

Kano Two-dimensional Quality Model and Important-Performance Analysis in the Student's Dormitory Service Quality Evaluation in Taiwan

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Abstract

Recently, the number of universities in Taiwan had increased as a result of the deregulation policy of university education. This also increases the number of students in an university, which has to provide the dormitory service required by the students. Since the student's dormitory service quality affects the effect of the educators and executive personnel in the university. This study uses the SERVQUAL Model and the questionnaire to measure the student's dormitory service quality in the university. The study classifies the dormitory service quality based on the Kano Two-dimensional Quality Model and applies Important-Performance Analysis to discuss the difference between the student's expectation and satisfaction about the dormitory service quality in the university. Our result shows that female and humanities and social department students in the university feel significantly unsatisfactory with the dormitory service quality. As expected, "reducian the dormitory fee" can increase the students' satisfaction toward the dormitory service quality.

Keyword : Kano, pricing , marketing