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Title:	Kansei Engineering Influences and Service Differentiation among Singapore, Indonesia and Japan
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Keywords:	Kansei Engineering, emotions, quality function deployment, the Kano model, Markov chain, cultural differences
Issue Date:	10-Jan-2012
Citation:	MARKUS HARTONO (2012-01-10). Kansei Engineering Influences and Service Differentiation among Singapore, Indonesia and Japan. ScholarBank@NUS Repository.
Abstract:	Instead of usability, customers today concern themselves more on satisfying their emotions. Kansei Engineering (KE) has shown its superiority in modelling customer emotions in product design. KE application is extended to services, as the fastest growing sector in today's businesses. Some prominent service and quality tools are often used in services, but not incorporating customer emotions in a formal methodology. This study discusses an integrative framework that incorporates the Kano model, Markov chain, and quality function deployment (QFD) into KE. Its objectives are: i) to exhibit the relationship between service performance and Kansei, and ii) to enable service designer to establish the extent to which they prioritize their improvement programs in dealing with current and future preference. A comprehensive case study involving Indonesian, Japanese, and Singaporean tourists, was carried out. Understanding the cultural differences with respect to Kansei evaluation will yield valuable insights for international marketing strategies.
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