

Dimensions of Customer Service Quality in the Delivery of

Technical Services in a Semiconductor Company

A Masteral Thesis

Presented to

the Faculty of the Graduate School of Business

De La Salle University-Dasmariñas

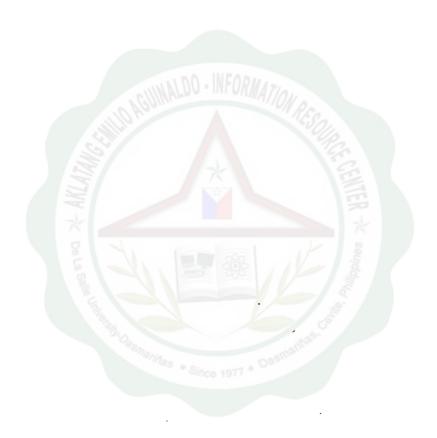
In Partial Fulfillment
of the Requirements for the Degree
Techno-Master of Business Administration

by

Michael Eneluna

March 2005





© 2005

Michael Eneluna

ALL RIGHTS RESERVED



ABSTRACT

Title: Dimensions of Customer Service Quality in the Delivery of Technical Services

in a Semiconductor Company

Researcher: Michael Eneluna

Adviser: Mr. Dennis Didulo

Year Completed: 2005

Type of Document: Masteral Thesis

No. of Pages: 109

Summary

Business competitiveness does not rely on product quality alone, but also on service quality. In Intel Corporation, a complex network of after-sales technical customer support groups has been tasked to ensure that service quality is in place. The research answered some questions on the dimensions of quality management that affect customer service quality. The Total Quality Service (TQS) model was used in performing the analysis. The TQS model is composed of 12 dimensions that assess customer service quality using management perceptions. The model identified two end goals which are Customer Focus (CF) and Employee Satisfaction (ES) as critical factors for service quality, and 10 organization subsystems that could significantly influence CF and ES.

AKLATANG EMILIO AGUINALDO ARCHIVES



The researcher employed descriptive statistics and correlational analysis in the research design. Primary data were used by conducting a survey among the management of Intel Technology Philippines, Inc. (ITPI) using the instrument adopted from the proponents of TQS model.

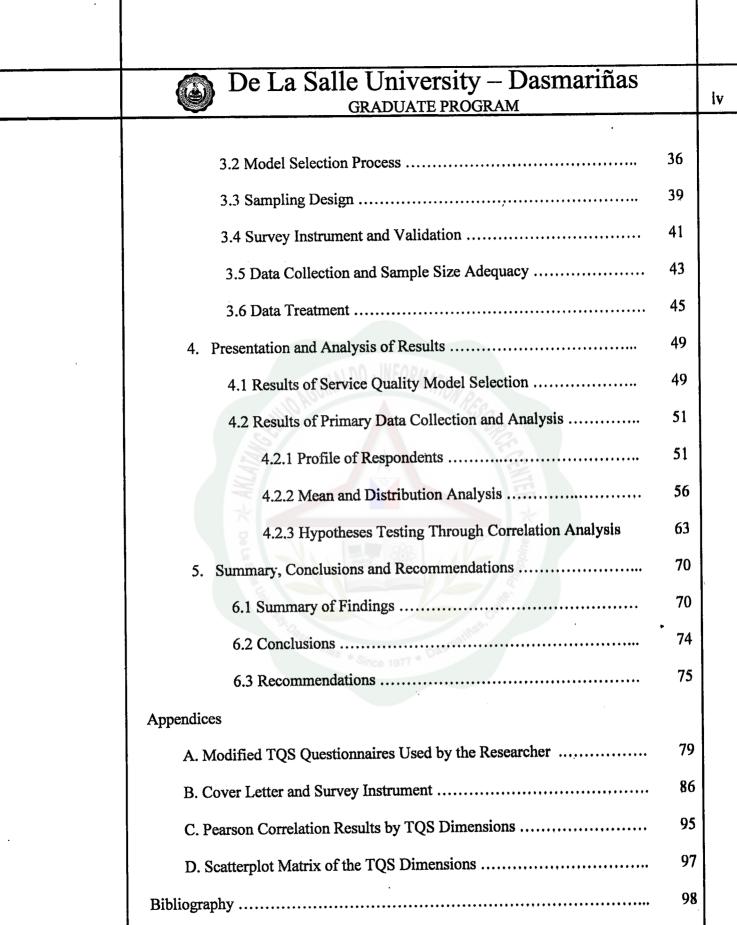
The researcher concluded that: (1) the TQS Model can be applied in evaluating the customer service quality in the delivery of after sales technical services in ITPI; (2) the dimensions of quality management that moderately correlated with CF were Employee Issue Management (EIM) and Continuous Improvement (CI); while weakly correlated with Service Culture (SC); (3) the dimension of quality that strongly correlated with ES was Social Responsibility (SR); while moderately correlated with Technical System (TS) and Information and Analysis System (IAS).

Based on the results of the study, the following are recommended: (1) for ITPI to continuously improve EIM and SR as key drivers of CF and ES respectively, and (2) to identify opportunities in promoting CI and Service Culture (SC) to enhance CF; and enhancing TS and IAS capabilities to enhance ES; (3) and for the next researchers to validate the results in the semiconductor and electronics industry and confirm the results by implementing a longitudinal study after recommendations are done.



Table of Contents

,	Page
List of Tables	v
List of Figures	vi
List of Charts	vii
Acknowledgement	viii
Chapter Chapter	
1. Introduction	1
1.1 Background of the Study	1
1.2 Theoretical Framework	5
1.3 Operational Framework	7
1.4 Statement of the Problem	9
1.5 Null Hypotheses	10
1.6 Significance of the Study	. 11
1.7 Scope and Limitations	12
1.8 Operational Definition of Terms	13
2. Review of Related Literature	18
2.1 Foreign Studies	19
2.2 Local Studies	32
3. Research Methodology	35
3.1 Research Design	35





List of Tables

No.	Title	Page
1	Scoring Criteria for Model Selection	38
2	Number of Questions per Dimension	42
3	Strength of Correlation per Correlation (r) Value	47
4	Comparative Analysis of Service Quality Models	50
5	Response Rate per Functional Group	51
6	Response Rate per Management Level	53
7	Mean and Standard Deviation Per TQS Dimension	57
8	List of Lowest Ranking Items in the TQS Survey	61
9	List of Highest Ranking Items in the TQS Survey	63
10	Pearson Correlation Results for Customer Focus	65
11	Pearson Correlation Results for Employee Satisfaction	. 67
12	Correlation Matrix per Variable	69



List of Figures

No.	Title	Page
1	Descriptive Model for Total Quality Service	6
2	Operational Framework of the Study	8
3	Total Quality Management for Services Model	21
4	Business Excellence Model	23
5	Diagrammatic Representation of Kaplan and Norton's Original Balanced Scorecard Design	24
6	Kano's Two-Way Model on Quality	28
7	The American Customer Satisfaction Index Model	30
8	The EPSI Rating Model Structure	31
9	TQM System Characterizing Attributes	33
10	Distribution of Respondent Per Functional Group	54
11	Distribution of Respondent Per Management Level	55
12	Box Plot of Mean Scores By TQS Dimension	60



vii

List of Charts

No.	Title	Page
1	Response Rate Per Functional Group	52
2	Response Rate Per Management Level	53
3	Combined Functional and Managerial Profile of the Respondents	56

