

IPA-Kano model: A new tool for categorizing and diagnosing service quality attributes

郭英峰, J. Y. Chen, 鄧維兆

Leisure and Recreation Management

Tourism

simond@chu.edu.tw

Abstract

This study proposes the IPA-Kano model as a new tool for categorising and diagnosing service quality attributes and providing specific strategies for attributes in each category. The IPA-Kano model avoids the limitation of the Kano model in neglecting the attribute performance and importance and eliminates the weakness of the IPA model in considering only one-dimensional qualities. The proposed model can enable managers to easily grasp accurate user perceptions of a quality attribute and corresponding coping strategies. The effectiveness of this model implementation is later presented with an example of mobile value-added service quality. By applying the proposed IPA-Kano model, the appropriate action strategy for each service quality attribute can be acquired in any service encounters and thus enables service industry managers to improve service quality and to achieve a competitive advantage.

Keyword : importance - performance analysis; Kano model; IPA - Kano model; service quality; mobile value-added services