

# Integrating Fuzzy Kano' s Model and QFD for Service Quality of Online Shopping

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## Abstract

In the era of furious business competition, enterprises shall create customers' demands, initiate markets and provide services proactively rather than passively fulfill what is demanded by customers besides preliminary strategic planning and definite market positioning. However, it is hard to measure service quality (SQ) for its immateriality as well as personal uncertain and fuzzy perceived judgment in SQ assessment. As a result, it is crucial for e-tailers to fulfill online buyers' needs and advance satisfaction with improved SQ. A fuzzy-Kano questionnaires method built the validity and reliability of data. The sequence of improvement strategies was determined by transforming Whats to Hows by quality function deployment (QFD) in a systemized manner.

Keyword : Fuzzy Kano' s Model