

GLOSSARY

- Customer Satisfaction Coefficient* : Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals.
- Affinity Diagram : An affinity diagram is the organized output from a brainstorming session. It is one of the seven management tools for planning. The diagram was created in the 1960s by Kawakita Jiro
- Triangulation Data : Using more than one sample to collect data on the same topic
- Validity : The state of being legally or officially binding or acceptable.
- Reliability : The degree to which the result of a measurement, calculation, or specification can be depended on to be accurate
- Servqual* : The service quality is considered very good if the service received is beyond expectation and the service quality is considered very bad if the service received is not in accordance with the expectation (Tjiptono 2005)
- TCN* : Attribute needs that must be prioritized for develop products or services
- Gap* : Distance or gap between attributes
- VoC* : To describe the in-depth process of capturing customer's expectations, preferences and aversions.
- Kano Model : is a theory for product development and customer and satisfaction developed in the 1980s by Noriaki Kano.

