

99 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收視戶的收視情形及滿意度、臺北市有線電視公用頻道之節目收視情形及滿意度、有線數位電視的收視情形及滿意度；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，針對有線電視特定收視戶、有線數位電視收視戶、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 80.5%，收視戶戶數約 784,308 戶。而收視戶滿意度是以系統服務、維修服務、客戶服務、收費價格、社區服務五大面向進行調查。

系統服務方面，就收訊品質而言，最近一年內，有 93.8% 收視戶表示有線電視畫質清楚，但 62.9% 曾經發生過斷訊，59.7% 曾經碰到廣告時音量突然變大聲；就頻道服務而言，36.4% 家中有線電視曾發生頻道調動，52.9% 的收視戶認為目前有線電視提供頻道數量過多，64.5% 滿意目前業者所提供的頻道種類，65.7% 有注意到公共服務訊息的跑馬燈，另有 33.0% 表示看過商業的跑馬燈。

維修服務方面，最近一年內，有 28.9% 曾要求業者派員進行維修，其中 84.0% 對工程人員服務態度感到滿意，86.5% 對其維修能力感到滿意。

客戶服務方面，最近一年內，有 37.2% 曾撥打客服專線，其中 72.4% 收視戶對客服人員接聽電話速度感到滿意，82.4% 對其服務態度感到滿意，73.1% 對其問題解決能力感到滿意。

收費價格方面，有 36.8% 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 5.7% 收視戶每月支付有線電視費用低於 515 元，有 35.7% 收視戶每月支付之有線電視費用超過 515 元；此外有 66.5% 的收視戶認為現行收費價格偏貴。

社區服務方面，就公用頻道的知名度及滿意度來看，14.6% 收視戶在提示公用頻道的定義後，表示知道公用頻道，其中 74.9% 曾看過公用頻道，但僅 11.2% 的市民表示未來願意提供自製影帶至公用頻道播出。就系統自製頻道而言，有 31.6% 的收視戶曾看過有線電視地方自製頻道，其中有 53.0% 對地方自製頻道的節目內容感到滿意。

針對有線數位電視推廣現況來看，目前家中有裝設有線數位電視的受訪者中，有 64.0% 對於有線數位電視所提供的整體服務感到滿意，22.0% 感到不滿意，其不滿意的原因包括：節目內容 (41.6%)、節目數量 (23.9%) 及費用太貴 (22.3%) 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，而地方政府及業者則可透過試辦有線數位電視分組付費制度，以及開放民眾體驗有線數位電視服務等方式，加強宣導有線數位電視服務，研發對於民眾生活上有實質幫助的應用服務。此外，專家學者們建議有線電視系統業者應發揮公用頻道的地方性功能，從宣導、教育及促進地區公共利益等三方面著手，以求真正落實民眾之近用媒體權。

Abstract

The purpose of this research is to investigate the penetration rate of cable subscription in Taipei city, and subscribers' satisfaction toward cable TV service, digital cable programs, and the service of Public Access Channel (PAC). Research methodologies include telephone survey, focus group discussions with cable subscribers, digital cable subscribers, system providers, related scholars and experts. Also, mystery shopping tests are conducted to evaluate the quality of customer service of cable system providers.

According to the survey result, the cable subscription rate in Taipei city is 80.5%. Namely, approximately 784,308 households have subscribed cable television system. Five categories including signal stability, channel selection, customer service, repair service and monthly fee, are measured to evaluate subscribers' satisfaction toward the system providers.

As for signal stability, most subscribers (93.8%) consider it good, but 62.9% say they had signal interruption problem in the past year. Also, 59.7% of the subscribers have encountered the problem of interference from commercials broadcasted by cable providers. Regarding the service of channel selections, 36.4% of the respondents say they have encountered the problem of channel rearrangement without notice and 52.9% think there are too many channels. However, 64.5% of the respondents are satisfied with the programs they system provides. Also, 65.7% notice the tickers for public service information, and 33% have seen commercial tickers.

In light of maintenance service, 28.9% of the respondents have asked for repairing, while 84% are satisfied with repairmen's attitudes and 86.5% are satisfied with their problem-solving ability.

With respect to customer service, 37.2% of the respondents say they have called customer service center during the past year, while 72.4% are satisfied with the time of call waiting, 82.4% are satisfied with representatives' attitudes, and 73.1% are satisfied with their problem-solving ability.

Concerning the monthly fee, 36.8% of the subscribers pay NT.515 dollars each month as the government mandated. Compared to last year, the monthly fee is reduced by 11% from NT.530 dollars. 5.7% of the subscribers pay less than NT.515 dollars each month, while 35.7% pay more than that. In addition, 66.5% of the subscribers consider the monthly fee somewhat expensive.

In relevance of the satisfaction toward public access channel (PAC) of community service, 14.6% of the subscribers know PAC's definition. 74.9% have watched PAC, but only 11.2% are willing to provide their homemade videos for PAC. As for channels produced by system providers, 31.6% have watched the local channels produced by providers; among them, 53% are satisfied with the quality.

Pertaining to the promotion of digital cable TV, 64% of the respondents who have subscribers to the service are satisfied with the service quality, but 22% feel otherwise. The reasons for non-satisfaction include poor content of programs (41.6%), not many choices of programs (23.9%), and high monthly fee (22.3%).

The research suggests that when promoting cable TV digitalization, related policies should be formulated soon. Local government and cable system providers can increase the subscription rate by using section payment system, try-on service for potential customers, as well as promoting and advertising the service. Furthermore, scholars and experts suggest that in order to increase the public right of media access to public channels, cable system providers should strengthen the localization function of PAC by making programs from the aspects of educating the public, hold promotions, and focus on public interests.