

A Study of Kano Two-Dimensional Model on Social Welfare Quality in Changhua County and Residents' Perceptions

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ABSTRACT

The increasing elevated living standards and average education level have helped people be more aware of the importance of the knowledge of elderly living and daily care, which also helps create a demand for better service quality provided by social welfare centers. Nowadays many social welfare centers are seriously focusing on building up an algorithm for evaluating their service and content quality in order to fulfill the demands from customer also to strengthen their corporate image and overall quality. This study conducted three surveys based on related references and Kano two-dimension quality model. First, a survey form is designed, called "Survey of service quality provided by Nursing Organization and quality requirement desired by residents", which it consists with nine categories and 39 elements of service quality. The nine categories include environment and equipment/facility, comfortless and cleanness, staff attitude, nursing care, doctor care, foods, living expense, religion belief, and service performance. Second, a second survey form was designed based on Kano two-dimensional quality model. Its target candidates are staffs at social welfare centers and general residents. This survey aims to study the difference of perceived importance on service quality required by general residents and results conducted by Kano two-dimensional quality model. Third, a study of correlation between the perceived service quality from general residents and staff/employees in the social welfare centers, which can become an important reference for social welfare centers for improving their service quality. Research Results: 1. The definitions of quality sufficiency and insufficiency perceived by each surveyed group differ significantly between each other. 2. In general, each surveyed group weights and prefers the importance of service quality conducted by social welfare centers differently. 3. A considerable correlation exists between the result of Kano Two-Dimensional Model quality study and the perceived service quality offered by Social Welfare Care organizations.

Keywords : Kano Two-Dimensional Model、social welfare、importance of service quality

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