A Study of Comparing the Quality Characteristic Categorized Method Based on Kano Model of Customer Satisfaction

何啟彰、陳偉星

E-mail: 9808071@mail.dyu.edu.tw

ABSTRACT

In recent years, the adaptation of Customer Relationship Management (CRM) has been recognized as an important tool to improve customer satisfaction by most enterprises. Customer satisfaction is one of the most representative indexes which can be influenced by the product or service performance. Most enterprises will perform customer satisfaction surveys and measure the product or the service performance and overall satisfaction. However, it is important to know the critical drivers of product or service performance which have great impact on the overall customer satisfaction. Kano model is the most well-known methodology to study the impact based on the categorized of the product or service attributes. On the basis of Kano model, there are several different categorized methods have been proposed. However, for a same data set, these methods could derive different outcomes due to their different arguments and assumptions. From the practical usage of point, an attribute with different impact categorized could baffle an analyzer. The main purpose of this research is to study characteristics of three categorized methods: Dual Importance Mapping (DIM), Penalty Reward Contrast Analysis (PRCA) and Correspondence Analysis (CA). The real case data sets were analyzed by using three methods, the different outcomes was compared and correct outcome was suggested. Besides, the outcome of this study will set up rules for the practical users as a selection guideline for choosing a proper Kano attribute categorized method.

Keywords : Customer Relationship Management、Customer Satisfaction、Kano model、characteristic categorized、Dual Importance Mapping、Penalty Reward Contrast Analysis、Correspondence Analysis

Table of Contents

封面內頁 簽名頁 授權書 iii 中文摘要 iv ABSTRACT v 誌謝 vi 目錄 vii 圖目錄 x 表目錄 xi 第一章 緒論 1 1.1 研究背景與動機 1 1.2 研究目的 2 1.3 研究限制 2 1.4 研究架構與流程 3 第二章 文獻探討 5 2.1 顧客滿意度 5 2.1.1 顧客滿意度之定義 5 2.1.2 顧客滿意度之衡量 8 2.2 Kano二維品質模型之意義 9 2.3 Kano模型相關之品質特性分類方法 11 2.3.1 直接方法 12 2.3.2 間接方法 15 2.4 品質特性分類方法比較之相關研究 18 第三章 研究方法 19 3.1 研究方法架構 19 3.2 信度分析 21 3.3 對偶重要度相關圖分析(DIM) 21 3.3.1 DIM基本假設 22 3.3.2 DIM分類方法步驟 22 3.3.3 DIM分類方法特性 27 3.4 懲罰報酬對比分析(PRCA) 28 3.4.1 PRCA基本假設 28 3.4.2 PRCA分類方法步驟 29 3.4.3 PRCA分類方法特性 35 3.5 對應分析(CA) 35 3.5.1 CA基本假設 36 3.5.2 CA分類方法步驟 37 3.5.3 CA分類方法修正 42 3.5.4 CA分類方法特性 43 第四章 個案與模擬分析探討 45 4.1 資料蒐集與統計整理 45 4.2 特性分類分析 50 4.2.1 對偶重要度相關圖分析結果 50 4.2.2 懲罰報酬對比分析結果 54 4.2.3 對應分析結果 57 4.3 特性分類差異探討 63 4.4 管理上之意義與應用 68 第五章 結論與建議 72 5.1 研究結論 72 5.2 研究建議 72 參考文獻 74 附錄 79

REFERENCES


Vavra, T.G., (1997), Improving your Measurement of Customer Satisfaction, ASQ Quality Press, and Milwaukee, WI.


