

Integration of Kano Model into QFD in the Study for Service Quality of Afterschool English Program

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ABSTRACT

The research is to study the service quality of afterschool English program, which concerns most of the parents of the 1st and 2nd graders, at primary school in Changhua area. Not like other conventional methods, the Integration of Kano Model into QFD is used in this study to evaluate the service quality of the afterschool English programs. Based on the questionnaire that is consisted of 33 questions, the Satisfaction Increment Index and the Dissatisfaction Decrement Index of the service quality are calculated, and through the method of the Kano Model into QFD, the consumer's request is converted into the package product that can be practically acceptable in the market. This research leads the following findings: (A) According to the Kano Model method, 19 out of 33 service qualities are considered extremely important in this study, they are, 4 Attractive qualities, 9 One-dimensional qualities, and 6 Must-be qualities. (B) The most highly requested 5 qualities for 1st and 2nd graders while attending afterschool English programs in Changhua area are as follows: Teacher's pronunciation, the Fire Safety Code and the Public Building Safety Code, close and immediate contact with the parents at any emergency circumstances, personal information securely kept inside of the institution, and legally registered under the Educational Bureau. (C) The most satisfying factors are: recruiting the best of the students from every school in local area, free lessons for 1 or 2 before formally registered, certificate of the Fire Safety Code and Public Building Safety Code issued from the government, personal information securely kept, and teacher's pronunciation. (D) The service qualities that need to be technically improved in the priority list is as follows: the brand names, regular consumers' report, teaching goal, learning efficiency, and curriculum plan.

Keywords : Kano、Service Quality、QFD、Afterschool English program

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