

# 101 年度臺北市有線電視系統業者 服務品質暨收視戶滿意度調查研究

## 摘要

本研究透過「電話訪問調查」瞭解臺北市有線電視裝機率、臺北市有線電視系統業者服務品質、臺北市有線電視系統收視戶的收視情形及滿意度（含節目重播情形）、臺北市有線電視公用頻道之節目收視情形及滿意度、臺北市數位有線電視推廣方式、裝機率、收視情形及滿意度；並透過「神秘客調查」瞭解臺北市有線電視系統業者服務品質；另外，針對有線電視一般收視戶、有線電視家庭決策者收視戶、數位有線電視收視戶、系統業者及專家學者等，舉辦「焦點座談會」，期透過質化資料來輔助量化調查的結果，以瞭解臺北市有線電視系統業者的服務品質，以及收視戶對業者提供之服務的滿意度。

根據臺北市民電話訪問調查結果推估，臺北市有線電視裝機率為 77.0%，收視戶戶數約 776,091 戶。而收視戶滿意度是以服務態度（含接聽率）、頻道服務、收訊品質、節目品質（含重播情形）、維修服務（含到修率）、收視費用及形式與社區服務 7 大面向進行調查。

服務態度（含接聽率）方面，最近一年內，有 32.3% 的收視戶曾撥打電話至有線電視系統業者客戶服務中心，曾撥打電話至客服中心的收視戶中，有 68.3% 的收視戶最近一年內撥打電話至有線電視系統業者是因為第四台故障，78.1% 的收視戶對於客服人員接聽電話的速度感到滿意，85.8% 的收視戶對於客服人員的服務態度感到滿意，80.8% 的收視戶對於客服人員的問題處理能力感到滿意。

頻道服務方面，最近一年內，有 27.2% 的收視戶有注意到公共服務訊息的跑馬燈，另有 59.5% 表示看過商業訊息的跑馬燈，71.9% 的收視戶滿意目前業者所提供的頻道種類。

收訊品質方面，最近一年內，有 94.1%的收視戶表示有線電視畫質清楚，但 54.7%曾經發生過斷訊，32.8%家中有線電視曾發生頻道調動，58.4%曾經碰到廣告時音量突然變大聲；59.4%的收視戶認為目前有線電視提供頻道數量過多

節目品質（含重播情形）方面，最近一年內，有 63.4%的收視戶滿意業者提供的節目品質，75.9%的收視戶覺得目前節目重播率嚴重，其中 50.7%的收視戶覺得電影類型重播的比例最高，52.6%的收視戶能接受目前節目重播的情形。

維修服務（含到修率）方面，最近一年內，有 27.6%的收視戶曾要求業者派員進行維修，曾接受過維修的收視戶中，有 55.3%最近一年要求業者派員維修的事項為「一直看不到節目」，80.8%的收視戶對工程人員的服務態度感到滿意，82.9%的收視戶對工程人員的維修能力感到滿意。

收視費用及形式方面，有 39.1%的收視戶每月支付有線電視費用為主管機關新公告的收費標準（515 元/月），僅 5.8%收視戶每月支付有線電視費用低於 515 元，有 25.4%收視戶每月支付之有線電視費用超過 515 元；此外有 64.5%的收視戶認為現行收費價格偏貴，而多數收視戶的繳費周期為季繳，佔 30.1%，有 70.1%的收視戶是到便利商店繳費。

社區服務方面，最近一年內，就系統自製頻道而言，有 19.6%的收視戶曾看過有線電視地方自製頻道，曾看過有線電視地方自製頻道的收視戶中，有 56.1%對地方自製頻道的節目內容感到滿意。就有線電視月刊而言，有 29.6%的收視戶曾看過業者寄送的月刊或電子月刊，曾看過業者寄送的月刊或電子月刊的收視戶中，有 36.4%對月刊內容感到滿意。

公用頻道方面，15.6%收視戶在提示公用頻道的定義後，表示知道公用頻道，其中 68.7%曾看過公用頻道，看過公用頻道中，有 53.8%對公用頻道的內容感到滿意，但僅 14.2%的收視戶表示未來願意提供自製影帶至公用頻道播出。

針對數位有線電視收視現況來看，23.3%的收視戶目前家中可收看數位有線電視，有 14.8%的數位有線電視收視戶是透過第四台網站的促銷優惠安裝數位有線電視，65.4%的數位有線電視收視戶看過家中安裝的數位有線電視，33.3%的數位有線電視收視戶每天收看數位有線電視。

數位有線電視的滿意度方面，有 93.9%的收視戶表示數位有線電視畫質清楚，但 33.1%的收視戶認為數位有線電視的頻道數量過少，60.7%的收視戶滿意目前業者所提供的數位有線電視頻道種類，有 68.5%的收視戶滿意業者提供的數位有線頻道節目品質，71.7%對於有線數位電視所提供的整體服務感到滿意，22.8%感到不滿意，其中不滿意的原因包括：節目內容 (49.2%)、節目數量(36.2%)及費用太貴(22.8%)與收訊品質(20.1%)等因素為主。

建議未來中央主管機關在推動有線電視數位化時，應確立有線電視數位化之政策方向，而地方政府及業者宣導數位有線電視服務時，除了強調頻道數量與收視品質提升之外，應加強宣導數位機上盒的優點與其餘對於民眾有實質幫助的應用服務，以及提供數位有線電視體驗的活動，以提升民眾對於數位有線電視服務的想像與裝機意願。此外，專家學者們建議數位有線電視系統業者可透過月刊的方式向民眾宣導數位有線電視，除了可加強與收視戶的聯繫之外，也可以讓民眾了解數位有線電視的優點。

## **Abstract**

This research is to understand, via telephone survey, the basic information about the operation and market feedbacks of cable TV services in Taipei, including the penetration rate, the service quality and the level of subscriber's satisfaction (program replays included), the TAM (Television Audience Measurement) and audience satisfaction level of Taipei public access channel, the promotion, installation rate, TAM, and customer satisfaction level of Taipei digital cable TV service. The method of mystery shopper is also adopted to check the real quality of service of cable TV service providers throughout Taipei. Moreover, a focus seminar is held for regular cable TV subscribers, decision-makers in cable-TV-installed families, Digital TV subscribers, system providers and scholars. The focus seminar aims to support qualitative results with quantitative data, in order to understand the quality of Taipei Cable TV services and the satisfaction level of audiences.

According to the result of telephone surveys on Taipei residents, the penetration rate of cable TV in Taipei is 77.0%, with approximately 776,091 subscribers. The subscribers' satisfaction level is evaluated in seven aspects: 1. the attitude of customer service personnel, including the telephone receiving rate; 2. cable TV channel services ; 3. the quality of reception; 4. the quality of program, including replays; 5. the maintenance service, including the rate of house calls; 6. the subscription fee and payment method; 7. Community service.

In terms of the service attitude, 32.3% of the subscribers have called the service line of cable TV system providers in the past year. Among which 68.3% called due to malfunctions. 78.1% of the callers are satisfied with the short waiting time, 85.8% are satisfied with the attitude of customer service personnel, and 80.8% are satisfied with the problem solving ability of the customer service.

When it comes to the channel service, in the past year 27.2% of the subscribers have noticed the scrolling text of public service announcements; on the other hand, 59.5% of the subscribers stated that they've seen the scrolling text for commercial information. 71.9% of the

subscribers are satisfied with the variety of channels provided by the cable companies.

As for the quality of reception, in the past year 94.1% of the subscribers indicated the reception quality of TV is clear, but 54.7% of the subscribers have encountered incidents of broken reception. 32.8% of the subscribers encountered channel reassignments. 58.4% found sudden volume-ups during commercials. 59.4% consider the number of provided channels too many.

As far as the quality of program, including replays, is concerned, 63.4% of the subscribers are satisfied with the quality of TV programs in the past year. 75.9% of the subscribers think that there are too many replays, among which 50.75% think that the movie category is the worst. While 52.6% of the subscribers find the current situation of replay acceptable.

As for the maintenance service, including the rate of house calls, 27.6% of the subscribers have requested house calls, and 55.3% of them did so because they “can’t see anything on TV.” 80.8% of the customers are satisfied with the service attitude of dispatched engineers, and 82.9% are satisfied with their repairing capability.

In the aspect of subscription fee and payment method, 39.1% of the subscribers pay their TV bills according to the new rate, \$515/month, and only 5.8% of the subscribers pay lower rates. 25.4% of the subscribers pay over \$515/month, and 64.5% consider this rate overpriced. 30.1% choose to pay quarterly, and 70.1% of the subscribers pay their bills through the bill service in a convenience store.

As far as the community service is concerned, as far as self-produced channels by the system providers are concerned, 19.6% of the subscribers have watched channels produced by local cable TV system providers. 56.1% of the subscribers are satisfied with the programs. As far as the cable TV guides are concerned, 29.6% of the subscribers have read the monthly guides and e-guides issued by Cable TV system providers, among which 36.45% are satisfied with the contents.

In terms of the public access channel, after given the definition, 15.6% of the subscribers confirmed their knowledge of the channel, 68.7% of which have watched the public access channel, and 53.8% of them are satisfied with the contents. However, only 14.2% of the citizens are willing to provide their own video clips to be broadcasted on this channel.

As for the TAM of digital cable TV, 23.3% of the subscribers are capable to watching digital TV channels at home, and 14.8% of the subscribers installed digital cable TV box because of the special promotions on the websites of cable TV system providers. 65.45% of the subscribers have actually watched the digital cable TV programs at home. 33.3% watch the digital cable TV channels every day.

When it comes to the satisfaction level of digital cable TV, 93.9% of the customers consider the definition very clear, but 33.1% don't think there are enough digital channels provided. 60.7% of the subscribers are satisfied with the quality of programs. 71.7% are satisfied with the overall service, while 22.8% are not. The causes of dissatisfaction include the contents of the programs (49.2%), the number of channels (36.2%), the high price (22.8%), and the quality of reception (20.1%).

We suggest that the central competent authority should establish the main directions of policies on the digitalization of cable TV while encouraging such digitalization. On the other hand, while promoting cable TV services, local governments and system providers should emphasize not only the increase of channel options and the enhanced quality of reception, but also other application services which can actually provide audiences with practical help. They should also proffer events of digital cable TV tryouts, in order to elevate the imagination and installation inclination of potential digital cable TV subscribers. Furthermore, experts and scholars also suggest that the digital cable TV system providers can also promote digital cable TV through monthly TV guides, which would not only enhance the connection between them and the subscribers, but also introduce the benefits of digital cable TV to the general public.