

Develop a Bed and Breakfasts service quality model to connect service failures and recovery solutions systematically

林淑萍, 黎哲瑋

Technology Management

Management

splin@chu.edu.tw

Abstract

In recent years, international tourism industry has been flourishing strongly and many countries have actively developed tourism and leisure industries to enhance market share. Bed and Breakfasts(B&B), with a higher market growth rate, are especially considered as a next shining star. To maintain competitive market advantage, it is critical to understand how to improve the service quality for the industry. However, unavoidable issues such as uncertainty and complaints often result in flaw of service, which in turn leads to a decrease in consumer satisfaction. If there is a repairing strategy before flaws occur, the quality of service can be effectively enhanced.

This study, firstly, aims to develop a solution mechanism for service and consumer complaints. Based on 350 questionnaires, data were identified using the concept of gap analysis (VGA), which was developed by KANO. Secondly, regarding the goal of service quality enhancement, this study suggests the best strategy is from the rate of improvement in complaints. We wish these findings could provide B&B managers with guidelines to improve service quality to achieve next success level.

Keyword : service quality, service failures , QFD, IPGA