

To categorize the quality attribute—a new method

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Abstract

Since Kano et al. (1984) proposed the two-dimension quality model, it was widely accepted and applied. But there are still arguments raised, especially the identification method of quality attribute, later some scholars proposed some corrective methods, but more or less there was still some defaults in application. Therefore, this research proposed a new identification method for quality attribute to improve the accuracy of the identification. The method was not only easy to use, but also effective through difference comparison with traditional method by real cases.

Keyword: Kano's model; Attribute category; Service quality; Customer satisfaction.