

Integrating the Kano Model into QFD for Service Quality of the Chain Bookstores

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ABSTRACT

In order to build customer loyalty, the successful factor for company to win in competition, it is necessary to understand as well as to satisfy the requirement and anticipation of customers in the competitive retail business market. To fully appreciate what customers want, so as to transform it into service design, we use the method that integrates the Kano model into the Quality Function Deployment(QFD) and attempt to explore the service quality for chain bookstores. In this study, we investigate the customer reactions through questionnaire analysis to identify what they think about service quality attributes. Our investigation shows that eleven of the main quality attributes are classified as attractive, eight as one-dimensional, three as must-be and four as indifferent quality attributes. We then apply the above results into the QFD, to transform what service quality need to be into the requirement of quality techniques for chain bookstores. Our analysis identifies the top 10 important quality technique items that need to be improved. They are the ability to build up company image, the educational training for employees, the ability to encourage consuming, the service attitudes, the environment and equipments, computerized management, the ability to adjust manpower, the ability to control circulating products, the ability of commercials' penetrating influence, and finally professional quality of products themselves.

Keywords : Kano Model、QFD、Chain Bookstores、Service Quality

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