

PENGELASAN ATRIBUT KUALITI BAGI MENINGKATKAN KEPUASAN PELANGGAN

(Classification of Quality Attributes for Upgrading Customer Satisfaction)

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ABSTRAK

Kepuasan pelanggan merupakan kunci kepada kejayaan sesebuah perniagaan. Pelbagai teknik telah digunakan oleh penyelidik dan pengamal kualiti bagi memilih keutamaan dalam usaha untuk memenuhi kehendak pelanggan. Analisis Kepentingan Prestasi (AKP) dilihat sebagai satu teknik yang mudah dan efektif. Walau bagaimanapun, terdapat pelbagai bukti yang menunjukkan bahawa atribut kualiti boleh dikelaskan kepada tiga kategori berdasarkan kesannya kepada kepuasan pelanggan, seperti yang dicadangkan oleh Model Kano. Sebahagian daripada hubungan itu adalah tidak linear. Penggunaan AKP, yang mengandaikan hubungan linear antara prestasi dan kepuasan mula dipersoalkan. Makalah ini mengkaji bentuk hubungan antara prestasi atribut kualiti dengan kepuasan pelanggan. Perbandingan di antara implikasi pengurusan yang dibuat berasaskan AKP dengan Model Kano juga dibentangkan.

Kata kunci: kepuasan pelanggan; Analisis Kepentingan Prestasi; Model Kano

ABSTRACT

Customer satisfaction is crucial for future business success. Various techniques have been used by researchers and practitioners to prioritise the effort in meeting customers' needs. Importance Performance Analysis (IPA) is seen as a simple and an effective technique. However, there is growing evidence that quality factors can be classified into three different categories based on their effects on customer satisfaction, as suggested by Kano's Model. Some of the relationships have been proven as nonlinear. The applicability of IPA, which assumes linear relationship between performance of quality factors and satisfaction, is called into question. In this paper, the nature of relationship between performance of quality factors and satisfaction is examined. Managerial implications derived from IPA and Kano's model are compared.

Keywords: customer satisfaction; Importance-Performance Analysis; Kano Model

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