Service Quality Detection and Service Failure Improvement Models

蔡明春

Business Administration

Management

mctsai@chu.edu.tw

Abstract

In the analysis of service quality gaps, Lin, Chan and Tsai combined IPA and GA, taking account of customer perceived importance and the degree of significance of service quality gaps, and came up with IPGA. As IPA, IPGA divides service quality attributes into matrixes requiring distinct improvement strategies and arranges the attributes in order of improvement priority. To take it a step further, Tsai, Lin and Chan constructed a two-phase service quality detection model, based on both the customer and the management views, in an attempt to pinpoint the service quality attributes yielding most improvement results, by joining IPGA and DEMATEL. In addition, Tsai et al. ventured an unprecedented concept to attain service quality gaps on customer satisfaction, namely valuable gaps, which put together Gap Analysis and BPNN (Back Propagation Neural Network) on the basis of Kano's Two-Dimensional Quality Model noting the not-entirely-linear characteristic of service quality. The study is therefore meant to establish a sequential model, first, by utilizing moderated regression approach to categorize the quality attributes in Kano's Two-Dimensional Quality Model, next, by employing IPGA and valuable gaps to detect the attributes of the various categories needing immediate improvement, and then, by isolating the service quality attributes yielding most improvement results from the management's standpoint, and finally, by shaping up strategies for the attributes needing urgent attention in each category through PZB model.

Keyword：Service quality, Service failure, Kano's Two-Dimensional Quality Model, IPGA, PZB model