Turnitin Originality Report

269 by 18 Rdt

From Quick Submit (Quick Submit)

Processed on 18-Nov-2014 13:02 EET
ID: 479314904
Word Count: 3880

Similarity Index	Similarity by Source	
27%	Internet Sources:	22%
	Publications:	24%
	Student Papers:	11%

sources:

1 8% match (Internet from 02-Jun-2014)
http://steconomiceuoradea.ro/anale/volume/2012/1st-issue-July-2012.pdf

2 1% match (publications)
Wang, Chih-Hsuan, and Juite Wang. "Combining fuzzy AHP and fuzzy Kano to optimize product varieties for smart cameras: A zero-one integer programming perspective", Applied Soft Computing, 2014.

3 1% match (publications)
Eva Walter. "Customer Satisfaction with Loyalty Card Programs in the Austrian Clothing Retail Sector - an Empirical Study of Performance Attributes Using Kano's Theory", European Retail Research, 2010

4 1% match (Internet from 13-Sep-2011)
http://anale.steconomiceuoradea.ro/volume/2010/n2/057.pdf

5 1% match (publications)
Ban, Olimpia. "THE CONSTRUCTION OF IMPORTANCE-PERFORMANCE GRID IN TOURIST SERVICES RESEARCH WITHOUT THE DIRECT DETERMINATION OF THE ATTRIBUTES IMPORTANCE", Annals of the University of Oradea, Economic Science Series, 2012.

6 1% match (Internet from 15-Sep-2014)
http://vuir.vu.edu.au/19401/1/Brian_Haveckin.pdf

7 1% match (Internet from 19-Jan-2013)
http://opensme.eu/downloads/OPEN-SME_MERIT_WP2_D26b-final%20.pdf

8 1% match (publications)
Momani, Amer, Tarek Al-Hawari, Hesham Al-Shebami, and Omar Al-Araidah. "Classifying and Ranking Healthcare Quality Attributes Using Integrated Kano- Fuzzy Analytical Hierarchy Process Model", Engineering Management Research, 2014.

9 1% match (publications)
Huang, Kuo-Liang, Kuo-Hsiang Chen, and Chun-Heng Ho. "Promoting in-depth reading experience and acceptance: design and assessment of Tablet reading interfaces", Behaviour and Information Technology, 2014.

10 1% match (student papers from 25-Mar-2013)
Submitted to City University of Hong Kong on 2013-03-25

11 1% match (Internet from 17-Aug-2010)
http://www.cvg.ynu.ac.jp/G4/Special070816/100304.pdf

12 1% match (Internet from 14-May-2009)
http://lib.tkk.fi/Diss/2009/isbn9789512298167/isbn9789512298167.pdf

13 1% match (publications)
Zhi-jun Wu. "Semantic networks-based unexpected user's needs discovery for creative product design", 2010 Seventh International Conference on Fuzzy Systems and Knowledge Discovery, 08/2010

14 1% match (publications)
Delcroix, Véronique, Karima Sedki, and François-Xavier Lepoutre. "A Bayesian network for recurrent multi-criteria and multi-attribute decision problems: Choosing a manual wheelchair", Expert Systems with Applications, 2012.

15 1% match (student papers from 05-Sep-2012)
Submitted to William Angliss Institute of TAFE on 2012-09-05

16 < 1% match (Internet from 21-Oct-2013)
http://ir.lib.isu.edu.tw/handle/987654321/13104

17 < 1% match (student papers from 02-Sep-2014)
Submitted to Management Development Institute Of Singapore on 2014-09-02

18 < 1% match (Internet from 26-Aug-2009)
http://webintec.ceram.fr/courses/GTMC2007/work/45fb159249680article_GTMC_Ben_Rejeb.pdf

19 < 1% match (Internet from 22-Jan-2014)
http://herkules.oulu.fi/isbn9789514287985/isbn9789514287985.pdf

20 < 1% match (Internet from 28-Sep-2014)
http://www.slideshare.net/niteshv/kano-model-for-customer-needs

21 < 1% match (publications)
Stelick, Alina, Kannapon Lopetcharat, and Dulce Paredes. "Tools for Up-Front Research on Understanding Consumer Values : Kano Satisfaction Model", Product Innovation Toolbox A Field Guide to Consumer Understanding and Research, 2012.

22 < 1% match (publications)
Ying-Feng Kuo. "Integrating Kano's Model into Web- community Service Quality", Total Quality Management and Business Excellence, 9/1/2004

23 < 1% match (publications)
International Journal of Quality & Reliability Management, Volume 30, Issue 3 (2013-03-09)

24 < 1% match (Internet from 03-Oct-2013)
http://design-cu.jp/iasdr2013/papers/1835-1b.pdf

25 < 1% match (Internet from 12-Feb-2014)
http://www.unlv.edu.sg/apf2011/APF_2011_ResearchPapers.pdf

26 < 1% match (Internet from 22-Nov-2013)
http://www.ejbrm.com/issue/download.html?idIssue=24

27 < 1% match (Internet from 29-Aug-2010)
http://www.research.kohinoor.ac.in/spectrum_Vol_3%20.pdf

28 < 1% match (publications)
Kotz, H.. "Economic incentives to accident prevention: An empirical study of the German sugar industry", International Review of Law & Economics, 199303

29 < 1% match (Internet from 23-Apr-2013)
http://www.ugb.ro/etc/etc2012no2/18_Paraschivescu_final.pdf

30 < 1% match (publications)
Managing Service Quality, Volume 22, Issue 6 (2012-11-17)

31 < 1% match (Internet from 07-Jul-2008)
http://www.competence-site.de/dienstleistung.nsf/3397D512929D8241C1256AD8004B0027/$File/kano-model.pdf

32 < 1% match (Internet from 23-Feb-2014)
http://faculty.kfupm.edu.sa/CEM/bushait/CEM_515-082/kano/kano-model2.pdf

33 < 1% match (publications)

C.-C. Chiou. "An integrated method of Kano model and QFD for designing impressive qualities of healthcare service", 2008 IEEE International Conference on Industrial Engineering and Engineering Management, 12/2008

34 < 1% match (publications)
Bindu Narayan. "Dimensions of service quality in tourism - an Indian perspective", Total Quality Management & Business Excellence, 2009

35 < 1% match (Internet from 22-Jul-2014)
http://m3.ithq.qc.ca/collection/00000148.pdf

36 < 1% match (Internet from 13-Nov-2010)
http://home.eng.iastate.edu/~snt/pubs/pubs.html

37 < 1% match (Internet from 21-Nov-2011)
http://www.ijeeee.org/Papers/026-Z0011.pdf

38 < 1% match (Internet from 27-Jan-2013)
http://etd.aau.edu.et/dspace/bitstream/123456789/3375/1/Kindye%20Essa.pdf

39 < 1% match (Internet from 19-Feb-2014)
http://pu.edu.pk/images/journal/iqtm/PDF-FILES/06-Student_Satisfaction.pdf

40 < 1% match (Internet from 23-Sep-2010)
http://ebiz.bm.nsysu.edu.tw/2010/happyyachi/kano%e4%ba%8c%e7%b6%ad%e6%a8%a1%e5%bc%8f.pdf

41 < 1% match (Internet from 29-May-2014)
http://uzspace.uzulu.ac.za/bitstream/handle/10530/1202/A+Communication+Perspective+on+Challenges+faced+by+Key+Govern sequence=3

42 < 1% match (publications)
The TQM Journal, Volume 26, Issue 2 (2014-03-28)

43 < 1% match (publications)
Hsien-Tang Ko. "Comparative analysis of experience-oriented customer needs based on the Kano model: an empirical study", Service Industries Journal, 2011

44 < 1% match (publications)
Bilgili, Bilsen, Aysel ErciÄŸ, and Sevtap Ãœnal. "Kano model application in new product development and customer satisfaction (adaptation of traditional art of tile making to jewelries)", Procedia - Social and Behavioral Sciences, 2011.

paper text:

USING KANO TWO DIMENSIONAL SERVICE QUALITY CLASSIFICATION AND CHARACTERISTIC ANALYSIS FROM THE PERSPECTIVE OF HOTELS' CLIENTS OF ORADEA

35**Abstract The purpose of this** paper **is to investigate the** quality attributes **of**

hotel services in Oradea by using the two- dimensional model proposed by Noriaki Kano. The method of research was the survey by questionnaire with direct application with operator. The first part of the paper presents, the stages needed to build the Kano model, in the context of researches regarding the degree of satisfaction of the consumer of touristic services. The second part of the paper describes a market research among the clients of four hotels with over 50 rooms and located in key areas for the urban tourism. The results obtained show that the degree of global satisfaction of the clients surveyed, higher values in the case of foreign tourists compared to the Romanian tourists and allow the framing of the quality attributes into the five categories suggested by Kano, mainly in the category of one-dimensional attributes. Applying Kano`s model we have a position of consumers face tinting of the quality characteristics, this is impossible in classical quality assessment services. Key words: hotel, quality, satisfaction, Kano's two-dimensional quality model, survey, Oradea. JEL Classification: M31 I

1.**INTRODUCTION Two major instruments** were **developed in time in order to** analyse **the concept of consumer satisfaction and they are:** the **Importance-**

Performance Analysis (IPA) and SERVQUAL. The roots of current methods to measure the **consumer'** s **satisfaction are to be found in the first efforts to investigate the consumer's decision making process.**

Other efforts concentrated on setting up

1**models to determine the consumer's attitude,** like **Fishbein (1963)** and **Rosenberg (1956), followed by complex models of consumer's satisfaction (Oliver, 1996; Tse and Wilton, 1988,**

pp. 204–212).

1**Approaches regarding the perception of the quality of services and the identification of the evaluation attributes** are **to be found in many studies and empirical** research **(Parasuraman et. al., 1988,**

pp.12- 40; Parasuraman et. al., 1993, pp.1-12).

5**The Importance-Performance** Matrix (IPA) **suggested by** J.A. **Martilla and**

J.C. James in 1977 is meant to determine the attributes on which we must intervene

39**in order to increase the quality of** services **and,**

therefore, the consumer's satisfaction.

5**For the product, service or destination**

chosen there are established

1**attributes considered important by the target-audience,** by **the focus-group method.** As **sources used to determine the attributes considered important,** we mention **the literature** in **the** field and/or **the** suggestions of the **managers in the field. The attributes identified are** positioned **on a Likert scale and the respondents are asked to establish** the importance **and** to **evaluate the performance** of **a given product, service or destination. According to the initial variant, any attribute** positioned within **the** matrix **with a higher score** for **the** importance than for **performance is a candidate for efforts** for improvement. **The higher the discrepancy between importance and performance, the more improvement efforts are**

needed for it is assumed that

1**a high discrepancy means high** dissatisfaction. **IPA was applied in different fields, such as: health,**

education, banking, industry, service quality and tourism (Lin, Tsai et al., 2005, pp. 84-87; Ban, 2012).

5**In the field of tourism, IPA was applied in order to determine the factors of** selection of **a hotel, in order to establish the critical attributes of the performance** of **the**

tourist

1guide, to identify the competitiveness factors of the destination or to draw up different strategies (Deng, 2007). After the applications, there have been identified several problems: - the

inter-item variations obtained for importance and performance are low, thus almost useless; - invariably, the respondents give high values to the importance of variables and slightly lower values, but increasingly higher, to the performance of the attributes; - the answers are influenced by the cultural determinants of the respondents; - the SERVQUAL scale usually used to set up the Importance-Performance Matrix does not make the distinction between the types of attributes. The results obtained are not relevant and do not allow the analysis of the competitiveness, distinctivity factors among the hotel entities evaluated. The objectives of this research are: ? the evaluation of the degree of satisfaction of the current consumers of hotels of Oradea, with a distinct analysis for the Romanian tourists and other nationality tourists; ? the

37classification of the quality requirements according to Kano' s model, from the

perspective of consumers investigated in order to establish the directions of action. II

42.KANO'S TWO-DIMENSIONAL QUALITY MODEL In the past, the

consumer's satisfaction was perceived in a single dimension, meaning that the more the satisfaction of the desired quality attributes, the more satisfied the consumer was. Several studies tried to establish a connection between the

40physical and psychological aspects of quality in order to see

the way in which the characteristics of products and services relate to the consumer's satisfaction or dissatisfaction. (Yang, 2005) Kano (1984)

1developed a model by which he distinguished different types of quality attributes. Kano's model divides the quality attributes of products and services into five distinct categories (attractive; one-dimensional; must-be; indifference and reverse) each of them differently influencing the consumer's satisfaction. Other studies regarding the consumer's satisfaction suggest that the quality attributes can be understood by using three categories: the basic factors, the performance factors, and the stimulation factors. Levitt suggests two categories of attributes: core attributes and facilitator attributes (Levitt, 1983). We can see the correspondences among the three models. The basic factors are indispensable, their below the average level creating dissatisfaction, yet their presence at an average level does not create satisfaction.

Noriaki Kano, Fumio Takasashi and Nobuhiko Seraku et al. (1984) suggested the two-dimensional model of quality, discovering that when certain elements defining quality are present, they cannot generate satisfaction, yet they can generate indifference or dissatisfaction. Kano's model of satisfaction describes the relation between the consumers' satisfaction and the quality of the product, between the consumer's satisfaction and the quality of services (Kano, Takahashi et al, 1984, pp.33-41). Kano's two-dimensional quality model makes the distinction among three types of requirements of the product which influence the consumer:

191. Must-be requirements- if these requirements are not met, the consumer will be extremely dissatisfied. On the other side, the consumer considers these requirements

as being inherent and their fulfilment does not lead to the increase of satisfaction. These compulsory requirements are main characteristics of the product and represent a decisive competitivity factor. 2. One-dimensional requirements – these requirements are in direct correspondence with the degree of satisfaction. The better they are met, the higher the consumer's degree of satisfaction and reverse. 3. Attractive requirements – these requirements tackle with the characteristics of the product having the highest influence on the consumer's satisfaction. They are usually explicitly required by the consumer.

The advantages of using Kano's method are synthetically presented below (Sauerwein, Bailom et al, 1996, pp.2-3): ? it allows the development of products. For example, it is useless

> 29**to invest in** compulsory requirements **if they are at a satisfactory level,** yet **it is better to**

act upon the

> 33**one- dimensional and attractive requirements;** ? the requirements regarding **the**

product

> 44**are better understood. The** characteristics of the **product which**

influence better the consumer's satisfaction can be identified; ?

> 23**Kano's model is used** in order **to establish the importance of** the **product'** s **features and, thus,** to create **the optimal** prerequisites **for**

the activities directed towards the development of the product; ? this model provides a valuable aid in the selling-buying

> 24**process. If two** requirements **of a product cannot be** ensured **simultaneously due to technical or financial reasons, the**

characteristic with the highest influence on the consumer's satisfaction can be determined; ? the three types of requirements are usually different

> 33**in the expectations of different segments**

of consumers, an aspect possible to be determined; ? the discovery and supply of attractive requirements create a large range of differentiation possibilities. The stages of Kano's model set up: I. Identification of the requirements/ characteristics of the investigated product, based on exploratory research. Qualitative research methods are used. Griffin and Hauser (1993) have showed that it is enough to interview 20-30 consumers from homogeneous segments in order to determine 90-95% of all the possible requirements. The efficient approach is that which investigates the problems noticed by the consumer, being a good way to determine what is important for the consumer. II. The setting up of Kano's questionnaire consists in drawing up two questions for each researched requirement/characteristic.

> 20**The first question concerns the** consumer's **reaction** to **the** situation when **the product has**

a certain characteristic and

> 31**the second concerns** the **reaction** when **the product does not have that** certain (the functional **form** and **the** dysfunctional form of **the**

question). There are five choices of answer:

> 32**1. Like 2. Must-be 3. Neutral 4. Live-with 5. Dislike.**

According to the answers obtained to the two questions for each characteristic it is established the framing of the characteristic, by drawing Kano's evaluation table. Q is given when the requirements are not situated in any category due to consumers' irrelevant or wrong answers. Moreover, compared to Kano's model, it is useful to set up a hierarchy of the product's characteristics according to the importance given

by the consumers. It helps establishing the priorities for the development of the product and the carrying into effect of the necessary improvements. III. Methods to gather the consumers' opinions are established, the questionnaire-based interview being the most effective. IV. Evaluation and interpretation of results. After the results

> 43**to the functional and dysfunctional questions** are obtained, **the**

results concerning the characteristics of the products are posted in the evaluation table. Frequency evaluation is done by establishing the weight of each category in the answers given. The

> 20**category with the highest frequency is the** one defining **the**

characteristic. The distribution of answers on several categories denotes the existence of several segments of consumers. The customer satisfaction coefficient (CS) is calculated, when the satisfaction can be increased by meeting the requirement of the product. The

> 30**customer satisfaction coefficient** indicates **how strongly a product'** s characteristic can **influence** the **satisfaction or, in case of non-**

supplying that characteristic, how much it influences the customer's dissatisfaction. The average of the impact of satisfaction is calculated as:

> 11**A ? O A ? O ? M ? I (1)** The average **of** the impact upon **dissatisfaction** is calculated as: **O?M (A ? O ? M ? I) ? (?1) (2) The**

customer satisfaction coefficient has values between 0 and 1. The

> 28**closer it comes to 1, the higher the**

impact and reverse. When the coefficient is negative, the

> 28**closer it comes to (-1) the higher the**

impact on dissatisfaction. Moreover, the index of quality improvement (IQ) can be calculated, which takes into consideration also the performances of the competitors' products. Q1= the relative importance of characteristic x (evaluation of own product from the perspective of characteristic – evaluation of the competitor's product from the perspective of characteristic) III.METHODOLOGY În 2012 was applied to four hotels' clients a number of 125 questionnaires, through operators. The research method was the survey and the instrument for data gathering was the questionnaire with direct application with operator. For the establishment of the items, we departed from the SERVQUAL scale, by adding the Internet access, a specific attribute for urban tourism. The validity of the questionnaire was verified with the α Cronbach coefficient, the value obtained being a satisfactory one (0,827). In order to achieve Kano's model there were double questions inserted in the questionnaire for each quality requirement, which records the reaction of the consumers to the situation of each characteristic and the situation of each characteristic missing. Moreover, in order to create the Importance- Performance Matrix, was investigated the importance given to the hotel product of the entities researched, from the perspective of those particular characteristics. IV.RESULTS AND DISCUSSIONS Our sample of consumers has 125 subjects, Romanian (65%) and foreigners (35%). Out of the 125 clients of our hotels, 48% were accommodated at that specific hotel for the first time, while 52% were returning customers. Most of our subjects are in Oradea for business (44%), 12% of them are in transit, while 9.6% are respectively here for leisure, visiting or attending a conferences. 60% of our respondents are male, and in what their age is concerned, most of them are between 36 and 45 years old (37.6%), followed by the subjects between 26-35 years (33.6%). In what the degree of satisfaction of the tourists of our sample is concerned, we have conducted a separate analysis on the Romanian and foreign tourists. We have asked all our subjects to evaluate how satisfied they are with the services at the hotel they are accommodated at. The majority of the clients

> 38**are satisfied and very satisfied with the** quality of the **services**

in the hotel they stay, and only 7% of the tourists consider that the services in the hotel are of an average

quality. A closer and deeper analysis of the satisfaction of the subjects from our questionnaire in what regards the quality of the services show that the most significant difference between the Romanian citizens and the foreigners regards the tourists that are not satisfied nor unsatisfied. While 8.64% of the Romanians consider that they are not satisfied with the quality of the hotel's services, only 4.5% of the foreigners have a similar opinion, which represent almost a half of the Romanian's percentage. (see Table 1) The questionnaire had

41**a number of questions** regarding **the quality** characteristics **of the**

hotel's services. These quality characteristics are the following: the room facilities are appropriate, the room is clean enough, the hotel has sufficient restaurant facilities, the staff has an appropriate and professional look, the location of the hotel, the staff provide correct information to guests, the staff is able to offer services

1**in a short period of time, the** staff **is**

able to resolve guests' problems, the staff is able to provide information

26**in a short period of time, the** availability **of**

staff, clients complaints are resolved quickly, different payment facilities are available, the safety of the installations in the hotel, service professionalism, service customization, staff's friendliness, proper opening hours of hotel's facilities, the hotel has entertaining facilities, big variety and proper quality of meals, internet connection is available, aesthetics of rooms and of the hotel. For each of the characteristics mentioned earlier, we have constructed the cross-tabulation table between the answers of the subjects from our questionnaire, to the functional and non-functional questions, that concern their expectations regarding these characteristics. For example, the distribution of the answers for the functional and non-functional question related to the room facilities is, as follows in Table 2 where "A" stands for attraction quality elements, "O" for

34**one-dimensional quality elements,**"M" for **must be quality elements** and "I" for **indifferent quality elements and**

"Q" is given when the requirements are not situated in any category due to consumers' irrelevant or wrong answers. When indicator of increased satisfaction

22**is close to 1, it means that the element**

is important in affecting customer satisfaction; similarly, when indicator of decreased dissatisfaction

22**is close to 1, it means that the element**

is important in affecting customer dissatisfaction. From 21 characteristics considered we obtain the following classification (see Table 3): ? most of characteristics were appreciate as being in "indifferent" category, mean 11; ? 8 were in "one-dimensional" category; ? the only must-be quality element is "the staff being able to offer services in

1**a short period of time";** ? and **the** attraction element is **"the** friendliness **of**

staff"; Most of the characteristics are considered as one-dimensional quality elements. The satisfaction of the clients is significantly affected (one-dimension category) by "the cleanness of the rooms", followed by the "aesthetics of rooms and of the hotel", "availability of the internet connection", "the staff is able to resolve guests' problems" and the fact that "the clients' complaints are resolved quickly", "availability of staff", "the staff is able to provide information

26**in a short period of time", "the** availability of staff"**and**

"the staff provide correct information to guests" (see Table 3). More than that, interesting is the fact that

only 6 of them have a direct influence on client satisfaction (first three are: "the room is clean enough", "the staff provide correct information to guests" and "the staff is able to resolve guests' problems"). The dissatisfaction of the clients is affected mostly by the "rooms not being clean", "the staff not providing correct information to guests", "the long time the staff offers their services" and by the "incapacity of the staff to resolve guests' problems" (see Table 3). V.5. CONCLUSIONS AND LIMITATIONS Applying Kano`s model we have a position of consumers face tinting of the quality characteristics, this is impossible in classical quality assessment services. So, management of tourism units should know to establish a priority for tourist offer improving characteristics. Quality characteristics are key factors for better satisfaction of consumer. Kano's model is used

25**to understand** better **relationship between** performing criteria **and** consumer **satisfaction and to**

solve multi- criteriia dilemma through identification key characteristics (Chen, Chuang 2008). The advantages of Kano's model are known in new product development and product design (Sauerwein , Bailom et al, 1996; Bilgilia, Erciș et al, 2011). We can see în empirical studies (Ban, 2008) that, consumers evaluate importance the least distinctive quality criteria, under 3 points difference by enclosing all the criteria (between 6.0 and 8.8) or about 1 point difference (3.81-4.97)(Blešišc, I., Ivkov- Dţigurski et al, 2011, 5-13). Moreover, in another study (Ban and Popa, 2010) consumers have rated the importance of the criteria for quality of personnel in tourism with values that fall between 3.82 and 4.62, under a point. In such cases the study becomes almost useless, the decision to concentrate on one or another criterion which is very hard to take. Table 1. Degree of satisfaction of the clients from our sample with the hotel's services Romanian citizens absolute frequencies Foreigners absolute frequencies Total Romanian citizens relative frequencies Foreigners relative frequencies- Neither satisfied, nor unsatisfied 7 2 9 8.64% 4.5% Satisfied 31 14 45 38.27% 31.81% Very satisfied 43 28 71 53.08% 63.36% Total 81 44 125 100% 100% • Source: authors' calculations based on the answers from our questionnaire Table 2 K ano's evaluation table regarding the room facilities Consumers' expectations regarding the product, Functional vs. dysfunctional questions 1.

18**1. I like it that way 2. It must be that way 3. I am neutral 4. I can live**

3**with it that way** 5. I dislike **it that way** 1. **I like it that way** 2 **(Q)** 0 **(A)** 0 **(A)** 11 **(A)** 36 **(O) 2. It must be that way** 5 **(R)** 9 **(I)** 3 **(I)** 17 **(I)** 31 **(M) 3. I am neutral** 1 **(R)** 4 **(I)** 1 **(I)** 2 **(I)** 0 **(M) 4. I can live with it that way** 0 **(R)** 0 **(I)** 0 **(I)** 3 **(I)** 0 **(M) 5. I dislike it that way** 0 **(R)** 0 **(R)** 0 **(R)** 0 **(R)** 0 **(Q)**

Source: authors' calculations based on the answers from our questionnaire Table 3. Kano two dimensional service quality classification and characteristic analysis Product characteristics A (%) O (%) M (%) I (%) R (%) Q (%) Elem. classif. Coeffici ent of increas ed satisfac tion Coefficient of decreased dissatisfaction The room facilities are appropriate 8,8 28,8 24,8 31,2 4,8 1,6 I 0,40 0,57 The room is clean enough 3,2 52,8 19,2 18,4 4,8 1,6 O 0,60 0,77 The hotel has sufficient restaurant facilities 19,2 19,2 8 46,4 4 3,2 I 0,41 0,29 The staff has an appropriate and professional look 20,8 16 18,4 40,8 1,6 2,4 I 0,38 0,36 The location of the hotel 17,6 22,4 15,2 39,2 4,8 0,8 I 0,42 0,40 The staff provide correct information to guests 8 44,8 19,2 22,4 5,6 0 O 0,56 0,68 The staff is able to offer services in a short period of time 9,6 28,8 32 20 7,2 2,4 M 0,42 0,67 The staff is able to resolve guests' problems 9,6 32 28,8 20,8 8 0,8 O 0,46 0,67 The staff is able to provide information in a short period of time 9,6 36,8 25,6 24,8 1,6 1,6 O 0,48 0,64 The availability of staff 12,8 40 22,4 20,8 2,4 1,6 O 0,55 0,65 Clients complaints are resolved quickly 12,8 44 18,4 20,8 4 0 O 0,59 0,65 Different payment facilities are available 12,8 23,2 16,8 42,4 2,4 2,4 I 0,38 0,42 The safety of the installations in the hotel 9,6 33,6 16 38,4 1,6 0,8 I 0,44 0,51 Service professionalism 13,6 29,6 12,8 36 5,6 2,4 I 0,47 0,46 Service customization 18,4 16 17,6 43,2 1,6 3,2 I 0,36 0,35 Friendliness of staff 34,4 21,6 11,2 27,2 4,8 0,8 A 0,59 0,35 Proper opening hours of hotel's facilities 20,8 18,4 9,6 48 3,2 0 I 0,40 0,29 The hotel has entertaining facilities 24,8 11,2 12 44 6,4 1,6 I 0,39 0,25 Big variety and proper quality of meals 22,4 12 12 46,4 5,6 1,6 I 0,37 0,26 Internet connection is available 21,6 34,4 13,6 24,8 3,2 2,4 O 0,59 0,51 Aesthetics of rooms and of the hotel 27,2 28,8 13,6 25,6 3,2 1,6 O 0,59 0,45 Source: authors' calculations based on the answers fr•omAopuprlqyuinegsttihoennmaoirdeel of Kano in our the empirically study, we obtain a classification of quality characteristics that emphasizes those features with direct influence on satisfaction. Thus, we see that out of 21 characteristics, 11 are considered indifferent, 8 in one-dimensional category, one in attractive category and only one in the category of must-be. This information allows the plotting strategies to emphasize or promote certain characteristics. For example, the problem of cleaning a space of accommodation you greatly to understanding of management on the face of the problem. It's so natural to be clean that is supposed to be the first problem solved but the cultural context (country in Eastern Europe) diminishes the importance of this issue for tourism professionals. Even more so, tourists from

Eastern Europe (the Romans) will be careful and sensitive to this issue. Even the existence of a large number of one-dimensional characteristics reflect the sensitivity of issues neglected in the communist and post-communist society. Naturally those investigated, appreciate the prompt service and mandatory as part of the category one- dimensional aspect of staff other (solving problem, providing accurate and in short time information) the friendliness of staff time became an attractive feature of quality of service. This study strengthens important that consumers give staff in evaluating the quality of service in relation to aspects of material base. Considering the time of collecting the opinions of consumers, we admit that these are influenced by the perception of specific services received at the hotel where they are staying. Even so, the information is VI.REFERENCES useful to distinguish between characteristics allow the services have an impact on customer satisfaction and towards consumers demonstrates indifference. One important limitation of Kano`s model application was data collection through the many and difficult questions. Problem of Kano`s model application because of many questions asked was resolved by a method of regression analysis (Chen, 2012). One direction to grow benefits in using Kano's model is fuzzy modeling to analytical hierarchy process. Combination of

2**fuzzy analytical hierarchy process to** obtain consumer **preferences core attributes**

with

2**fuzzy Kano model with zero-one integer programming** was done **to incorporate customer preferences and customer perceptions into the decision-making process of product configuration**

(Wang and Wang, 2014). We intend to use fuzzy modelling for analytical hierarchy process for quality characteristics of tourist offer (Ban and Ban, 2012, pp.474-480)

2**with fuzzy Kano model for** better tourist **product**

configuration. 1.

4**Ban O. (2007) Synthetic measure of the quality of service taking into account the client s perspective in the hotel industry Economia Aziendale Online-International Business Review, N. 1/2008,**

4**Reg. Trib.Pavia-n.685/2007 R.S.P., pp.1-7.**

2. Ban O., Popa, L.

17**(2010) Guest services quality** assesment **in tourism, using an attributes scale,** The **Annals of The University of Oradea, Economic Series pp.378-384.**

3. Ban, O. (2012)

1**Importance-performance grid** construction **in** touristic **services research without** attributes importance **direct determination, The**

25**Annals of The University of Oradea, Economic Series,**

pp.474-480. 4. Ban. A

14.**I., Ban O.I.** (2012) **Optimization and extensions of a fuzzy multicriteria decision making method and applications to selection of touristic destinations, Expert Systems with Applications, 39(**

2012) 7216-7225. 5. Blešišc,

15**I., Ivkov-** Dţigurski, **A., Stankov U., Stamenkovic** I., Bradiš, **M. (2011) Research of expected and perceived service quality in hotel management, Journal of Tourism,** no **.11, pp. 5-13.**

6. Bilgilia

9**B., Erciş A., Ünal S. (2011) Kano model application in new product development and customer satisfaction (adaptation of traditional art of tile making to jewelries, Procedia Social and Behavioral Sciences 24** (2011) **829–846.**

7.

8**Chen L-F. (2012) A novel approach to regression analysis for the classification of quality attributes in the Kano model: an empirical test in the food and beverage industry, Omega 40** (2012) **651–659.**

8. Chih-Hsuan Wanga, Juite Wangba (2014)

2**Combining fuzzy AHP and fuzzy Kano to optimize product** varie tiesfor **smart cameras: A zero-one integer programming perspective.,**

Applied Soft Computing Article in press 9.

13**Chun-Chih Chen , Ming-Chuen Chuang** (2008) **Integrating the Kano model into a robust design approach to enhance customer satisfaction with product design, Int. J. Production Economics**

114 (2008) 667– 681. 10.

21**Griffin A., Hauser, J.R. (1993) The Voice of the Customer, Marketing Science Winter, 1-27.** 11. **Kano, N.,**

11**Takahashi, F.**& Gan, S. **(1984) Attractive quality and must-be quality, Quality**

Control Monthly 21(5), 33-41. 12.

1**Lin, Ch.N., Tsai, L.F., Su, W.J & Shaw, J.C. (2005) Using the Kano Two-Dimensional Model to Evaluate Service Quality of Resort Hotels, IJCSNS International Journal of Computer and Network Security vol.11 (5),**

84-87. 13.

16**Millan, A. Esteban. (2004) Development of a multiple-item scale for measuring customer satisfaction in travel agencies services, Tourism** Management **25, 533–546.** 14. Oliver, R. **L.**

27**(1996) Satisfaction: a behavioural perspective on the consumer, New York: McGraw-Hill.** 15. **Parasuraman, A.,** Zeithamal &**Berry L.**

6**L.(1988) SERVQUAL: A Multiple-Item Scale for Measuring** Consumer **Perceptions of Service Quality, Journal of retailing, vol.** 64, no.1, **pp. 12-40.** 16. **Parasuraman, A.,** Zeithamal &**Berry L.** L. (1993) **The nature and determinants of customer expectations of service, Journal of the Academy of Marketing Science**

1-12. 17.

7**Sauerwein E., Bailom** Fr., **Matzler K., Hinterhuber H.H.(1996) The Kano model: how to delight your customers, Preprints Volume I of the IX. International Working Seminar on Production Economics, Innsbruck/Igls/Austria, February 19-23, pp. 313 -327.**

18.

12**Sauerwein, E., Bailom, F., Matzler, K. & Hinterhuber, H.H.** (1996) **The Kano Model: How to Delight your** Customer, **Vol.I International Working Seminar on Production Economics Innsbruck, February 19-23,**

313-327. 19. Tse D. K., Wilton. P. C.

10**(1988) Models of consumer satisfaction formation: An extension, Journal of Marketing Research 25,** 204–212. 20. **Yang,** Ch. **(2005) The Refined Kano?s Model and its Application, Total Quality Management Vol.16, No. 10, 1127-1137.**

21. Wang Ch-H., Wang J. (2014)

2**Combining fuzzy AHP and fuzzy Kano to optimize product** varietiesfor **smart cameras: A zero-one integer programming perspective,**

Applied Soft

36**Computing in press http://dx.doi.org/10.1016/j.**

asoc.2014.04.013. [I Journal of tourism s su e X XX] [I Journal of tourism s su e X XX] [I Journal of tourism s su e X XX] [I Journal of tourism s su e X XX] [I Journal of tourism s su e X XX] [I Journal of tourism s su e X XX] [I Journal of tourism s su e X XX] [I Journal of tourism s su e X XX]