

# A Study of the Relationships among Service Quality, Customer Satisfaction and Repurchase Intention of Textbook Publishers in Taiwan's Elementary Schools

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**Abstract:** The purpose of this study was to investigate the relationship between the Changhua County elementary school teachers and the textbook Publishers for the service quality in Taiwan, customer satisfaction, and repurchase intention. The method of the study adopts questionnaires to “service quality, customer satisfaction and repurchase intention of the textbook publishers” as a research tool, Changhua County elementary school teachers to used Nani Book being the subject of study. Stratified random sampling of subjects, issued a total of 384 questionnaires were distributed 368 copies, 18 copies of removing invalid questionnaires, the effective sample recovery was 91.15%. The quantitative analysis of questionnaires was done by SPSS statistical software package. The results of the questionnaire were analyzed by descriptive statistics, independent sample T-test, one-way ANOVA, Pearson correlation analysis and stepwise multiple regression analysis.

The major findings of this study were as follows:

Teachers were satisfied with the Publisher's service quality and the customer satisfaction.

There were significant differences in the service quality, customer satisfaction and repurchase intention of the textbook publishers by gender and location of school teachers.

Service quality, customer satisfaction and repurchase intentions showed positive correlation.

Service quality would positive affect satisfaction and repurchase intention. In service quality, empathy, tangible, assurance and reliability could predict customer satisfaction. In service quality, empathy, tangible, and reliability could predict repurchase intention.

Satisfaction would positive affect repurchase intention. The overall satisfaction factors of customer satisfaction could effective predict repurchase intention.

**Key words:** textbook, service quality, satisfaction, repurchase intention

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## **1. Introduction**

This study aimed to understand the textbook of elementary school teachers press service quality, satisfaction and repurchase intention to study and discuss service quality, the relationship between satisfaction and repurchase intention.

### **1.1 Study Motivation**

The changes of the times, many different types of services, it is becoming more and more fierce competition, requirements will also increase the quality of public services. But the service sector with the intangible (intangibility), heterogeneity (heterogeneity), indivisible (inseparability) and disappearance (perishability) four characteristics (Parasuraman, Zeithaml & Berry, 1988), People in the industry, the same kind of product with service personnel at different times, and different clients have different quality of service. Same level of products and services, sometimes due to different customer needs and values, and the satisfaction of different. Service quality is good or bad, will affect customer repurchase intention (Zeithaml & Bitner, 1996). Quality service can cause customers ' continued willingness to buy, get more profits. Bad service is spread between the customer, thus affecting the corporate image. Overall customer satisfaction is recognized as an important pointer for predicting consumer behavior. Bolton (1998) study, increases in overall consumer satisfaction would increase customer repurchase intention, and will also be reflected in the actual repeat purchase behavior of consumers. Peppers and Rogers (1993) in his book, also mentioned in the cost needed to develop a new customer than to retain old customers cost as much as 6 to 9 times. Therefore, how to maintain good relationships with customers so that customers would often business becomes very important. Publishers of school textbooks, in order to improve customer purchase rate, you must provide a high quality of service, enhance customer satisfaction, and establish a good long-term relationship with customers.

Domestic primary and secondary school textbooks used to be centrally by the National Institute for compilation and editing and publishing, are centrally managed by the State. After 85, along with the textbook policy change, open private enterprises were involved in the editing and publishing of textbooks, publishing houses into market competition, are scrambling for textbooks, but less people and more, under the dual influence of market mechanisms and competition environment, the industry could not withstand competition eliminated, dropped out, dominance of a minority market.

In order to survive, the private sector publishing house for the textbook industry marketing marketing methods, plays the most important factor is the front line staff interaction with teachers. In the service quality of service attitude, is the key to success of enterprises, poor staff attitude will affect customer satisfaction, could cause unexpected losses (Lin Long Yi, 2010). Study on the main spindle is NanYi book company personnel's quality of service, explore the Chang Hua County elementary school teachers' cognition on service quality of the textbook industry, further understand the textbook industry market. Then with consideration of consumer behavior, consumer decision making focus and consumer perceptions of services, choice or judgement of the study factors such as differences in dimensions, analysis of overseas teachers of textbook quality of service requirements to provide operators reference the textbook industry, this is one motivation for this study, through literature and the study is to survey design and implementation, whereby the user (teacher) differences between expectations and reality, and segment the target market can be further developed in line with customers' expectations of service quality and product mix, improving customer satisfaction and repurchase intentions. Expected to enhance or

improve the textbook industry's competitiveness, to increase market share, obtain greater profit goals, users and operators can achieve a win-win situation, this is the motivation for this study, two.

Aim of this paper consists of the following four points:

- (1) Current elementary school teachers pay more attention to quality of service project?
- (2) Compare different demographic variables of the various services provided by the publishing house service quality, satisfaction and repurchase intention differences.
- (3) Compare the various services provided by the Publishing House of quality, satisfaction and repurchase intention differences.
- (4) Explore the press quality of service and the relationship between satisfaction and repurchase intention.

**Table 1 Open History of Textbook System**

Time	Fact	System
78 study years	Open junior high school textbook, activities of the subjects by some publishers to participate in editing, sent by the National Institute for compilation and review issue.	Pipeline parallelism
80 study years	Open elementary arts and activities account for the validation of this.	Pipeline parallelism
85 study years	“Education reform Committee report”	Full opening of elementary discipline of the yearly approval system.
89 study years	NICT (have been incorporated into the National Institute of education) leave the elementary school textbook market	Full opening of elementary discipline of the yearly approval system.
90 study years	The nine-year integrated curriculum	Elementary School of approval system
91 study years	National Institute for Compilation and Translation completely out of the textbook written composition only ad hoc panel to review private publishing industry submittal of audited subjects textbook .	Junior high school Section annually within three years to comprehensive examination and approval system
94 study years	Preparatory Office of the National Institute of Education ( National Institute for Compilation and Translation ) to rejoin the ranks of the textbook editor , published mathematical and natural Division Two .	Preparation and Review parallel system

Source: This study finishing

Junior high school and elementary school textbooks, early single released by National Institute for Compilation and Translation education sector, called “Edited by the Ministry of the Republic of China” 85 years since privatization of yearly compilation published by the publishing industry, because the materials subject to education sector passing the examination, so the issue of private industry are referred to as “validation of this”. Before the textbook market is not open, there is no other booksellers compete against a National Institute for Compilation and Translation exclusive manufacturers, therefore, not considered textbook “merchandise”, and the books are published in the government-funded, the price is not cheap, there is no difference in quality of problem, but also affect the market from competition. However, since the Republic of China 85 years education sector relaxed and open civil department published a book, in a competitive free market, the textbook is not only a

cultural product, but also an economic product. Since then, a small country officially jump textbooks as “market” transactions “merchandise” (Ou, 85 people). CULTURE industry to industry statements, the textbook market can be said to be an emerging market, and the staggering profits. According to scholar Shi Jin Village (2000) study indicated that this textbook market, if the co-existence of 12 publishing market makers on 86 school year basis, the annual output value of about 3.95 billion yuan, annual output value of 87 to learn more of 4.367 billion yuan, if the estimate to 91 school year, full market value will reach \$6 billion. And this data is only a textbook based on turnover, not included in the attached reference market, and if so then its value is bound to be more substantial.

South a bookstore was founded in the Republic of China for 42 years, initially started renting Buddhist books, foreign language books into distribution after two years of social and books, and drive it into North Gate Bookstore location Tainan Street bookstore. 55 the establishment of paper products, production of green (EVERGREEN), envelopes, diaries, and other paper products. Sedan exhaust system and thereafter gradually adding new printing presses and set production lines, mining business marketing new concept business reference books. 60 the careers reference books published as the main force, and the new superior reference book, started marketing names, establishment of Kingdom of reference books. 80, the subsidiary long hung press, full comic book publishing business. Republic 83 up, for should Government open civil textbooks published, South a immediately will business gravity betting in development elementary and middle schools textbooks of published issued work, invited scholars experts compiled textbook, and design test, hired professional line elite engaged in planning, and edit, and proofing, and art, and typesetting, and printed, and issued, work; another has familiar textbook, and education status of business Commissioner is responsible for collected market information, inquiry using views and the provides after-sales service, seeks to excellence, success transformation for professional academic publishing.

South a bookstore Corporation set Yu Tainan City, has editorial, and printing Qian Department, and printed Department, and binding Department, and issued Department, and business Department, and shop, and North, and peach bamboo, and in the, and Southwest, and South, and should be spent the District of Service Center, another Yu Taipei set a editorial, scale huge, organization sound, uphold with “education is Shuren Xingguo of cause” of concept, full heart input textbooks published work, period can upgrade textbook content quality and the learning efficiency. Main products and services include textbooks, reference books, supplementary, e-learning learning network, does not conduct teaching seminars on a regular basis, which is now the elementary, junior high to high school textbooks to develop the most complete, highest rate of approval by the Publisher.

## **2. Literature Review**

### **2.1 Definition of quality of service**

Service is intangible, no physical product, it has no fixed standard, so that quality of service is good or not, it is difficult to quantify the numbers to determine. Levitt (1972) quality of service refers to the service results to be in line with the standards set by Garvin (1984) the perception of service quality is a subjective quality. Parasuraman et al. (1985) points out that the quality of service more difficult to judge than product quality, quality of service is the consumer service expected to service the actual consciousness after the gap. In General prior to 1980, scholars study in terms of service quality, mostly focusing on tangible products, until 1980, the academic study of the definition and measurement of service quality of mature. Following comprehensive scholar's definition of quality of service, and as shown in Table 2:

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**Table 2 Definitions of Quality of Service**

Vintage	Scholars	Define
1972	Levitt	Quality of service refers to the service results to be in line with the standards set by.
1979	Philip Crosby	Quality of service means customers expect service and the actual perception of service to compare results.
1981	Oliver	Appraisalment on the service quality is a continuity of the consumer affairs.
1982	Lehtinen and Lenhinen	Interaction in the quality of service consumers and service organization that produces results.
1984	Garvin	Service quality is a subjective perception of quality, consumer reaction to something subjective, not an objective assessment.
1985	Olshavsky	Quality of service is an attitude, overall assessment is the consumer looks for things.
1985	Parasurama et al.	Quality of service is the consumer service expected to service after the actual gap between perceived service.
1988	Parasuraman et al.	Service quality is the customer service advantages and disadvantages of subjective judgments.
1990	Bitner	After the service quality for consumers of the service consumption, quality of service attitude of the whole image.
1991	Parasuraman et al.	Quality of service the consumer look forward to compare with the actual level of access to the services and to measure gap is basically customer service at the mental level of a rating.
2003	Bienstock, Demoranville and Smith	Service quality is a subjective cognition of quality: service quality is a subjective determination by the consumer, not an objective assessment.
2004	Hong Jiarong	Quality of service is provided by customers for enterprise service quality evaluation.
2009	Li Wenling	Service quality is a subjective consumers on product or overall evaluation of the service, including the service delivery process and outcomes.
2009	Cai Junyan	Quality of service is the consumer to an object, an event and a process of cognition.
2010	Lin Zhiwei	Service quality is a subjective awareness of consumers based on their prior expectations of service and the actual experiences of service gaps.
2010	Lin Zhiwei	Service quality is a subjective personal cognitive behavior, is accepted by a customer or user in services, the results of subjective judgement, and the service quality is good or bad is perceived by the customer service and expectations of service determined by the sizes of the gaps between. Therefore, service = customer perceived service quality-customer service
2011	Lin Longyi	When purchasing financial products, quality of service for customers, feel the quality of the services provided by banks and their extent.

Data source: the sorting

After the above discussion of sorted, this study concludes the service quality for teachers of distributors to provide services for the publishing industry as a whole evaluation and assessment of student learning outcomes if the publishing house provided actual achievement than teacher's psychological expectations, which is a high quality of service, on the contrary, lower quality of service.

Measuring the dimensions of service quality because scholars study the difference in different industry. The research object of the press belong to the services sector, Parasuraman, three scholars to develop quality of service questionnaire, it can help the service sector assess customer expectations for service quality, can also assist in press attention of the dealer managers and improve the quality of services. This study used the 1991 Parasuraman three scholars, such as the proposed "fix SERVQUAL" scale, according to the needs of this study, developed quality of service measure dimensions, including: tangibility, reliability, responsiveness, assurance and care of five dimensions, its dimensions are as follows:

- (A) Tangible property: entity service equipment, service accessibility, service content and carriage.
- (B) Reliability: stability and accuracy of the service.
- (C) Responsiveness: willingness to serve and immediate.

(D) Guarantee: Service staff have the knowledge, courtesy, respect and ability to implement the results trustworthy.

(E) Care: passion for customer care and service, able to provide individual services.

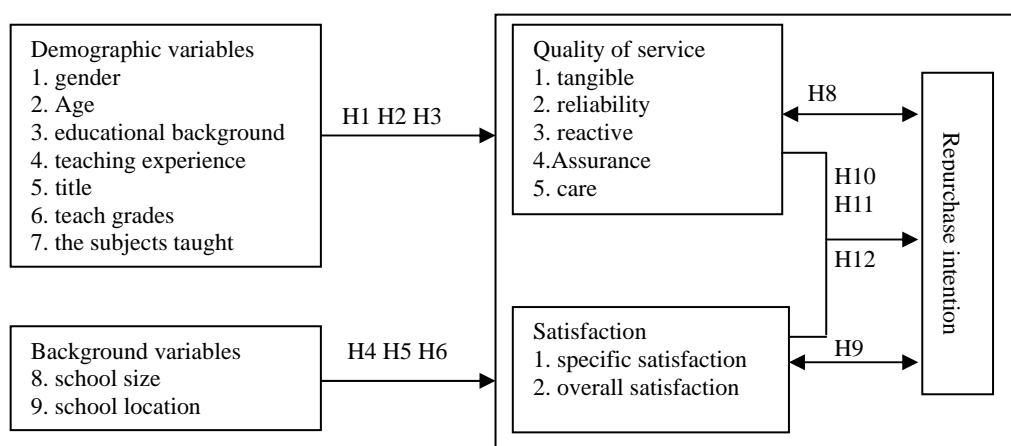
## 2.2 Satisfaction

First proposed in 1965, Cardozo customer satisfaction (customer satisfaction) concept, the research found that customers expected and actual gaps will influence the satisfaction, improving customer satisfaction will increase customer repurchase intention, and customer will purchase the other products. In 1969 Howard and Sheth satisfaction to consumer theory, they believe that satisfaction is the sacrifice paid by consumers in order to purchase products (such as time and money) and receive compensation or remuneration (for example, products and services) the appropriateness of a cognitive state. Oliver (1981) believe that customer satisfaction is the emotional reaction of a particular Exchange. Parasuraman et al. (1988) customer satisfaction is receiving a service response, and the emotional response is from the service's real feelings and expectations before the service is inconsistent. Woodside, Frey and Daly (1989) argue that customer satisfaction is the general attitude of customers by following the consumption, which reflects the degree of customers in the consumer likes and dislikes. Kolter (1994), integrated academics pointed out that consumer satisfaction from consumer products before buying expectations and expectations, and after purchasing the actual cognitive performance product features or services, formed after the comparison of the degree of pleasure or disappointment. If the gap between the two, you are satisfied or not satisfied with negative feelings and cognitive performance equal expectations, are moderately satisfied or feel no difference. Kolter (1999) and customer satisfaction is a proposed buyer before purchasing post-purchase evaluation of expectations for product quality.

## 3. Methods

### 3.1 Research Framework

This study mainly to elementary school teachers point to explore quality of service, the impact of satisfaction and repurchase intention to prove that quality of service through the satisfaction which affects repurchase intention. Detailed framework shown in Figure 1.



**Figure 1 Study**

### 3.2 Research Hypotheses

On the basis of research objectives, research questions, literature reviews and research framework analysis, proposed alternative hypothesis of the study are as follows:

(A) The assumption of differences

(B) Relevance assumption

H1: Demographic variables on the press, significant differences in quality of service.

H2: Demographic variables have significant differences on satisfaction of the publishing house.

H3: Demographic variables on repurchase intention of publishing house were significantly different.

H4: Background variables on the press, significant differences in quality of service.

H5: Background variables have significant differences on satisfaction of the publishing house.

H6: Background variables on repurchase intention of publishing house were significantly different.

H7: Press service quality and satisfaction have a significant impact on the relevant .

H8: Press service quality and repurchase intention has a significant impact on the relevant .

H9: Press satisfaction and repurchase intention has a significant impact on the relevant .

(C) Affect the relationship between the variables

H10: Satisfaction with service quality have significant predictive power .

H11: Service quality of repurchase intention have significant predictive power .

H12: Satisfaction repurchase intention have significant predictive power .

The study in early March 103 to the end of March, Total issuance of 36 schools, issued a total of 384 formal questionnaires, recovery in early April, and recycled a total 368 questionnaires, recovery rates of up to 95.83%, after discounting invalid 18 questionnaires, a total of 350 questionnaires questionnaire was 91.15%, with each school questionnaires, as shown in Table 3:

**Table 3 Formal Questionnaire Sampling, Recycling to Schools List**

School size	Name of school	Number of distributed	The number of recovered back	Invalid questionnaire	Valid questionnaires
The following 12 classes	LANGUAGE AND CULTURE 103, Chun Liu, Fang Yuan , Han Po , Shaanxi, Yumin , Nankang , fresh water , Tan Gan , Kada , KwongHing , Ming Sheng, Luo house , Taiping	90	85	5	80
13 to 24 classes	Pusin , success, Hunan , Po salt bridge, chutang , Ayutthaya , the old building , Lo Green , member of the East	110	104	8	96
25 or more classes	Yuying , Omura, Ming is , Erlin , Zhongshan, retreat , Tanaka , South Guo , Yongjing , Compass , livelihood	184	179	5	174
Total	36	384	368	18	350

### 4. Results and Conclusion

A whole overview of this chapter is to present research, and according to the aforementioned study and discussion, conclusions and recommendations. Explore the different backgrounds of teachers in service quality, satisfaction and repurchase intention of differences in service quality, satisfaction and repurchase intentions related; then analyze service quality, satisfaction and wishes all facets of change scenarios. Finally, the findings of

the research, consolidated conclusions, and conclusions put forward specific recommendations for reference by publishers and related research.

According to the results of this study, the validation of the hypotheses of the study result summaries Table 4.

**Table 4 Research Results Summary Table**

Research hypotheses	Verification results
H1: demographic variables on the press, significant differences in quality of service	Partially substantiated
1.1 gender on the press, significant differences in quality of service	Partially substantiated
1.2 age of publishing significant differences in quality of service	Not established
1.3 quality of education services for the Publishing House has significant differences	Not established
1.4 years of teaching experience to press significant differences in quality of service	Not established
1.5 titles of press quality of service were significantly different	Not established
1.6 teaches first-grade quality of service to the Publishing House has significant differences	Not established
H2: demographic variables have significant differences on satisfaction of the publishing house.	Partially substantiated
2.1 gender there was significant difference satisfaction with the publishing house	establishment
2.2 Age on satisfaction of the publishing house were significantly different	Not established
2.3 Education background to the satisfaction of the publishing house there is a significant difference	Not established
2.4 Teaching experience of significant differences in satisfaction with the publishing house	Not established
2.5 Titles significant differences in satisfaction with the publishing house	Not established
2.6 Teach grades have significant differences in satisfaction of the Press	Not established
H3: demographic variables on repurchase intention of publishing house were significantly different.	Partially substantiated
3.1 repurchase intention of sex on the Publishing House has significant differences	establishment
3.2 age repurchase intention of publishing house were significantly different	Not established
3.3 educational background on repurchase intention of publishing house were significantly different	Not established
3.4 years of teaching experience on repurchase intention of publishing house were significantly different	Not established
3.5 title repurchase intention of publishing house were significantly different	Not established
3.6 teaches grade repurchase intention of publishing house were significantly different	Not established
H4: work background variables on the press, significant differences in quality of service.	Partially substantiated
4.1 size of press quality of service there is a significant difference	Not established
4.2 location of press quality of service there is a significant difference	establishment
H5: background variables have significant differences on satisfaction of the publishing house.	Partially substantiated
5.1 school satisfaction with the publishing house were significantly different	Not established
5.2 the school where significant differences in satisfaction with the publishing house	establishment
H6: background variables on repurchase intention of publishing house were significantly different	Partially substantiated
6.1 school scale on repurchase intention of publishing house has significant differences	Not established
6.2 position repurchase intention of publishing house has significant differences	establishment
H7: Publishing House has a significant impact on service quality and satisfaction.	establishment
H8: Publishing House and repurchase intention has significant impact on the quality of service.	establishment
H9: Publishing House of satisfaction and repurchase intention has significant impact.	establishment
H10: quality of service have significantly predict the satisfaction.	establishment
H11: quality of service ability to predict a repurchase intention	establishment
H12: satisfaction with ability to predict a repurchase intention	establishment



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