

工業工程管理系

實務專題報告

通訊軟體之消費者體驗的品質要素歸類；以 Kano 二維模式分析

摘要

目的：近十年來，通訊軟體蓬勃發展，通訊軟體廣泛被社會大眾使用，能否吸引消費者注意與目光，任何環節都很重要，些許差錯就容易導致消費者對企業印象下滑。故本文將針對通訊軟體概念、現況、效益、問題等加以探討。

方法：利用 Kano 二維品質模式分析通訊軟體消費者體驗之品質要素歸類，在進行重要－表現分析（IPA）。

結果：Kano 二維品質模式歸類其問卷 23 題為魅力品質有 0 項（0%）、一維品質有 4 項（17%）、當然品質有 0 項（0%）、無差異要素有 19 項（83%）、反向品質有 0 項（0%），顯示通訊軟體消費者體驗之品質要素歸類，不全然都是一維品質。IPA 分析出優越區有 6 項，有待改善區有 3 項，過剩區域有 4 項，不必費心區域有 10 項。人口變項對各題在 Kano 二維要素歸類結果大多具有關聯。

結論：通訊軟體除了要滿足「一維品質」、「當然品質」要素，更應注意提升「魅力品質」要素，藉此增加通訊軟體的消費者體驗並建立競爭優勢

關鍵字：二維品質模式、消費者體驗、通訊軟體

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Quality elements classified of consumer experience in communications software: Kano model

Abstract

Objective: In the recent ten years, the vigorous development of communication software, communication software widely social public use, can attract the attention of consumers and eyes, any link is very important, some error is easy to cause the consumer to business impression slide. Therefore, this paper will be in communication software concept, status, benefit, problem discussion.

Method: Analysis of quality factors of communication software of customer experience is classified using the Kano two-dimensional quality model, in importance performance analysis (IPA).

Results: Kano two-dimensional quality model classified the questionnaire of 23 questions for the attractive quality has 0 item (0%), one-dimensional quality has 4 items (17%), and must-be quality has 0 item (0%), indifferent quality has 19 items (83%), reverse quality has 0 items (0%), the display quality of communication software of customer experience the essence of classification, not all are one-dimensional quality. IPA analysis of keep up the good work area has 6 items, the concentrate here area has 3 items, the possible overkill area has 4 items, the low priority area has 10 items. Demographic variables have associated to each question mostly in 2D Kano elements classification results.

Conclusion: The communication software in addition to satisfy one-dimensional quality, must-be quality , more attention should be paid to promoting attractive quality , to increase the communication software consumer experience and build competitive advantage.

Keywords: Two-dimensional quality model 、 Consumer Experience 、 APP Software