

Demand for Service Quality in Tourist Farms

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ABSTRACT: *Currently, tourist farms are facing the challenge of increasing visitor numbers due to a relative decrease in domestic tourism and a decline in the number of tourists from other regions. Leveraging their unique features to attract more tourists, tourist farms should prioritize customer needs and improve service quality to enhance customer satisfaction and ultimately increase profits. This study employed a questionnaire survey method, sampling customers of Tourist Farm H. After collecting the questionnaire data, it will be processed using statistical software. During the research period from January to February 2026, a total of 80 questionnaires were distributed, and 75 valid questionnaires were returned. Using the Kano model, various service quality attributes were categorized based on customer feedback, and service quality improvement items were identified to simultaneously increase customer satisfaction and reduce dissatisfaction, serving as a reference for service optimization. The findings of this study can provide tourist farm operators with a reference for resource optimization, assisting them in improving service quality and customer loyalty with limited resources.*

KEYWORDS: *Kano model, service quality, customer satisfaction*

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I. INTRODUCTION

With the increasing diversification of tourist farms, operators face challenges in a highly competitive environment, including operational pressures and diversified customer demands. How to attract more customers and increase revenue by improving service quality and customer satisfaction has become a core issue for tourist farms today. This study focuses on customers of tourist farm H, using the SERVQUAL model proposed by Parasuraman et al. (1988) as the questionnaire design module. The study employs the Kano model for two-dimensional quality classification to identify items that can effectively improve satisfaction and reduce dissatisfaction, helping the company accurately grasp the key areas for optimization. Through Kano analysis, this study helps tourist farm H improve its service weaknesses, accurately understand customer needs, clearly establish service optimization priorities, thereby improving operational performance and strengthening overall market competitiveness.

II. LITERATURE REVIEW

Literature review includes two parts: study of service quality and Kano two-dimensional quality model.

Service quality

Bateson and Hoffman (2002) suggested that service quality depends on customers' cognition after receiving services. Service quality is also considered as the extent to which the needs or expectations of the customers are met (Amjad et al., 2013). Parasuraman et al. (1985) pointed out that service quality is a cognitive evaluation constituted by the customer's subjective feelings, which is formed by the comparison between the customer's expectations of the service and the actual service performance. If the actual service exceeds the customer's expectations, it is considered high-quality service; otherwise, it may be regarded as poor service quality. On the other hand, Haywood-Farmer (1998) divided service quality into three major aspects from the perspective of service operation: (1) equipment, process and procedure aspects, such as location selection, venue design, service process arrangement and service scope; (2) service personnel behavior aspects, including reaction speed, communication skills, service attitude and coping ability; (3) service personnel professional judgment, which covers integrity, professional competence, problem identification and problem-solving ability. Parasuraman et al. (1988) argued that service quality includes 5 dimensions: (1) Reliability; (2) Responsiveness; (3) Guarantee; (4) Empathy; (5) Tangibility. According to SERVQUAL proposed by Parasuraman et al. (1988), this study divides dimensions of service quality into Responsiveness, Tangibility, Reliability, Empathy, and Guarantee. The

measures are modified according to questionnaires of Ugboma et al. (2007), Chung & Chen (2015), Parasuraman et al. (1988) and the business characteristics of tourist farm H.

Kano Model

Kano et al. (1984) classified quality into five elements: Attractive Quality Element (A), One-Dimensional Quality Element (O), Must-Be Quality Element (M), Indifferent Quality Element (I), Reverse Quality Element (R). Questionnaire Judgment Logic: Positive and Negative Question Design: For each service indicator, ask for feelings regarding "having" and "not having" (like, take it for granted, have no feeling, tolerate, dislike). A two-dimensional quality element classification table is used. Classification principle: Cross-compare positive and negative feelings in the questionnaire responses, count the cumulative frequency of each attribute, and use the highest frequency as the final classification for that indicator. Matzler et al. (1996) pointed out that Kano's model provides a better method to understand the customer demands and market differentiation advantages. Matzler and Hinterhuber (1998) proposed categories of quality elements. As to the validation of improvement of certain quality attribute by "customer satisfaction coefficient", the calculation formulas of coefficients are shown below:

C (1): coefficient to enhance customer satisfaction = $(A+O)/(A+O+M+I)$

C (2): coefficient to lower customer dissatisfaction = $(O+M)/(A+O+M+I) \times (-1)$

A: Attractive Quality; O: One-Dimensional Quality; M: Must-Be Quality; I: Indifferent Quality

III. RESEARCH METHOD

This study divides measurement dimensions of quality into Responsiveness, Tangibility, Reliability, Empathy, and Guarantee. Quality measurement items are modified according to questionnaires of Ugboma et al. (2007), Chung & Chen (2015), Parasuraman et al. (1988) and business characteristics of the tourist farm. The questionnaire survey for this study was conducted in January 2026, targeting customers of H Tourist Farm to gain a deeper understanding of their perceptions and feelings about service quality. A total of 80 questionnaires were distributed, and 75 valid questionnaires were returned. Based on the SERVQUAL five-dimensional design proposed by Parasuraman et al. (1988), service quality was divided into five dimensions and twenty-one items:

(I) Responsiveness: (1) Staff at the tourist farm respond quickly to customer needs; (2) Staff do not neglect to respond to customers due to being busy; (3) Staff provide detailed operating instructions; (4) Staff are willing to assist customers. (II) Tangible Aspect: (5) Staff maintain neat clothing and appearance; (6) The tourist farm has modern and professional equipment; (7) The tourist farm has bright and clean facilities; (8) The facilities, flow, and signage of the tourist farm are clear; (9) The tourist farm's service facilities meet customer needs. (III) Reliability: (10) Staff do their best to assist customers in solving problems; (11) Staff can reliably fulfill their promises to customers; (12) Tourist farm staff can do things right the first time; (13) Staff provide reliable service. (IV) Caring Aspect: (14) Staff proactively provide individual care to customers; (15) Staff prioritize customer interests; (16) Staff understand individual customer needs; (17) Understand customer needs and provide the required services. (v) Assurance aspect: (18) Staff have sufficient professional knowledge to respond to customer questions; (19) Staff can provide services that give customers peace of mind; (20) Staff can provide responsible services; (21) Staff's behavior builds customer confidence.

Kano Model Questionnaire Design. This section designs questions for each service quality item in two scenarios: "possible" and "not present," providing five options for respondents to choose from: "like," "taken for granted," "no feeling," "tolerable," and "dislike." Based on the respondents' answers to different scenarios, the quality attributes are categorized. As to the validation of improvement of certain quality attribute by "customer satisfaction coefficient", the calculation formulas of coefficients are shown below:

C (1): coefficient to enhance customer satisfaction = $(A+O) / (A+O+M+I)$

C (2): coefficient to lower customer dissatisfaction = $(O+M) / (A+O+M+I) \times (-1)$

A: Attractive Quality; O: One-Dimensional Quality; M: Must-Be Quality; I: Indifferent Quality

IV. RESULTS ANALYSIS

Analysis of the questionnaire results shows that, out of 75 questionnaires, 40 were male and 35 were female. The age distribution was as follows: under 20 years old (3 people), 21-30 years old (8 people), 31-40 years old (13 people), 41-50 years old (18 people), 51-60 years old (18 people), and 60 years old and above (15). The educational backgrounds were: junior college (48 people), high school/vocational school (20 people), graduate school or above (4 people), and junior high school (or below) (3 people). The occupational distribution was: military/civil service/education (33 people), retirees (13 people), service industry (8 people), industry/commerce (5 people), students (5 people), and agriculture/forestry/animal husbandry (1 people).

This study used the customer satisfaction coefficient calculation method of Matzler and Hinterhuber (1998) to identify 10 service quality improvement items that can simultaneously increase customer satisfaction and reduce customer dissatisfaction (as shown in Table 1). Businesses can continuously maintain good service quality for these items to maximize benefits.

Table 1: Kano customer satisfaction coefficients

Item	A	O	M	I	C(1)	C(2)
1	10	48	4	13	0.7839*	-0.6892*
2	18	38	2	12	0.80*	-0.5714
3	26	27	6	14	0.7260	-0.4521
4	13	47	7	7	0.8108*	-0.7297*
5	7	50	5	11	0.7808*	-0.7534*
6	35	18	1	21	0.7067	-0.2533
7	8	40	9	18	0.64	-0.6533*
8	5	40	11	19	0.60	-0.68*
9	9	40	10	15	0.6622	-0.6757*
10	8	52	4	10	0.8108*	-0.7568*
11	11	47	7	9	0.7838*	-0.7297*
12	42	14	3	16	0.7467	-0.2267
13	7	54	5	9	0.8133*	-0.7867*
14	31	20	2	22	0.68	-0.2933
15	5	57	4	9	0.8267*	-0.8133*
16	26	37	2	10	0.84*	-0.52
17	14	46	5	10	0.80*	-0.68*
18	44	18	1	12	0.8267*	-0.2533
19	7	51	9	8	0.7733*	-0.80*
20	6	51	10	8	0.76	-0.8133*
21	17	50	1	7	0.8933*	-0.68*
Average					0.7650	-0.6101

Note:A: Attractive Quality; O: One-Dimensional Quality; M: Must-Be Quality;

I:Indifferent Quality; R: Reverse Quality; Q: uncertain;

C (1): Increased customer satisfaction coefficient;

C (2): reduced customer dissatisfaction coefficient.

* denotes absolute value of coefficient > absolute value of mean of total coefficient

V. CONCLUSION

This study focuses on tourists at H Tourist Farm, using the Kano Quality Model to identify service quality improvement items that can simultaneously increase customer satisfaction and reduce customer dissatisfaction. These items are: staff responding quickly to customer needs (Item 1); staff being willing to assist and serve customers (Item 4); staff maintaining neat attire and appearance (Item 5); Staff do their best to assist customers in solving problems (Item 10); Staff can reliably fulfill their promises to customers(Item 11);staff providing reliable service (Item 13); staff prioritizing customer interests (Item 15); Understand customer needs and provide the required services(Item 17);providing a reassuring work environment (Item 19); and Staff's behavior builds customer confidences (Item 21). H Tourist Farm must continue to maintain high-quality service in these areas to maximize its benefits.

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