

A COMPLEMENTARY METHODOLOGY TO PROBABILISTIC APPROACH TO MEASURE HOTEL
SERVICE QUALITY

李友錚, 鄧肖琳, 鄧維兆

Technology Management

Management

ycl@chu.edu.tw

Abstract

Compared to Kano's model, the traditional one-way quality model is focused on one particular quality element; only when the element presents customers satisfaction, and vice versa. Kano's two-way model categories three attributes of quality elements embedded different impact on the formation of customer satisfaction has been proved to be more effective than one-way model. A considerable amount of research has been carrying out to enhance the performance of Kano's model. However, seldom studies the contribution to total service quality of the three quality attributes. In this paper, a new methodology is proposed to complement the probabilistic approach to measure the contribution of quality attributes of five five-star hotels located in Taipei, AHP algorithm and β -distributions are suggested as a reinforcement to construct a whole-aspect diagnostic system, and some suggestions have been made to hotel administrators.

Keyword :