Building a new SQ decision-making model to improve the service quality of vocational training

林淑萍,陳品憲,詹雅慧
Technology Management
Management
splin@chu.edu.tw

Abstract

As the financial tsunami hit around the world's economy, numerous industries were
forced to response to the problem of overcapacity by substantial layoffs. In this
business cycle, Taiwan's unemployment rate in a single month has reached to 6% in
2009. Therefore, reducing the negative impact of unemployment on Taiwan's economy
system has become an important issue for Taiwanese government. Recently, one of the
policies of Taiwanese government is focused on proactively promoting the vocational
training mechanism to provide appropriate pre-employment training for workers, and
thus the ability to achieve the objective of regulating the employment market. In doing
so, understanding the current service quality (SQ) status of vocational training
institutions and then enhancing its SQ is fairly substantial.
With regarding to SQ decision-making models, the Importance-Performance-Gap
Analysis (IPGA) model was proposed by extending the Importance-Performance
Analysis (IPA) model and adopting SQ gap theory to obtain attribute performance.
However, it failed to consider the two-dimensional phenomenon between attribute
performance and overall customer satisfaction indicated in Kano model.

Actually, most
studies have focused on classifying SQ attributes into different quality
factors and then
drawn the improvement strategies. But in fact, the percentage response for
each SQ
attribute is also a critical determinant on enhancing customer
satisfaction. Thus, the
main purpose of this study is to integrate Kano model, the weighting
perspective of
percentage response, and SQ gap theory to build a novel SQ decision-making
model.
Then, a certain vocational training institution case is employed and the
implications
will be provided for managers.