

Revised two dimension quality model and it's dynamic variation

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Abstract

The Kano' s model is widely accepted in current research and indicated that is beneficial in improving the quality management, but some arguments existed in few researches, one of them, the relationship between quality attributes and customer satisfaction. Recent researchers had paid attention to asymmetric impact of negative and positive discrepancy on overall customer satisfaction, however, very less research has been done into the effect of quality attributes with different characteristics on customer satisfaction. This research attempted to revise the two dimension model, to depict the relationship between each different quality attribute characteristics and customer satisfaction from prospect theory viewpoint, then, describe the dynamic variance of quality attribute how to form.

Keyword : Kano' s model, service quality, SERVQUAL