

結合Kano模式與IPA分析探討公立國民小學行政服務品質

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摘要

The purpose of this research is to explore the administrative service quality of public elementary schools by using Kano model and Importance-Performance Analysis. The objects of this research are the public elementary schools' teachers in Taichung County. We collected data through questionnaire investigation and got 528 valid questionnaires. The results show that elementary schools' administrative service quality exists Kano two-dimension quality pattern. Furthermore, the key factors of the administrative service quality of public elementary schools are if administration is reliable, especially relating to the attitude and the way administration deals with teachers, parents and students、if administration values the teacher's opinion, and if administration has a pleasure in listening to the teacher's true feelings.

關鍵字：Kano Two-Dimension Quality Model, Importance-Performance Analysis, Administration Service Quality