

應用Kano和重要績效缺口分析探討公立就業服務站之服務品質

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摘要

This study combined Kano two-dimensional quality model and IPGA important-performance gap analysis to examine service quality of employment service stations. Results found that among the items of employment service quality, there are three basic factors, as of 19 items for performance factor. This study indicated that service quality of employment service station exists two-dimensional service quality. In addition, there are 14 items of service quality of employment service station which have to be improved. The top three improving items are shown as follows: service staffs have sufficient expertise to respond people questions、 service staffs consider the priority of public concern、 service staffs are very patient for answering people questions.

關鍵字：Service Quality, Kano Model, IPGA