ASSESSING STUDENT DORMITORY SERVICE QUALITY BY INTEGRATING KANO ELABORATIVE MODE WITH QUALITY FUNCTION DEPLOYMENT METHOD - A CASE STUDY IN A HOSPITALITY COLLEGE IN SOUTHERN TAIWAN

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Abstract

In order to receive the specific vocational education, it is necessary for many students to leave their residence places and stay in dormitories. However, due to the effect of international financial crisis and governmental financial difficulty, the financial supports from the government are limited. To avoid leaving student dormitory unused and wasting college resources, and to compete with other colleges, it is necessary to assess and improve the satisfaction of college dormitory service.

By understanding students’ satisfaction to accommodation, a college can generalize their requirements and the way to attract young students to study in. In this research, Kano Elaborative Mode and Quality Function Deployment Method were integrated to educe the improvement priority of dormitory service. The top three important service quality were “hot water supply”, “private space” and “air-conditioning”. The top three degrees of satisfaction of service quality are “fire fighting and escaping”, “air-conditioning” and “consultancy service”. The top three for improvement with less different indexes were “hot water supply”, “automatic laundry” and “private space”. The priorities in quality and technology implementation were “response capability of service” in administrative category, and “cooperation degree of service” in management category, and “security of dormitory design” in environment category.

Keywords: Kano Elaborative Mode, Quality Function Deployment Method, Dormitory Service Quality