

# 以QFD及VAHP建立綠色餐廳服務設計概念模式

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## 摘要

Due to environmental consciousness nowadays, green production and consumption is an inevitable trend. With rapid economic development, the diet habit for general public has become more diverse, that creates ecological diversity of food and beverage industry. Taiwanese government has continued to promote green consumption in restaurants complying with environmental protection regulations. Sustainable development along with green management for business has become a worldwide issue that enterprises and consumers should follow and enhance.

The objectives of this study are threefold: (1) to assess current operation of green service design in restaurants, (2) to establish criteria of green restaurant service design from viewpoint of service providers and consumers, and consequently develop a framework of green service design for restaurants utilizing quality function deployment (QFD), (3) to compute proper weights for green restaurant service design criteria via the utilization of voting analytic hierarchy process (VAHP). The findings of this research are as follows: (1) green service designers focus on seven major criteria, such as comprehensive ventilation systems, proper food materials with hygienic processing, not providing state-prohibited products, etc. (2) consumers of green service consider seven major criteria as well, specifically, equipping comprehensive ventilation systems, proper food materials with hygienic processing, and utilizing non-toxic utensil detergent. (3) blended criteria from the relationship matrix of the house of Quality (HOQ), the major factors are: equipping comprehensive ventilation systems, building waste classification and recycling policy, and providing none smoking areas and signs.

**關鍵字** : Restaurant Sector, Green Service Design, Quality Function Deployment, Voting Analytic Hierarchy Process