questionnaire.....	42
4.2.1	Part 1 Perceived Service Quality	43
4.2.2	Part 2 Customer Behavioral Intentions	43
4.3	Target Population.....	45
4.4	Procedures.....	45
4.5	Results	46
4.5.1	Descriptive Statistics.....	46
4.5.2	Assessment of Perceived Service Quality.....	48
4.5.3	Factor Analysis.....	50
4.5.4	Multiple Regression Analyses.....	63
CHAPTER 5 CONCLUSIONS AND IMPLICATIONS.....		68
5.1	Summary of the Study	68
5.2	Limitation	70
5.3	Contribution of This Research.....	71
5.4	Managerial Implication.....	72
5.5	Suggestions for Future Research	74
5.6	Conclusion	75
REFERENCES		77
APPENDIX 1 – INTERVIEW GUIDELINE		83
APPENDIX 2 – QUESTIONNAIRE IN ENGLISH		84
APPENDIX 3 – QUESTIONNAIRE IN CHINESE		87
APPENDIX 4 – ASSESSMENT OF PERCEIVED SERVICE QUALITY AND CUSTOMER BEHAVIORAL INTENTIONS.....		91