

Using Quality Function Deployment into Study The Service Quality of Chain Stores – A Case Study of President Chain Store

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ABSTRACT

This research as 7-11 as research object, take advantage of Quality Function Deployment systematize inquire into 7-11 quality of service and quality of technology, questionnaire survey object as go pass 7-11 do shop consumer. Research framework refer PZB quality of service's mode, and refer Dabholkar(1996) bring up de quality of service's measuring watch Retail Service Quality Scale(RSQS) come up to relative to document, again depend on chain stores characteristic, increase or curtail ask, analyze as questionnaire project. Finding by SPSS calculate behind, as factor analysis establish 7-11 quality of service evaluate mode can divide into entity's image, credibility, personnel interaction, problem settle, shop's policy, price of article wait for six construct, permeate each quality of service construct element boot Quality Function Deployment, will consumer need de serve quality requirement transform for 7-11 quality's technology request, at last integrate analyze result hear of 7-11 front ten important quality's technologies ameliorate project for: Attitude of service, at scene handling capacity, personnel education and training, check system, master market's ability, manpower preparation, advertisement filtrate ability, enterprise's brand's image, return goods disposal, prompt consuming power. This findings will can supply 7-11 proceed what positional and quality of service administer's reference.

Keywords : quality function deployment ; service quality ; chain stores

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