

# Improvement of Service Quality by QFD and GRA - A Case Study of Hair Salon Industry

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## ABSTRACT

According to the economic drop and chain hair salon quality arise that makes traditional hair salon quality decline. The managers should readjust company's service quality let customers satisfy. In former days, superintendent usually holds the post by the senior designer, when the managers willing to Adjustment Company 's service quality ,but the customer's demand is uncertainly. By this researching, we hope to make the effective improvement in the focus, in order to increase the customer degree of satisfaction and enables the entrepreneur to obtain a higher profit. This research started with questionnaire to understand customer 's needs. We adopt quality function deployment to analysis the service elements. Then we apply grey relational analysis to evaluate their possession of techniques. In order to assess their techniques to meet customer 's needs, and successfully practice hair salon quality characters. We hope this will help the industry owners to progress quality of service efficiently. The results of this research follow after QFD and GRA analysis. (1) Hair salon industry should improve its equipments to satisfy customer 's needs, such as " seat, mirror, sink " and hairdresser 's professional skills. its service standard as suggested, in order to meet the customer 's needs.(2) The research found out that " staff training and development program " and " staff 's attitude " are the most important techniques. The owner can analysis and improve on the matters of customer 's needs and the weakness of techniques.

Keywords : Hair Salon industry ; QFD ; GRA

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