Using gap analysis and implicit importance to modify SIPA

李友錚,謝宜芳,C. W. Huang
Technology Management
Management
ycl@chu.edu.tw

Abstract

This study is to present a new revised Simultaneous Importance Performance Analysis (SIPA), which is using Gap Analysis to calculate service performance attributes and utilizing multiple regression to establish implicit importance of service attributes, so as to distinguish the competitive differences between their operation and competitors. The mobile telecommunication industry in Taiwan is taken as an example to illustrate the modification of SIPA.

Keyword：Gap Analysis, Implicit Importance, Multiple Regression, Simultaneous Importance Performance Analysis