

Looking for potential service quality gaps to improve customer satisfaction by using a new GA approach

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Abstract

Gap analysis (GA) is one of the most popular techniques which has been widely used in service marketing to help businesses make customer satisfaction decisions through service quality perspective. However, an assumption of linear relationship between attribute performance and customer satisfaction underlies the application of GA approach. And this assumption is challenged by the Kano's two-dimensional model which indicates the possible phenomenon of non-linear relationship between attribute performance and customer satisfaction. Therefore, the main purpose of this study is to propose a novel GA approach through Kano's two-dimensional conception with the application of Neural Network technique in order to extract the actual contribution possessed by each attribute for customer satisfaction improvement. Then, a comparative analysis with the traditional GA approach and our proposed approach was performed by using an empirical study on Taiwanese HR service online agency. Results showed that the new proposed GA approach has higher effectiveness in reflecting the impact of gap reduced on customer satisfaction improvement. This implies that new GA approach can be considered as a helpful decision-making technique for customer satisfaction decision making. More implications from empirical research were discussed.

Keyword : service quality; customer satisfaction; gap analysis (GA); Neural Network; Kano model; HR service online agency