

Benchmarking of standard hotel service quality by KD-IPA model

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Abstract

This study expects to establish the dimensions and evaluation items regarding standard hotel service quality from the perspectives of industry representatives, scholars and experts, competent authorities, and consumers. Meanwhile, through the actual experience and evaluation of consumers about the service quality of standard hotels, this study conducts analysis with the KD-IPA model to provide the strategy development, continuous improvement and new service development in business management. According to the results of literature review and expert interview, this study establishes the standard hotel service quality model in 5 dimensions with a total of 38 items. As the KD-IPA analysis results suggest, excellent hotel geographical/environmental location (T5), professionalism of service personnel (A2), availability of barrier free space and baby care toilet (E5), foreign language

Keyword : standard hotels, service quality, Kano' s Model, DEMATEL, IPA