CHAPTER I
INTRODUCTION

1.1 Background

Broadcasting is the distribution of audio and video signal which transmit program to an audience maybe the general public or a relatively large sub-audience, such as children or young adults. There are which varieties of broadcasting system, all of which have different capabilities. The largest broadcasting system are institutional public address system, which transmit non verbal massage and music within a school or hospital and low powered broadcasting system which transmit radio station or television station to a small area. Television has become an important media to convey information and providing cheap entertainment for people. Through television, poor and rich people receive equal treatment in enjoying TV entertainment despite differences in the size of the TV sets or places of watching TV areas.

Customer satisfaction is another important key for service organizations in Television Broadcasting and it is also highly related with service quality (Arasli 2005; Bolton and Drew, 1991; Cronin and Taylor, 1994). As service quality improves, the possibility of customer satisfaction increases (Arasli 2005). Likewise, Lovelock, Wirtz, Keh and Lu (2005, p.56) stated: “satisfaction can be defined as an attitude-like judgment following a purchase act or series of consumer product interactions. It is a function of positively disconfirmed expectations, or better than expected, and positive affect”.

Many companies are orderly measuring customer satisfaction and the factors which help shaping it (Kotler and Keller, 2006, p.137). In relation with service quality, customer