

# 以顧客滿意度為基礎的 Kano 模型品質特性分類方法比較研究

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## 摘要

近年來，顧客關係管理(CRM)的觀念已經被大多數的企業認同是提升顧客滿意度(CS)的重要工具之一，顧客滿意度則是衡量顧客對於企業產品或服務品質績效滿意度最具代表性的指標，因此多數企業皆著手調查並測量顧客對於其產品或服務以及總體之顧客滿意度，並希望藉此了解那些產品或服務之績效是影響總體滿意度最重要的關鍵因素，其中Kano模型為應用於屬性分類最著名的概念模型之一，近來，許多以Kano模型為設計基礎之方法亦被相關研究者一一提出，但由於各種方法之論點或基本假設不同，所以對於相同的資料可能會產生不同的分類結果，因此可能造成管理者對於分類結果無所適從；有鑑於此，本研究主要目的將應用三種不同的分類方法：對偶重要度相關圖分析(DIM)、懲罰報酬比對分析(PRCA)及對應分析(CA)，分析實際案例並比較其結果差異原因，進而針對該案例提出建議使用之分類方法，除此之外，本研究並將藉由實例及模擬案例分類結果分析，建立一套分類方法選擇準則，以提供使用者一個參考依據。

關鍵詞：顧客關係管理、顧客滿意度、Kano模型、特性分類、對偶重要度相關圖分析、懲罰報酬比對分析、對應分析

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