A Study on Relationship among Service Quality by The Refined Kano’s Model and TRIZ—The case of Guanziling Hot-Spring Hotel

Abstract

Recently, increasing numbers of local people have started to emphasize health. There have been more and more people achieving the desired health effect through hot spring SPAs. Therefore, hot spring SPA hotels must meet the mounting demand from consumers wherein most hot spring SPA hotels attract customers by improving service quality with
insightful understanding about customers’ perception and feelings about service quality.

This study explores the hot spring SPA hotels surrounding the Guanziling Region on Tainan by using 40 inventive principles in correspondence with 39 engineering parameters in the TRIZ Contradiction Matrix to convert into the parameters of service quality provided by hotels. Also, the concept of Refined Kano Model is meant to conduct questionnaire surveys on customer opinions with the reference basis available to improve the holistic service quality provided by hotels.

Some facts can be found from this study. In the Refined Kano Model, attentive effort is obviously unnecessary for two issues, namely the “convenient facilities” and “price policies” of service quality. Customers are quite less attentive to these quality elements. Therefore, hotels can focus on these two elements to provide customers with a whole new service project so that customers can feel the zealous invitation and enthusiastically join the service project.

In the attributes of the I-S Model, there are totally ten quality elements, namely “desired service”, “customer complaint”, “service delivery”, “management teams”, “multiple functions”, “customers' appetite”, “customers' involvement”, “specific service”, “good relations” and “communication windows”, available to enhance the satisfaction with the service quality provided by hotels. If hotels can substantially implement the said elements, it will remarkably facilitate the service quality provided by hotels. In the five dimensions of service quality, the dimension of response shows the highest potency to enhance customer satisfaction. The dimension of tangibility shows the highest potency to eliminate dissatisfaction. Hotels can firstly focus on the dimensions of response and tangibility and it will be available to enhance customers' satisfaction but eliminate their dissatisfaction with the service quality provided by hotels.

Keywords: TRIZ Contradiction Matrix, Inventive Principle, Service Quality, Refined Kano Model

壹、緒論

一、研究背景與動機

在生活品質逐漸優越、交通便捷、資訊快速進步的時代，人們對於休閒活動的需要，逐漸注入養生的觀念，因此從事休閒活動時，多數會選擇利用自然資源，以達到調節生活、消除身心疲倦及休閒養生的目的，溫泉養生遂成為目前盛行的休閒活動之一；臺大醫院經過多年研究，提出生活中有益於健康養生的活動，泡溫泉便屬其中之一。

近年來由於觀光產業的蓬勃發展，2010 年的觀光收入達 5140 億元，占 GDP3.78%(行政院觀光收支統計表，2010)；加上台灣地處環太平洋地震帶上，促使溫泉資源豐富，溫泉產量每年約一千六百萬噸(溫紹炳，2003)，此外，2003 年 6 月 3日「溫泉法」草案三讀通過，盼能藉此有效落實國內溫泉資源保育及促進溫泉產業的發展。