

基層官僚機關服務品質之研究： 衡量構面的提出*

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《摘要》

近年來，公共服務的管理本質已然丕變，觀察過去政府服務品質的相關研究，均引用企業服務品質概念陳述公務部門提昇服務品質的應然路徑，此舉將造成研究者對政府服務品質的認知落差，本研究目的在闡釋政府再造理論中的顧客導向之服務理念，並試圖以西方各國經驗為基石，建構適用於我國的顧客導向衡量概念，進而構築優質的顧客導向之服務傳遞系統。

經由理論面與實務面的探究，本文嘗試提出基層官僚機關服務品質之衡量構面「品質關懷衡量構面」(QualityCARE)，旨在釐清基層官僚機關服務品質的重要價值內涵，QualityCARE 係由「服務實質內容」的品質確保性與「服務傳送過程」中的主動關懷性、及時獲取性、承諾回應性、服務環境性等五項品質構面所組成的衡量概念，期望此一初始性的概念呈現，可提供後續實證研究的基礎。

關鍵詞：顧客導向、服務品質、品質管理、基層官僚機關

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A Study of Service Quality in Street-Level Bureaucracy: Measurement Dimensions of Service Quality

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Abstract

The nature of management in the public services has substantially changed in the past few years. This research aims to explore how customer-oriented public services can be best designed and managed. Based on the literature and the experience of western countries, this study specifically accesses the feasibility of quality management for public services in Taiwan, as well as the establishment of public services content and delivery.

The research findings reveal five dimensions and relevant factors of content and delivery for public services, named QualityCARE. The service content includes a single dimension called Quality Assurance. Another four dimensions—Concern, Accessibility, Responsiveness and Environment—are categorized in the service delivery process. Hopefully, These findings can serve as the foundation for future empirical studies.

Key words : **Customer-oriented, Service Quality, Quality Management, Street-Level Bureaucracy**

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