

運用模糊精化Kano模式與IPA分析探討連鎖餐飲業之關鍵服務品質屬性

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摘要

現今服務業蓬勃發展，如何能提升服務品質已儼然成為一個重要之議題。良好之服務品質會導致消費者有正面之行為意圖，服務品質也被認為是一項能成功吸引消費者再消費之關鍵因素，同時，服務品質也可幫助企業在這個以服務為導向的社會裡，建立起與競爭者有所區別之富競爭力之優勢。因此，如何改善並提升服務品質對企業管理者來說，已是關鍵之重要議題。本研究採用DINESERV量表，對連鎖餐飲業之消費者進行問卷調查，以模糊精化Kano模式及重要程度-績效水準分析(Importance-Performance Analysis, IPA)作為分析方法，欲探討連鎖餐飲業之關鍵服務品質屬性。由於IPA分析及Kano模式之分析中，各有其定義及管理之策略，若只單獨考慮建議會出現一些缺點，因此，本研究運用模糊精化Kano模式及IPA分析結合之做法，其結果顯示，連鎖餐飲業首要應排除所有「不必費心的品質」；而落在「繼續保持」中之服務品質，以「高魅力品質」為加強改善之重點，以提升其競爭優勢，並盡力保持「高附加價值品質」及「關鍵品質」之提供，以提升並維持消費者滿意度，而後輔以「潛力品質」為策略性武器，以凸顯自身競爭優勢；落在「加強改善」中之服務品質，以「關鍵品質」及「高附加價值」視為目前亟需改善之重點，由於「高魅力品質」及「潛力品質」並不直接影響消費者滿意程度，因此可將之視為次優先改善之項目。

關鍵詞：服務品質、Kano二維品質模式、精化Kano模式、重要程度-績效水準分析

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