A Study of Comparing the Quality Characteristic Categorized Method Based on Kano Model of Customer Satisfaction

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ABSTRACT

In recent years, the adaptation of Customer Relationship Management (CRM) has been recognized as an important tool to improve customer satisfaction by most enterprises. Customer satisfaction is one of the most representative indexes which can be influenced by the product or service performance. Most enterprises will perform customer satisfaction surveys and measure the product or the service performance and overall satisfaction. However, it is important to know the critical drivers of product or service performance which have great impact on the overall customer satisfaction. Kano model is the most well-known methodology to study the impact based on the categorized of the product or service attributes. On the basis of Kano model, there are several different categorized methods have been proposed. However, for a same data set, these methods could derive different outcomes due to their different arguments and assumptions. From the practical usage of point, an attribute with different impact categorized could baffle an analyzer. The main purpose of this research is to study characteristics of three categorized methods: Dual Importance Mapping (DIM), Penalty Reward Contrast Analysis (PRCA) and Correspondence Analysis (CA). The real case data sets were analyzed by using three methods, the different outcomes was compared and correct outcome was suggested. Besides, the outcome of this study will set up rules for the practical users as a selection guideline for choosing a proper Kano attribute categorized method.

Keywords: Customer Relationship Management、 Customer Satisfaction、 Kano model、 characteristic categorized、 Dual Importance Mapping、 Penalty Reward Contrast Analysis、 Correspondence Analysis

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