

國立聯合大學

經營管理學系碩士班

碩士論文

應用品質機能展開
於女性紡織帽之產銷設計

Applying Quality Function Deployment
For Production and Marketing Design
of Female Textile Hats

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中華民國一百零八年七月

摘要

本研究應用票選式層級分析法(Voting Analytic Hierarchy Process, VAHP)建構女性紡織帽產銷設計品質機能展開模型，首先應用文獻分析法與專家訪談法，歸納修正出女性消費者重視的紡織帽品質需求指標與生產者重視的紡織帽產銷設計元素，接著以票選式問卷瞭解女性消費者對各項紡織帽品質需求指標與生產者對各項產銷設計元素重視程度與重視之優先順序。最後建構紡織帽產銷設計品質屋，將女性消費者的品質需求轉換成生產者應優先重視的紡織帽產銷設計元素，使生產者在紡織帽的產銷上能充分回應女性消費者心聲。

本研究的結果顯示在紡織帽消費者需求心聲中最重要的前三名品質指標依序為整體搭配性、夏帽遮陽度與顏色色彩搭配。而紡織帽生產者的產銷設計理念中最重視的產銷元素為成本預估與損益平衡點預估。納入消費者心聲同時兼顧生產者產銷設計理念的品質屋衡量結果顯示產銷設計最重要的元素為設計研發、布料選擇與藝術美感。因此本研究建議紡織帽業者的產銷設計應強化帽款設計能力並發展高價區隔市場，以滿足紡織帽市場消費者的需求。

關鍵詞：品質屋、品質機能展開、票選式層級分析法(VAHP)、紡織帽

Abstract

In this study, the Voting Analytic Hierarchy Process (VAHP) was used to construct the Quality Function Deployment (QFD) model of female textile hat production and sales design. Firstly, the literature analysis method and expert interview method were applied to summarize the quality requirements of textile caps that women consumers value. The indicators and the textile hat production and sales design elements that the producers attach importance to, and then use the vote-based questionnaire to understand the priority order of the female consumers' attention to the quality requirements of the textile caps and the producers' attention to the various production and sales design elements. Finally, the house of quality on textile hat production and sales design will be constructed. Then the quality demand of female consumers will be converted into the production and sales design elements of textile hats that producers should give priority to, so that producers can fully respond to the voices of female consumers in the production and sales of textile hats.

The results of this study show that the most important top three quality indicators in the consumer demand of textile hats are: overall collocation, summer hat shade, and color matching. The most important factors in the production and sales of textile hat producers are: cost estimation and profit/loss balance point estimation. The house of quality measurement results that incorporate the consumer's voice and the producer's production and sales design concept show the most important elements of production and sales design: design and development, fabric selection, and artistic beauty. Therefore, this study suggests that the production and marketing design of textile hats should

strengthen the hat design capability and develop a high-priced segmentation market to meet the needs of consumers in the textile hats market.

Keywords: Quality House, Quality Function Development, Voting Analytic Hierarchy Process (VAHP), Textile Hat

