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Integrating Kansei Engineering into Kano and SERVQUAL Model to Determine the Priorities of Service Improvement (Case Study: Café Agape at Ruteng, East Nusa Tenggara – Indonesia)

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ABSTRACT

In order to improve service quality, a research framework of integrating Kansei Engineering into Kano and SERVQUAL was deployed in Café Agape. SERVQUAL model is used to identify whether the provided service has been fulfill customer needs; whether customers were satisfied and what service attributes that have negative customer satisfaction indexes. Kano model can classify the service attributes into groups, i.e., attractive, one dimensional, must be or even indifferent; the classification can be used to determine the priorities. Kansei Engineering takes the customer emotion into account and tries to identify customer needs (feelings) more specific. The integration is aimed to determine the improvement priorities. A survey of 100 customers using 21 service attributes and 10 Kansei words resulted on 15 attributes that have negative customer satisfaction score. However, only 9 attributes will be prioritized for improvement because they are Attractive (A) and One dimensional (O) attributes due to the result of Kano classification. The analysis of Kansei Engineering showed that “convenience” was the customers’ most important emotion when they receive services at Café Agape. Meanwhile, there are 6 of 10 Kansei word (customer emotional needs) significantly different between two groups of Café Agape’s customers; foreign/overseas customers felt happier, more relieved, friendly, welcome and attractive but less sedate/quiet than local/domestic ones when they consume services at Café Agape.

Keywords: *Kansei Engineering, Kano model, SERVQUAL, improvement priorities, services*

1. Introduction

Due to the government’s Visit Indonesia program, the tourism at East Nusa Tenggara has been blooming and resulting intense competition in culinary business. Many restaurants and cafés in a relatively small village like Ruteng – East Nusa Tenggara will be potentially effected on their limited market share. It forces Café Agape realizing that to get survived or even be the winner in the culinary business competition; one should focus on not only the main products offered but also the quality of customer service [1]. A good service quality is when services offered exceed the customer expectation. If the customers satisfied, it means that the service industry might have succeeded to surpass the customer needs and expectation. Thus, a measurement will be done accordingly. The SERVQUAL model by Parasuraman, et al. [2] is used to develop the customer satisfaction measurement. Normally, the improvement will be proposed on the service attributes that produce negative satisfaction indexes.

It is kindly noticed that, however, not all those service attributes that being improved have significantly impacts on customer satisfaction. Essentially, Kano model has a potential to cope with this issue. Kano model has a unique superiority to classify service attributes into several categories, i.e., attractive [A], one dimensional [O] or must-be [M] attributes and the integration between Kano and SERVQUAL model will help to determine the priority of the service improvement (see Kano et al., 1984 [3]; Hartono and Tan, 2011 [4]). The application of an integrative framework of Kano model and SERVQUAL has been extensively published. One of interesting research on the integration model of Kano and SERVQUAL (see Tan and Pawitra, 2001 [5]) had been proposed to analyze and improve the service quality at Juanda International Airport, Surabaya [6]; its research finding was the number of the service attributes that were prioritized to be improved had been reduced. It has been highlighted that the reduction process is quite important due to the limited resources and more appropriate focus in improvement initiatives.

Another interesting issue is that, according to Hartono and Tan [4], emotions currently play a big role in service development. In achieving more service excellences, Café Agape also needs to concern about the customer emotional