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UNIVERSITY OF MACAU

FACULTY OF BUSINESS ADMINISTRATION

**SERVICE QUALITY AND ITS RELATIONSHIP WITH
CUSTOMER BEHAVIORAL INTENTIONS IN MACAU
ELECTRICITY INDUSTRY – CASE OF CEM**

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TABLE OF CONTENTS

TITLE PAGE	i
EXECUTIVE SUMMARY	ii
ACKNOWLEDGES	iv
TABLE OF CONTENTS	v
LIS OF TABLES	viii
LIST OF FIGURES	ix
CHAPTER ONE - INTRODUCTION	1
1.1 Statement of the Problem	1
1.2 Historical Development of the Electric Energy Industry	2
1.3 Research Objectives	12
1.4 Research Scope	13
1.5 Limitation of the Research	14
1.6 Organization of the Report	14
CHAPTER TWO – LITERATURE REVIEW	16
2.1 Services	16
2.1.1 Services versus Products	16
2.1.2 General Characteristics of Service	18
2.1.3 Electricity as Service	19
2.1.4 Definition of Quality	19
2.2 Service Quality	20
2.2.1 Definition of Service Quality	20

2.2.2	Conceptualization of Perceived Service Quality	21
2.2.3	SERVQUAL	23
2.2.4	Strengths of SERVQUAL	27
2.2.5	Criticism of SERVQUAL	27
2.2.6	SERVPERF	29
2.4	Behavioral Intentions	30
2.5	Relationship between Service Quality and Behavioral Intentions	31
CHAPTER THREE – CONCEPTUAL FRAMEWORK AND METHODOLOGY		32
3.1	Research Design	32
3.2	Choice of Variables	33
3.3	Conceptual Framework	35
3.4	Hypothesis Development	36
3.5	Methodology	37
3.5.1	Sample Selection	37
3.5.2	Research Instrument	38
3.5.3	Procedure	41
CHAPTER FOUR – RESULTS AND DISCUSSIONS		42
4.1	Univariate Analysis - Frequency Distribution	42
4.1.1	Demographic Information	42
4.1.2	Dimensions of Service Quality	46
4.1.3	Dimensions of Behavioral Intentions	48
4.1.4	Overall Rating of Service Quality	50

4.1.5	Importance of Service Features	50
4.2	Factor Analysis	52
4.2.1	Dimensions of Service Quality	53
4.2.2	Dimension of Behavioral Intentions	56
4.3	Multivariate Analysis	59
 CHAPTER FIVE – CONCLUSION AND RECOMMENDATIONS		 69
5.1	Conclusions	69
5.1.1	Overall Perception of CEM Service & Service Feature Importance	69
5.1.2	Perceived Service Quality of CEM – Positive Perceptions	70
5.1.3	Perceived Service Quality of CEM – Negative Perceptions	72
5.1.4	Behavioral Intentions of CEM	74
5.1.5	Relationship between Perceived Service Quality and Behavioral Intentions of CEM	74
5.2	Implications for Management	78
5.3	Suggested Areas for Future Research	83
 BIBLIOGRAPHY		 86
 APPENDICES		 93
APPENDIX I – SAMPLE SIZE FOR A GIVEN POPULATION SIZE		94
APPENDIX II – COVERING LETTER TO NON-RESIDENT CUSTOMERS		95
APPENDIX III - QUESTIONNAIRE (IN ENGLISH)		96
APPENDIX IV - QUESTIONNAIRE (IN CHINESE)		100