The Applying Fuzzy Refined Kano's Model and Importance-Performance Analysis to Explore the Critical Service Quality ...

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ABSTRACT

In view of today's booming serving industry, how to improve service quality has become an important issue. Good service quality may lead to positive behavioral intentions of consumers. Service quality is also believed to be the key factor that successfully attracts consumers to make repurchases, and assisting enterprises in establishing a competitive advantage that distinguishes enterprises from other competitors in the service-oriented society. Hence, as far as enterprise managers are concerned, how to improve and enhance service quality has become an important issue of focus. In this study, the DINESERV scale was adopted, and a questionnaire survey targeting the consumers of the chain restaurant industry was conducted. The fuzzy refined Kano model and the degree of importance-performance analysis were adopted as the analysis methods in order to explore the critical service quality attributes of the chain restaurant industry. As the IPA analysis and Kano model analysis are independently defined and have their own set of management strategies, if only the recommendations are taken into account, there will be some drawbacks. Therefore, The fuzzy refined Kano model and IPA analysis combined were adopted in this study. The results show that the chain restaurant industry should first eliminate " care-free quality attributes" ; as for the service quality that falls under " keep up the good work" , " high attractive quality attributes" should be the focus for strengthened improvement, thereby enhancing the competitive advantage and striving to continue to provide " high value-added quality attributes" and " ' critical quality attributes" in order to maintain consumer satisfaction. Subsequently, " potential quality attributes" was supplemented as a strategic weapon that highlights the competitive advantage; as for the service quality that falls under " concentrate here" , " critical quality attributes" and " high value-added quality attributes" are deemed as the areas requiring improvement. As " high attractive quality attributes" and " potential quality attributes" have no direct impact on consumer satisfaction, they are deemed as second priority items for improvement.

Keywords : Service Quality   Kano's Model   Refined Kano's Model   Importance-Performance Analysis

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