The Selection of Classification Methods in Kano Model for Service Industry

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ABSTRACT

Kano Model is a model that aims to categorize the attributes of service based on how well the attributes satisfy the needs of customers. Kano model is able to classify the service attributes into three categories, namely Must-be (M), One-dimensional (O) and Attractive (A) categories. The Must-be (M) category is a category that includes a must have attribute, the Attractive (A) category consists of a surprising service attribute to consumers and the One-dimensional (O) category is a category of attribute that the better its quality of fulfillment, the more satisfied of customers' feeling. In order to get the classification of A/O/M, several methods had been used i.e. Conventional, If-then and Better Worse methods. However, the usage of these different methods generated different categories for the same attribute. Thus, this paper showed a set of researches over six various service industries that used those three classification methods and the comparison among the methods in order to select the most appropriate methods in determining the categories for the service attributes. The result showed that, supported by a statistical testing at significant level 0.10, If-then method is selected as the most appropriate method to classify the Kano category.

Keywords: Kano category, classification, service industry

1. RESEARCH BACKGROUND

The improvement of service quality becomes a major concern for both private and government organizations in achieving customer satisfaction. The triggers of the improvement of service quality can be caused by the complaints of the public facilities that have been provided (especially for services provided by the government) as well as the fierce competition that faced by private business (especially related to commercial services industry) which requires an organization to be able to survive or even to improve continually. In improving the quality of services provided, many organizations are measuring the customer satisfaction using the Service Quality (SERVQUAL) model throughout the analysis of gap between perceived and expected service (Parasuraman, et al. [9]) in which a customer is satisfied if the perceived service exceeded the expected service. Some researches had been done related to improvement of the quality of service industry by using the SERVQUAL model (see Tan & Pawitra [18], Sari et al. [14], Hartono et al. [4]), showed that customers tend to express their dissatisfaction that caused many attributes of services should be focused for improvement.

However, it is aware that not all of the services attributes that being improved can increase customer satisfaction level effectively. Kano model (Kano [5], Berger [2]) is then used widely for classifying the quality of service into several levels or different categories (see also Puspitasari et al. [10], Tan & Pawitra [18]), the categories of service attribute can be (a) *Must be (M)*, a category in which the service attribute must exist, otherwise it can lead to customer