

# The Reformed analytical Kano model

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## Abstract

The traditional Kano's model is widely used by industries and researchers, but some controversy still exists surrounding the classification of quality attributes. Furthermore, the resultant Kano category is not a true quantitative measure. Although the analytical Kano model is proposed to manage these issues, the model still has room for improvements regarding the complex process in practical applications. Additionally, the scoring scheme of the analytical Kano model is against the basic assumption of prospect theory. Consequently, this study attempts to reform the analytical Kano model, and then accurately suggests the priority of improvements. First, this study revises the indicators of the vertical axis and the horizontal axis of the analytical Kano model. Second, regression analysis with dummy variables is used to estimate the impact of attribute performance on overall satisfaction and then to determine the categories of quality attributes. Then, this study considers the results of the categorizing the quality attributes, the attribute performance, and the asymmetric impact of attribute performance on overall satisfaction before suggesting definite priorities for improvement. Finally, the reformed analytical Kano model is illustrated in a case study.

Keyword : the Kano's model; the analytical Kano model; implicit importance; quality attribute; customer satisfaction