

Using Kano ' s Model to Evaluate Employee Satisfaction-as Applied for
Taiwanese High-Tech Industry

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Abstract

Nowadays, service quality is recognized in common as a decisive factor toward enterprise success in current environment of extreme competitiveness. Whether service quality is good or bad is in turn depending on employees. Satisfactory customers come from satisfactory employees. Employee satisfaction influences productivity and customer satisfaction. Kano' s model has been verified that it can be applied to the metering of employment satisfaction (Matzler, k., Fuchs, M., & Schubert, A. K., 2004). In this research, we try to apply Kano' s model to evaluate employee satisfaction in high-tech industry. In the 30 elements, there are 4 indifferent quality elements, 6 attractive quality elements, 13 one-dimensional quality elements, and 7 must-be quality elements. The satisfaction increment index and dissatisfaction decrement index based on CQM(1993) are also applied to measure employee satisfaction. Through these two indexes, we can find the certain employee satisfaction elements which will influence employee satisfaction and dissatisfaction. The findings enable us to understand better the employee satisfaction. We hope it will be helpful for the management and take it for references for further improvement.

Keyword :