

# 利用顧客期待探討品質特性重要性

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## 摘要

顧客滿意度是由消費者預期程度與對總體產品品質認知差異程度所決定，當消費者預期程度大於所感受總體品質程度時會感到滿意；反之則會感到不滿意。而消費者對總體品質認知亦是由個別品質特性表現再依其重要性加總得之。由於消費者期望和對產品品質認知皆為抽象的概念，二者間差異程度如何決定以及如何決定個別品質特性重要性是值得研究課題。本論文利用統一基準(Uninorms)量化概念來比較二者之間的差異，建構一線性規劃模式來求解個別品質特性之重要性，最後利用所提出研究方法建立一套系統，並分析一實際案例，所得結果與傳統迴歸方法比較。並由結果得知，傳統線性迴歸在滿意度分析方法中是直接以問卷原始資料分析，變數解釋力不足；本研究的分析方法是將問卷原始資料經過轉換之後再進行分析，且能證實本研究的問題假設，較適合分析品質特性重要性。

關鍵詞：顧客滿意度；顧客期望；事後認知；統一基準；品質特性貢獻度；品質特性重要性

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