

ABSTRACT

The study of service satisfaction of Onelife cardholders is carried out to evaluate the level of satisfaction of the card holders towards the use of Onelife card, identify the factors which are related to the satisfaction of the card holders, and make use of the result obtained from this research to improve the service of Onelife card.

A total of 350 Onelife cardholders have been selected to elicit the data by using a questionnaire. The following are the findings:

- (1) On average, most of the Onelife cardholders are satisfied with the service provided. They are most satisfied with application process of the company and least satisfied with Indication of Partner Shop' Symbols.
- (2) Background variables such as age, status, education, occupation, monthly income, period of card holding, and frequency of using card per month are found to be significantly related to service satisfaction.
- (3) In terms of the areas for improvement, the company should make indication of partner shops' symbol to be more obvious, expand the business type of partner shops such as sport and health club, furniture and travel, improve the method of checking by sending monthly balanced e-cash mails, increase the number of partner shops, decrease cost of new card (when a card is damaged or lost), and improve the method of annual fee payment.

The study reveals the feelings of Onelife cardholders about their service satisfaction. The company should make cardholders satisfied with the service so as to increase sale volume and success in business.