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EVALUATE THE IMPACT OF WAITING ON SERVICE QUALITY AND CUSTOMER SATISFACTION BY KANO MODEL

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INTRODUCTION:

The aims of this paper are to discuss the impact of reveal of queue information on customer satisfaction by service quality model. For the purpose, this paper combines several theories to explore the possible mechanism behind phenomenon, which provides a new view of waiting that cross the different research fields.

LITERATURE REVIEW:

The numbers of research studies developed in several research fields: (1) the relationship between waiting time and service quality, (2) service quality model and service gap, (3) the relationship between service quality and customer satisfaction, and (4) Kano Model. To fulfill the research purpose, this paper provides a framework which links the studies.

RESEARCH FRAMEWORK:

This paper seeks the moderator effect of revealing queue information on service gap analyses base on the service quality model, and we evaluate the impact of declining service gap (GAP 4 & GAP 5) on customer satisfaction by Kano Model.

RESEARCH METHOD:

We set an experiment with two different situations of waiting in line, and also set two groups of subject. One situation reveals the queue information to a subject, and another doesn't. We arrange each group of subject in two different situations in turn, and therefore the subject can compare two situations and make an objective evaluation on service quality.

EXPECTED CONTRIBUTION:

Existing service about queue and customer satisfaction on mobile device are still lack of researches. Therefore, this paper would like to apply the result to analysis and explain how those services affect customer. Moreover, we try to make the suggestion about implement the solution for those who need service to increase satisfaction during waiting in line.

CURRENT PROGRESS

The research project is in the process of setting the details of experiment, because we need stimulate the process of consume and design an app to interact with subjects. Besides, we keep supplementing related reference to complete the support of research framework.