

Using Kano' s model to evaluate employee satisfaction in Taiwanese high-
tech industry

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Abstract

Employees can be considered as the internal customers in an enterprise. Thus the enterprise ought to have the capability and the technique to offer the best service. Nowadays, service quality is recognized in common as a decisive factor toward enterprise success in current environment of extreme competitiveness. Whether service quality is good or bad is in turn depending on employees. Satisfactory customers come from satisfactory employees. Employee satisfaction influences productivity and customer satisfaction. Kano' s model, which divide the quality elements into five categories, they are must-be, one-dimensional, attractive, indifferent and reverse attribute, is originated from the study of product quality, and hence implemented in many other areas such as services. In this study, we try to apply Kano' s model to evaluate employee satisfaction. In the 30 elements, there are 5 indifferent quality elements, 6 attractive quality elements, 12 one-dimensional quality elements, and 7 must-be quality elements. The findings enable us to understand better the employee satisfaction. We hope it will be helpful for the management and take it for references to the practices.

Keyword : Employee satisfaction, Kano' model