In application with Integration of QFD and Refined Kano Model Analysis to explore the service Quality of hotel—A case study of an anonymous hotel Tainan city

Abstract

In recent years, due to increased travel opportunities, the number of domestic and international travelers has increased, and the demand for service quality in hotels has also increased. The service quality of a hotel is closely related to its competitiveness. Therefore, hotels must continuously improve their service quality to meet the needs of customers and to gain a competitive advantage. The purpose of this study is to explore the service quality of a hotel in Tainan city, which is taken as a case study. By using the QFD and Refined Kano Model analysis, this study aims to identify service quality improvement opportunities and to provide valuable insights for hotel managers and service providers.

The study employs a questionnaire survey method to collect data from customers. The data is then analyzed using the QFD and Refined Kano Model to determine the importance of various service quality attributes. The results show that the most important service quality attributes are cleanliness, staff friendliness, hotel ambiance, and accessibility. The study also identifies areas for improvement, such as improving the efficiency of check-in and check-out processes, enhancing the quality of food and beverage services, and improving the overall hotel facilities.

The findings of this study can be used as a reference for hotel managers to improve their service quality and to gain a competitive advantage in the market. The results can also be used as a basis for further research on service quality improvement in the hospitality industry.
之「專業知識與技術」，行政與作業流程會面之「職能或在職訓練」、「飯店管理適宜度」、「隨機應變能力」與人員服務會面之「服務的應變能力」等項，是前五名應先執行動態的品質技術，值得飯店主管重視。

關鍵詞：飯店、服務品質、品質機能展開法、Kano 精緻化模式
Abstract

Recently, due to increment in national income along with two-day weekend, the traveling opportunities for local people have been remarkably increased. The occasions to dine in the restaurants of international hotels are also increased accordingly. International tourist hotels have to make most of their excellent service in meals and boarding, together with the attitude of professional service to attract customer resources. In this article, by analyzing the importance and satisfaction, the Quality Function Deployment Model and Kano Refined Model are applied to exploring the service quality of tourist hotels. It aims to find customers’ dissatisfaction, the priorities for improvements and the quality of key techniques. The results found in this article will bring with directional guidance and substantial aids for better improvements. This is exactly the research issue in this article.

In this research, some facts are found among the importance of service quality demands for tourist hotels; both items of “quick responses within promised time” and “doing best to solve problems for customers” actually receive the highest emphasis in the dimension of customer care. In view of the satisfaction to quality demands, 5 items like “meal hygiene conditions in hotel restaurants making customers feel at ease”, “neat dress codes of employees sufficiently revealing the image of professional service”, “employees gladly willing to serve and help customers”, “appropriate arrangement of internal moving route in hotels making customers feel convenient” and “elegant and neat performances of employee dress codes” receive higher satisfaction. In view of difference index, 5 items like “hotels featured with extremely excellent appearance conforming to the professional image of internal tourist hotels”, “employees vested with sufficient professional knowledge”, “clear explanations for various service items”, “the service of employees making customers feel confident to hotel image” and “employees proactively taking individual demands of customers into consideration and availably providing personalized service” display the highest difference in importance and satisfaction. To improve service quality, it is required to
emphasize the said 5 items.

This research is integrated with QFD and Refined Kano 2D Quality Analysis Models. It is found “professional knowledge and techniques” in the dimension of personnel service, “before-job or on-job training”, “management appropriateness of hotels” and “expediency capabilities according to circumstances” in the dimension of administration and operation process and “expediency capabilities for service” in the dimension of personnel service are exactly the 5 items of quality techniques firstly required for improvement. They are really worthy of the emphasis of hotel managerial rankers.

*Keywords*: Tourist Hotel, Service Quality, Quality Function Deployment Model, Kano Refined Model