

以Kano二維品質模式應用於國小教務行政服務品質之研究

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摘要

Although homeroom teachers are people who contact with students directly every day and the teaching attitudes of homeroom teachers are close related to the study efficiency of students, it was indicated in most of the academic staffs' working satisfaction researches that the working satisfaction of homeroom teachers is lower than that of administrative teachers. Once teachers are unsatisfied with the services provided by the administration offices, students' rights of study can also be affected.

In Taiwan, the main administration offices in an elementary school are academic affair office, student affair office, general affair office, and guidance and counseling office. Among the administrative works of these offices, academic affair office is the most important one to all academic staffs since the services of an academic office provided are essential to all the teachers every day. Hence, the academic administration works is the most important administrative work in a school. To increase the teaching efficiency effectively, improvements of the service quality of the academic administration and elevation of the satisfactions of teachers to the academic service is critical.

In this research, we took an elementary school located in Wuri district, Taichung city as an example to analyze the quality properties of academic administration services by using Kano's model in combination with sample survey. Furthermore, customer satisfaction/ un-satisfaction coefficients can be obtained for each academic administration service by using Matzler and Hinterhuber quality improvement index calculations. These coefficients can be used as the guidelines for the academic affair offices to provide more appropriate administration services to fit the requirements of teachers and the teaching efficiency can be increased more effectively.

關鍵字：Kano' s model, academic administration, service quality