

A Proposed Integrative Framework of Kansei Engineering and Kano Model Applied to Services

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Abstract - Recent studies show that products and services hold great appeal if they are attractively designed to elicit emotional feelings from customers. This study introduces an integrative framework of Kansei engineering (KE) and Kano model, applied to services. KE captures and translates the emotional needs of customer (Kansei), whereas Kano model is used and inserted into KE to investigate the relationship between service quality attribute performance and Kansei. This integrative framework focuses on delightful service attributes, given that their impact on customer Kansei can be large. In support of the framework's applicability, survey was conducted on 100 Indonesian and 125 Singaporean tourists who stayed in luxury hotels in Singapore and Indonesia. The findings showed that perceived Satisfactory qualities had a direct significant impact on Kansei response in both samples. As a practical contribution, this research provides insight on which service attributes deserve more attention with regard to their significant impact on customer Kansei.

Keywords: Kansei engineering, customer emotional need, Kano model, attractive attribute, services

INTRODUCTION

As innovative products or services are of equivalent quality in the market place, a subjective evaluation of aesthetics becomes a critical precursor to customer satisfaction. Apart from cognitive evaluation and functionality consideration, emotions play a big role in product interaction, service encounters, and business transaction. Emotions might change human behavior over a relatively short term, as they are responsive to the immediate events. Since today's customers are highly dynamic and more demanding than ever, it forces the companies to consider more on customer latent needs, which are unspoken emotional needs. Essentially, information on customer emotional needs and their measurement are valuable input early in the service and product design processes.

During product experience or service encounter, there are 3 levels of brain processing that significantly related to emotions (Norman, 2004), i.e. visceral, behavioral, and reflective. 'Visceral' and 'behavioral' cover the initial impact of product appearance and usability without interpretation/consciousness, whereas 'reflective' deals with longer use of product and reflection of past experience. Likewise, Jordan (2002) described three kinds of abstraction level: usability/functionality, emotions/user experience, and persona or social factors. Inherently, emotional design and achievement of social status are required to fulfill customer emotional needs (Khalid & Helander, 2006).

A term for emotions in Human Factors/Ergonomics is typically called 'hedonomics' (Khalid & Helander, 2006), and 'Kansei' in Japanese (Nagamachi, 1995). The development of products involving customer emotional needs was initially proposed by Nagamachi in 1970s. Nagamachi introduced Kansei engineering (KE) as a powerful product development method which takes into account customer emotional needs (Kansei). This method has been successfully used by Mazda Motor Corporation for developing the Miyata model which symbolized "human-machine unity" (Nagamachi,

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