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

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Michael Eneluna

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ABSTRACT

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Researcher: Michael Eneluna

Adviser: Mr. Dennis Didulo

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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.

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.

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