



**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**

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**March 2005**



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**ABSTRACT**

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

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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.

04 APR 2005



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	
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



3.2 Model Selection Process .....	36
3.3 Sampling Design .....	39
3.4 Survey Instrument and Validation .....	41
3.5 Data Collection and Sample Size Adequacy .....	43
3.6 Data Treatment .....	45
4. Presentation and Analysis of Results .....	49
4.1 Results of Service Quality Model Selection .....	49
4.2 Results of Primary Data Collection and Analysis .....	51
4.2.1 Profile of Respondents .....	51
4.2.2 Mean and Distribution Analysis .....	56
4.2.3 Hypotheses Testing Through Correlation Analysis .....	63
5. Summary, Conclusions and Recommendations .....	70
6.1 Summary of Findings .....	70
6.2 Conclusions .....	74
6.3 Recommendations .....	75
<b>Appendices</b>	
A. Modified TQS Questionnaires Used by the Researcher .....	79
B. Cover Letter and Survey Instrument .....	86
C. Pearson Correlation Results by TQS Dimensions .....	95
D. Scatterplot Matrix of the TQS Dimensions .....	97
Bibliography .....	98



**List of Tables**

<b>No.</b>	<b>Title</b>	<b>Page</b>
1	Scoring Criteria for Model Selection .....	38
2	Number of Questions per Dimension .....	42
3	Strength of Correlation per Correlation ( <i>r</i> ) 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**

<b>No.</b>	<b>Title</b>	<b>Page</b>
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





**List of Charts**

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

