

Integrating model of service quality development and improvement

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### Abstract

Many of researches have proposed the new service development (NSD) process but the failure rate of NSD is high caused by the lack of an efficient development process and the lack of customer orientation input. This research is proposed, a revised improved ratio to strengthen the raise of customer satisfaction except integrate Kano's model with QFD to categorize the attribute, then through the revised gap model to evaluate the Gaps, so that these information can provide the manager what are the importance; priority and direction of service quality development and improvement.

Keyword :