

Analyzing Critical Quality Attributes of Campus Housing Using Kano Model and IPA - An Example of University in Central Ta

江曉佩、葉子明

E-mail: 9901231@mail.dyu.edu.tw

ABSTRACT

With the increase in the number of colleges and college students, school dormitories have long been unable to accommodate so many students. The safety, environment, and service quality of rental for off-campus housing have been more and more attention. To achieve perfect educational function for college students, the administrators should not only enhance the quality of teaching and dormitory but also pay more attention to students renting house off-campus and to know whether they can get a better learning environment. Based on SERVQUAL scale, we develop a questionnaire which incorporating Kano two-dimension quality model into importance-performance analysis (IPA), to investigate college students living in dormitory and rental off-campus in Central Taiwan. Results showed that students do not concern the safety issues and counseling-related services. The students living in school dormitories were less satisfied than students who rented off-campus with the current residential services, but also were not satisfied significantly for "tangibility" such as hardware devices. This indicates that school administrators need to enhance the quality of residential service. According to quality attributes in Kano model, these two types' students were classified into two distinct categories. Hence, the school administrators and rental businesses need to be strengthened to improve the qualities of residential service are also different. Improvements should be made for school administrators include "the regular maintenance and inspection of drinking water device", "regular maintenance and inspection of electrical facility", and "the availability of cable TV and internet". To increase the attractiveness of school dormitory, more improvements are "discount or providing scholarships for low-income students", "providing the express service for mail collection and processing", and "a better relationship between the landlords (or the administrators) and the tenants". Moreover, improvements by rental businesses include "steps taking by the landlords in continuing to examine and improve the quality of service", "excellent-view devices", "providing a clean public areas (corridors, stairs)", "prompt response by landlord for tenant inquiry", and "excellent room ventilation, lighting, and noise-controlled devices". To increase rental competitiveness, "providing the express service for mail collection and processing" must be improved.

Keywords : rental service quality ; Kano quality model ; importance-performance analysis

Table of Contents

目錄 封面內頁 簽名頁 博碩士論文暨電子檔案上網授權書.....	iii
中文摘要.....	iv
ABSTRACT.....	v
誌謝.....	vii
目錄.....	viii
圖目.....	x
表目.....	xi
第一章 前言.....	1
1.1 研究背景.....	1
1.2 研究動機.....	2
1.3 研究目的.....	3
1.4 研究架構.....	4
第二章 文獻回顧.....	6
2.1 大專學生宿舍概況.....	6
2.2 服務品質.....	9
2.3 Kano 二維品質模式.....	15
2.4 Kano 二維品質模式於賃居服務品質相關之研究.....	21
2.5 重視程度-績效水準分析.....	23
2.6 比較分析相關模式(Kano & PZB)之優劣與適用性.....	27
2.7 校外賃居常見問題.....	28
第三章 研究方法.....	30
3.1 研究架構及流程.....	30
3.2 研究範圍與對象.....	34
3.3 問卷設計.....	34
3.4 資料分析.....	36
第四章 結果與討論.....	40
4.1 問卷回收與樣本基本資料敘述.....	40
4.2 因素分析.....	41
4.3 信度與效度分析.....	45
4.4 賃居服務品質重視度與滿意度整體現況調查分析.....	46
4.5 相關性分析.....	52
4.6 不同背景學生重視度與滿	

意度差異分析.....	53	4.7 Kano 品質模式歸類.....	63	4.8 重視程度-績效水準分析(IPA)
.....	68	4.9 本研究主要發現.....	75	第五章 結論與建議
議.....	81	5.1 結論.....	81	5.2 建議
議.....	87	參考文獻.....	88	英文
參考文獻.....	88	中文參考文獻.....	92	附錄
錄.....	97			

REFERENCES

- 英文參考文獻 (1) Brady, M.K. and Cronin, Jr J.J., (2001), "Some new thoughts on conceptualizing perceived service quality: A hierarchical approach", *Journal of Marketing*, 65, pp. 34 – 49. (2) Chapman, R.G., (1993), "Brand performance comparative", *Journal of Products & Brand Management*, 2, pp. 42 – 50. (3) Corsby, P.B., (1979), "Quality is free", *New American Library Inc.* (4) Cronin, J.J. and Taylor, S.A., (1992), "Measuring service quality: a reexamination and extension", *Journal of Marketing*, 56, pp. 55 – 68. (5) Feigenbaum, A.V., (1987), *Total Quality Control*, 3rd edition, McGraw-Hill, New York. (6) Garvin, D.A., (1984), "What does product quality really mean?", *Sloan Management Review*, 26, pp. 25 – 43. (7) Gitlow, H.S., (1998), "Innovation on demand", *Quality Engineering*, 11(1), pp. 79 – 89. (8) Gronroos, C., (1982), *Strategic Management and Marketing in the Service Sector*. Swedish School of Economics and Business Administration, Helsingfor. (9) Guieford, J.P., (1965), "Fundamental Statistics in Psychology and Education", 4th ed., New York: McGraw-Hill. (10) Hemmasi, M., Strong, K.C., and Taylor, S.A., (1994), "Measuring service quality for strategies planning and analysis in service firms", *Journal of Applied Business Research*, 10, pp. 24 – 34. (11) Herzberg, F., Mausner, B., and Snyderman, B.B., (1959), *The Motivation to Work*, New York:Wiley. (12) Hollenhorst, S., Olson, D., and Fortney, R., (1992), "Use of importance performance analysis to evaluate state park cabins: The case of the West Virginia State Park system", *Journal of Park and Recreation Administration*, 10(1), pp. 1 – 11. (13) Kano, N., Seraku, N., Takahashi, F., and Tsuji, S., (1984), "Attractive quality and must-be quality", *The Journal of Japanese Society for Quality Control*, 14, pp. 39 – 48. (14) Kondo, Y. (2001), "Customer satisfaction: How can I measure it?", *Total Quality Management*, 12(7 – 8), pp. 867 – 872. (15) Lewis, R.C., (1985), "Getting the most from marketing research Part V. Predicting hotel choice: The factors underlying perception", *The Cornell Hotel and Restaurant Administration Quarterly*, 26, pp. 82 – 96. (16) Lewis, R.C. and Chambers, R.E., (1989), "Marketing leadership in hospitality", New York: Van Nostrand Reinhold. (17) Lovelock, C. H., (1991), *Service Market*, 2nd ed., Englewood Cliffs, NJ: Prentice-Hall. (18) Martilla, J.A. and James, J.C., (1977), "Importance-performance analysis", *Journal of Marketing*, 41(1), pp. 77 – 79. (19) Matzler, K. and Hinterhuber, H.H., (1998), "How to make product development projects more successful by integrating Kano's model of customer satisfaction into quality function deployment", *Technovation*, 18(1), pp. 25 – 38. (20) Monroe, K.B. and Krishnan, R. (1985), "The effect of price on subjective product evaluation", in Jacoby, J, Olson, J.C. (Eds), *Perceived Quality: How Consumers View Stores and Merchandise*, Lexington Books, Lexington, MA, pp. 209 – 232. (21) O'Sullivan, E.L., (1991), *Marketing for parks, recreation, and leisure*. State College, PA: Venture. (22) Parasuraman, A., Zeuthaml, V.A., and Berry, L.L., (1985), "A conceptual model of service quality and its implication for future research", *Journal of Marketing*, 49, pp. 41 – 50. (23) Parasuraman, A., Zeuthaml, V.A., and Berry, L.L., (1988), "SERVQUAL: A multiple-item scale for measuring customer perceptions of service quality", *Journal of Retailing*, 64, pp. 12 – 40. (24) Pascarella, E.T. and Terenzini, P.T., (1991), "How college affects students: findings and insights from twenty years of research", Jossey-Bass, San Francisco. (25) Sampson, S.E. and Showalter, M.J., (1999), "The Performance-importance response function: observations and implications", *The Service Industries Journal*, 19, pp. 1 – 25. (26) Sasser, E.W., Olsen, P.R., and Wyckoff, D.D., (1978), "Management of service operation", Allyn and Bacon New York. (27) Schvaneveldt, S.J., Enkawa, T., and Miyakawa, M., (1991), "Consumer evaluation perspectives of service quality: evaluation factors and two-way model of quality", *Total Quality Management*, 2, pp.149-161. (28) Shen, X.X., Tan, K. C., and Xie, M., (2000), "An integrated approach to innovative product development using Kano's model and QFD", *European Journal of Innovation Management*, 3(2), pp. 91 – 99. (29) Siegenthaler, K.L., (1994), "Importance-performance analysis: application to senior programs evaluation", *Journal of Park and Recreation Administration*, 12, pp. 57 – 70. (30) Stewart, H., Hope, C., and Muhlemann, A., (1998) "Professional service quality. A step beyond other services?", *Journal of Retailing and Consumer Services*, 5, pp. 209 – 222. (31) Stokes, S.J., (1960), *Student Reactions to Study Facilities with Implications for Architects and College Administrators*, MA: Committee for the New College. (32) Wagner, K.F., (1989), "Maintaining a high quality visitor experience. Visitor Studies: Theory, Research, and Practice 2", Alabama: Center for social design. (33) Wakefield, R.L., (2001), "Service quality", *The CPA Journal*, 71, pp. 58 – 60. (34) Yang, C.C., (2005), "The refined Kano's model and its application", *Total Quality Management*, 16, pp. 1127 – 1137
- 中文參考文獻 (1) 王姿懿 (2004) "以Kano二維模式分析台灣民宿品質之研究", 碩士論文, 臺中健康暨管理學院經營管理研究所, 台中縣。 (2) 王威鈞 (2005) "以KANO二維品質分析軍校生福利需求—以陸軍官校洗衣部為例", 碩士論文, 國防大學國防管理學院國防決策科學研究所, 桃園縣。 (3) 王秋蘭 (2004) "賃居生校外租屋安全與輔導之研究 - 以台東大學為例", 碩士論文, 國立臺灣師範大學公民教育與活動領導學系, 台北市。 (4) 王培馨 (2008) "遊客環境態度與環保旅館品質要素之關聯研究", 碩士論文, 國立臺南大學生態旅遊研究所, 台南市。 (5) 李暉珣 (2007) "e人力銀行服務品質之研究", 碩士論文, 中華大學經營管理研究所, 新竹市。 (6) 周祝瑛 (2005) "高學費 vs. 低學費: 台灣地區大學生生活費調查研究", 兩岸高等教育改革與發展學術研討會論文集, 第128-140頁。 (7) 周泰華、黃俊英、郭德賓 (1999) "服務品質與顧客滿意評量模式之比較研究", 輔仁管理評論, 第六卷, 第一期, 第37-67頁。 (8) 林保志 (2002)

“宿舍管理服務品質之研究-以國立成功大學學校宿舍為例”，碩士論文，國立成功大學工業管理研究所，台南市。(9) 林淑萍、李曉珣、詹雅慧(2007)“人力銀行服務品質之研究 - Kano 二維品質及IPA 整合模式之應用”，績效與策略研究，第四卷，第二期，第1-17頁。(10) 邱嘉盟(2008)“學生租賃住宅市場分析—屏東地區大專院校為例”，碩士論文，義守大學管理研究所碩士班，高雄縣。(11) 徐子凡(2005)“大專住宿生對學生宿舍期待與滿意度之研究 - 以仁德醫護管理專科學校為例”，碩士論文，國立台灣師範大學公民教育與活動領導學系學生事務在職專班，台北市。(12) 徐智章(2008)“結合Kano 模式與IPA 分析探討3C 家電連鎖產業之關鍵品質屬性 - 以全國電子為例”，碩士論文，國立彰化師範大學行銷與流通管理研究所，彰化市。(13) 張紹勳(2000)，“研究方法”，滄海書局，第143-145頁。(14) 張雪梅(2000)“學校宿舍的角色功能及其和潛在課程，教育品質的關係”，「高等教育潛在課程」學術研討會，台北市。(15) 莊明學(2009)“運用Kano 及品質機能展開法分析民宿經營之特性”，大葉大學工業工程與科技管理學系，彰化縣。(16) 莊玟琦(2002)“大學女生校外單身住宿的安全感調查研究 - 以中原大學附近套房租宿為例”，碩士論文，中原大學室內設計研究所，桃園縣。(17) 教育部(2008)“97 學年度全國大專院校學生宿舍概況”，台北市。(18) 陳科榕(2008)“應用PZB 缺口理論探討工業區處服務品質之研究”，碩士論文，大葉大學工業工程與科技管理學系，彰化縣。(19) 陳棟樑(2006)“Kano 二維品質模式與重要-表現程度分析法之實証研究”，博士論文，中華大學科技管理學系(所)，新竹市。(20) 陳慧珊(2006)“品質機能展開法在提升大學學生宿舍品質應用之研究 - 以淡江大學為例”，碩士論文，淡江大學教育政策與領導研究所，台北縣。(21) 陳慧真(2007)“學生宿舍服務品質缺口之研究 - 以個案大學為例”，碩士論文，高苑科技大學經營管理研究所，高雄縣。(22) 湯玲郎，莊泰旭(2004)“Kano 二維模式在開發汽車配備品質功能之研究”，管理學報，第二十一卷，第三期，第311-330頁。(23) 黃勇富，李蕙君(2007)“以Kano 模式探討台灣高鐵等待服務品質”，品質月刊，第十卷，第59-64頁。(24) 黃素齡(2000)“Kano 應用於筆記型電腦產品整體品質特性之探討”，碩士論文，私立元智大學管理研究所，桃園縣。(25) 楊國樞，文崇一，吳聰賢，李亦園(2000)，“社會及行為科學研究法”，東華書局，第343頁。(26) 楊錦洲(2000)“外部顧客與內部人員對品質屬性之認知上的差異性分析”，中原學報，第二十八卷，第四期，第43-54頁。(27) 葉柏成(2008)“以符號互動論觀點探討大專生校外賃居犯罪被害恐懼感之研究 - 以世新大學為例”，碩士論文，世新大學社會心理學研究所，台北市。(28) 廖千淳(2004)“我國北部地區大學宿舍社會氣氛與學生住宿滿意度之研究”，碩士論文，國立臺灣師範大學公民教育與活動領導學系，台北市。(29) 劉明盛(2008)“應用Kano 模式探討大學教育品質 - 以某科技大學為案例”，品質學報，第十五卷，第一期，第39-61頁。(30) 劉明盛，吳許得，邱婉婷，林忠志，詹惠琪，呂葦倫，劉懿瑩(2009)“技職院校學生宿舍服務品質之研析-以中部地區某科技大學為例”，遠東學報，第二十六卷，第二期，第327-348頁。(31) 劉明盛，陳辰旻，侯曉琳，陳珮瑩，沈慧娟，翁淑娟(2008)“應用Kano 重新定義模式探討大學教育品質 - 以高雄餐旅學院日間部為例”，遠東學報，第二十五卷，第一期，第121-142頁。(32) 劉明盛，賴春美，吳許得(2007)“應用Kano 二維重新定義模式探討大學教育品質 - 以某科技大學餐飲系為例”，中華民國品質學會第43屆年會暨第13屆全國品質管理研討會。(33) 劉秋吟(2006)“商務型旅館與渡假型旅館品質屬性之比較研究”，碩士論文，中原大學工業工程研究所，桃園縣。(34) 劉郡宏(2008)“以Kano 二維模式分析台灣老人公寓住宅品質之研究”，碩士論文，長榮大學土地管理與開發研究所，台南縣。(35) 歐必勝(1991)“大學生租屋滿意度之研究 - 以東海大學學生為例”，碩士論文，東海大學企業管理研究所，台中市。(36) 潘婉茹(2008)“結合Kano 模式與IPA 檢視國道客運之服務品質屬性 - 以國光客運為例”，碩士論文，國立彰化師範大學行銷與流通管理研究所，彰化市。(37) 鄭俊雄，賴福來(2009)“整合Kano 模式與IPA 分析應用於行政機關服務品質之實證研究 - 以田中鎮公所為例”，2009 數位科技與創新管理研討會，論文編號:114。(38) 鄭智全(2008)“大專院校學生校外租屋品質滿意度之研究 - 以國立高雄餐旅學院為例”，碩士論文，高雄餐旅學院餐旅管理研究所，高雄市。(39) 蘇月明(2004)“大學女生校外賃居之犯罪被害恐懼感調查研究 - 以中國醫藥大學為例”，碩士論文，國立中正大學犯罪防治研究所，台北市。