

以Kano二維品質模式應用於線上購物服務品質之研究

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摘要

According to Institute of Information Industry of Taiwan, the total amount for on-line shopping has reached NT. 3.47 billion dollars in 2004, and will continue growing in an expected rate of 28.7% in the following years. Since the Internet access and on-line transactions have increased dramatically, it can be expected that there will be full opportunities in the future in e-commerce. In order to adapt the change of shopping behavior, the companies with Web presences have to think about how to encourage repeat purchases and build customer loyalty. For the point of views of customers, low price would never be a satisfactory to their diversity demands, but superior service quality would.

In this paper, we utilized the e-SERVQUAL model proposed by Zeithaml, Parasuraman & Malhotra as well as other related works to set up the initial questions as a pre-questionnaire. By means of the efficiency test and factor analysis, questions with difficulty in differentiation were then been deleted. And then the second questionnaire were sent out, collected, and classified based on the Kano's quality model, so that the degree of satisfaction can be obtained. It is our intention that through out this article, the companies with Web presences could have a better understanding in how to improve their e-service quality so that they will be able to retain their customers.

關鍵字：Kano model, e-service quality, customer satisfaction measurement