

Service Quality Research About Taiwan Bureau Of National Health Insurance

梁綺華, 錢軍圳

Technology Management

Management

chliang@chu.edu.tw

Abstract

Taiwan's national health insurance provides residents good health care since 1995. But it brings out many of the problems such as budget deficit, and so on. Thus this research focuses on bureau of national health insurance and uses Kano two-dimensional model and important performance analysis to search key factors that influence service quality.

Keyword : Service Quality; Kano-two dimensional model; Bureau of national health insurance