

A new method to identify the category of the quality attributes

Jih-Kuang Chen, 李友錚

Technology Management

Management

ycl@chu.edu.tw

### Abstract

Since Kano et al. (1984) proposed the two-dimension quality model, it was widely accepted and applied. Yet there are still arguments raised, especially the identification method of its attribute. Later on some scholars proposed some corrective methods, but there were still some defaults in application. Therefore, the research proposed a new identification method for quality attribute to improve the accuracy of the identification. The method was not only easy to use, but also effective through difference comparison with traditional method by real cases.

Keyword : Kano' s model; attribute category; service quality; customer satisfaction