

# **A Study of an Enhancement of Service Quality for the Ocean Carrier- an Example of a Domestic Ocean Carrier**

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## **Abstract**

Service quality of an ocean carrier is quite different from those business circles provide real products. To concern the respect of its special characteristic, the study try to find the different degree of the importance/satisfaction between (1) the customer's expected and perceived service (2) the different type of the customers (3) also to search the correlation between the service quality of an ocean carrier and the customer satisfaction.

The study results show the following conclusions:

First, there are significant differences to the degree of the importance/satisfaction between the customer's expected and perceived service. Second, different background customers did not obtain the significant level of the importance/satisfaction degree between the two comparisons. Third, there is a positive relation between service quality and the customer satisfaction.

Key Words: Service Quality, Expected Service, Perceived Service