



統計科學研究所

INSTITUTE OF
STATISTICAL SCIENCE



S E M I N A R



S T A T I S T I C S

Seminar

Title : Overview of studies on evaluation methods for quality of service

Speaker : Prof. Masahiro Yokoyama

(Faculty of Service Innovation, Chiba University of Commerce)

Time : 10:30 AM~12:00 PM, Friday, Mar. 17, 2023

Place : Auditorium, B1F, Institute of Statistical Science

Abstract

Since services have the aspect of activities that bring some benefits to customers, it has been pointed out that they have properties that differ from those of goods, such as intangibility, simultaneity, heterogeneity and extinction. Such characteristics make it difficult to evaluate the quality of services. The SERVQUAL model measures the gap score between customer perception and expectation, and despite various criticisms, it is still one of the major models for service quality evaluation methods. On the other hand, QFD enables us to understand the customer's requirements and to convert them into quality characteristics in order to define the design quality of services that satisfy the customer's requirements. The combined use of the SERVQUAL model and QFD is expected to help more accurately specify customer requirement inputs in QFD, and research is underway to develop and improve services. This presentation will give an overview of such research on evaluation methods for service quality.

※ Online live streaming through Cisco Webex will be available.

※ The tea reception will be held at 10:10.