

List of Tables

Table 1.1	Major Taiwanese ICT Product Shipment Volume, 2004-2005.....	1
Table 4.1	The summary of collected data in terms of years in partnership.....	40
Table 4.2	The summary of collected data in terms of main model purchased.....	40
Table 4.3	The summary of collected data in terms of frequency in having contacts for service support...	41
Table 4.4	The summary of collected data in terms of customer's company scale.....	41
Table 4.5	The summary of collected data in terms of customer taking case company as sole supplier.....	42
Table 4.6	The summary of collected data in terms of seniority of respondent.....	42
Table 4.7	The summary of collected data in terms of originality of customers.....	43
Table 4.8	The descriptive statistics table of service quality survey by items.....	45
Table 4.9	The Reliability Test.....	47
Table 4.10	The result of T test to the group between high scoring and low scoring.....	49
Table 4.11	The KMO and Bartlett's test for service quality	52
Table 4.12	Total variance explains for service quality	53
Table 4.13	Rotated components matrix for service quality	54
Table 4.14	The multivariate test for years of partnership.....	59
Table 4.15	Test of between-subjects effects in customer group B1: Years of partnership.....	60
Table 4.16	The multivariate test on customer grouped by different model purchaser.....	61
Table 4.17	Test of between-subjects effects in customers divided by different models.....	62
Table 4.18	The multivariate test on the frequency of customer having contact for service support.....	63
Table 4.19	The test of between-subjects effects in customers' frequency of having service contact.....	64
Table 4.20	The multivariate test on the company scale of customers.....	65
Table 4.21	The multivariate test on customers having case company as a sole supplier.....	66
Table 4.22	The tests of between-subjects effects on the company scale of customers.....	67
Table 4.23	The multivariate test of service quality test in seniority of respondents	68
Table 4.24	The multivariate test on different area of customers.....	69
Table 5.1	Test of between-subjects effect in customer's expectation.....	80
Table 5.2	The ANOVA analysis of service quality ranking in customer having years of partnership.....	83
Table 5.3	The pairwise comparison table of customers' expectations grouped by taken case company as sole supplier.....	86