

A Case Study of Using Quality Function Deployment in the Service lity of Academic Affair

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ABSTRACT

College education can be viewed as an educational service industry or an educational enterprise. Besides the quality of teaching, the quality of administrative service in college also affects that of education. The management of a school is indeed like the business of an enterprise. Viewed in this perspective, if a school intends to recruit more excellent students, it should take customers' (students') opinions into first consideration in order to improve its "product" and strengthen its "service quality." This study explores some case studies through questionnaire investigation of students in one institute of technology. Based on an analysis of student's returning questionnaires, this study tries to understand student's attitude toward the service of an academic affair office within a college. It also aims to realize student's priority need, their satisfaction, the importance of service quality, and the future development of service quality by means of an application of QFD (Quality Function Deployment) and Kano's Model. In accordance with the result of this execution, this study concludes that an academic affair office should enhance some qualitative elements and service items for a better service quality with a view to reducing student's complaint and to elevating student's satisfaction. This study finds out two following facts: 1. As for student's priority needs for the service of academic affair office, "clerk's moral character is worth trusting" and "clerk's serving efficiency" in clerk's manner of service as well as "on-line waiting time is short" in academic information system prove to be vital items for student's requirement. 2. In the aspect of service quality element, "qualitative objective," "qualitative planning," and "qualitative strategy" prove to be essential for improving service quality. This study is based on the "Quality Function Deployment," applying the suggestions from a pragmatic analysis of the service quality in academic affair office. I sincerely hope that this study can be, in the near future, the reference for improving the service quality of academic affair office in every college.

Keywords : Quality Function Deployment, Service Quality, Kano's Model

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