

Using Kano' s Two-Dimensional Model To Analyze Service Quality Of The
Electronic Restaurant

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Abstract

With the consumption patterns change, "restaurant " is not just a dining place, for the customer' s need, manager have to notice not only price, taste, but also have to pay attention to service quality and innovation. Taiwan' s restaurants are now gradually in electronic, although electronic restaurant not fully universal yet, but it would be a trend in the future. In this research, we would like to get the preliminary understand that in customer' s mind how they classify and feel the electronic restaurant' s service quality.

Keyword : Kano' s Two-Dimensional Model ; Service Quality ; Electronic Restaurant