

餐飲連鎖店二維品質模式分析顧客服務需求之探討

劉光泰, 林志豪, 邱顯翔, 曾靖瑜, 鄭振芳

工業管理學系

管理學院

kuliu@chu.edu.tw

摘要

Traditional restaurants on selling foods' features, fragrance, deliciousness, and taste are different restaurants chain that is typically built to a standard format and offered a standard menu. This study applies Kano' s two-dimension method to understand what critical factors satisfied customers of restaurants chain in Taiwan. The Kano model categorizes customer preferences into five attributes related to concepts of customer quality. It provides entrepreneurs some favorable suggestions to develop in the future.

關鍵字 : Keyword: Kano' s Two-Dimensions Model, Service Quality, Restaurants Chain