

Sustainable Wellbeing Quality of Buddhist Meditation Centre Management During Coronavirus Outbreak (COVID-19) in Thailand Using the Quality Function Deployment (QFD), and KANO Analysis

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Abstract

The study is urgently ordered sustainable wellbeing to satisfy and develop quality adaptation for current situation along the outbreak of COVID-19, then the service are cared and used to all practitioner satisfaction. It is critical for the Buddhist Meditation Center (BMC) in this area to develop a better perception of their practitioners' genuine requirements. The applying of techniques analysis major of the quality function deployment (QFD) that used qualitative method for empirical data collection from 270 final samples meditation practitioners, three BMC, and include 5 meditation masters with the measuring of AHP and Kano analysis. The outcome was a set of significant weights and enhancement initiatives that BMC administrators could use to evaluate their present service measuring and make reclamation as required to secure service quality. Investigate the correlate matrix between BMPRs versus TOPSs and the step 5 measure e.g., the matrix of T8 = 22.49% is spray disinfectants in every area, the second T9 = 12.97% is strictly measured to prevent entry-exit. The ranking as the most important and indicators with top priority R8 = 15.20% is provided seats for BMPs spacing 1-2 meters between individuals.

Keywords: COVID-19, Buddhist Meditation Centre (BMC), Quality Function Deployment (QFD), AHP, Kano, Service Satisfaction.

INTRODUCTION

Buddhist Meditation Center in Thailand (BMCT) towards new normal on Coronavirus disease (COVID-19) Period Department of Religion (PDR) (2538) mentions the administration of archaeological sites in Buddhist monasteries for development relates to Buddhism organizations and Buddhism activities. The most significant organization is Buddhist Monks Association (BMA). Religion organization has the best possibility of developing strategies for responding to changing external demand (Guillory, 2000). The Buddhist canonical in Vinaya PitakaAngutaraNikaya mentioned "a person who has the mind towards good conduct should create a right environment where the six senses occur" (Horner, 2002).

Quality function deployment (QFD) was applied as a customer-driven tool for adopting total quality management (TQM) (Guinta&Praisler, 1993; Kaulio, 1998; Raynor, 1994). Zen approached Honda in 1978 to teach the world how to convert a machine into a human their signature urban vehicle (Nonaka, 1991). QFD is a concept proposed in Japan by Akao (1990) in

1966 as a design technique. It has been utilized as a tool for product development and quality improvement all over the world since then (Kathawala& Motwani, 1994; Zairi& Youssef, 1995; Schmidt, 1995). QFD practitioners can capture clients' wants and wishes by minding to the voice of the customer (VOC) (Hauser & Clausing, 1988). That will apply to the current study for developing BMC during the COVID-19 outbreak through prove of services satisfaction measurement and analysis.

RESEARCH PURPOSE

1. Measuring the customer satisfaction of a Buddhist meditation center in Thailand
2. Measuring and diagnosing the quality of Buddhist meditation center in Thailand
3. Analysis and benchmarking satisfaction of Buddhist meditation center in Thailand

THEORETICAL AND METHODOLOGY

1. Customer satisfaction Theoretical

Customer satisfaction is important. In the hospitality sector, service quality is becoming increasingly important. Under the pandemic today we will think beyond high-quality service to practitioner who has been defined as the most

technicians for gaining a healthy more than a competitive edge and economic success in situation and environment (Rao & Kelkar, 1997). According to Hoffman and Bateson (1997), in the service industry, quality of service can enhance customer satisfaction, market dominance, and wealth creation. Several academics have concentrated on service quality research as it becomes increasingly crucial in corporate practice (Parasuraman et al., 1985; Parasuraman et al., 1988; Barsky, 1992; Babakus & Boller, 1992) and theories of customer satisfaction developed by Oh and Parks (1997). Concerning Reuland et al. (1985) hospitality service quality is comprised of three elements: the material product offered by the host, personnel behavior and attitude, buildings and equipment are part of the service environment.

2. Quality Function Deployment (QFD)

QFD is made a better design and cheaper prices, less and later changes in design, shorter project

management time, reduced startup issues, improved organizational effectiveness, but higher customer satisfaction, and, most significantly, improved customer satisfaction happiness are all advantages of QFD applications (Franceschini & Rossetto, 1995; Kim et al., 1998; Ginting, Tarigan, & Panjaitan, 2020). The manufacturing industry was the first to formulate and maintain the concept of QFD for product development (Bernal et al., 2009; Ansari & Modarress, 1994). The entire QFD approach is built on a basic matrix architecture known as the “house of quality,” it is used to connect customer needs, service design/management requirements goal design objectives and evaluating competitive products/services (Jeong & Oh, 1998; Govers, 1996; Crow, 2002; Nilsson, 1990). The house of the quality matrix (see Figure 1) is used in the QFD analysis to show the many links between customer and technical requirements (Hauser & Clausing, 1988).

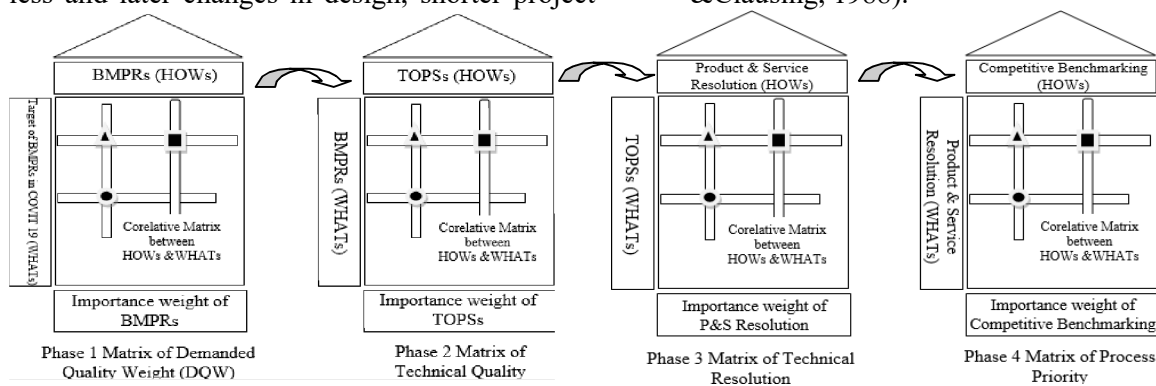


Figure 1 Four Phase Models and Matrixes

These matrices approached in the current study are used to translate higher-level “WHATs” into lower-level “HOWs,” such as product requirements or technological qualities, which can meet those needs (Bouchereau & Rowlands, 2000). There are four phases (Figure 1) to the analytical process: 1) Product planning: a quality house, 2) Parts deployment: product design, 3)

Process design, 4) process management (quality control charts) (Parasuraman, Berry, & Zeithaml, 1991) are used together (Chavan, Chaudhuri, Johnston, & Garner, 2020). In the study using this technique on BMCT, we’ll start by describing the essential qualities of a BMCT (Figure 2).

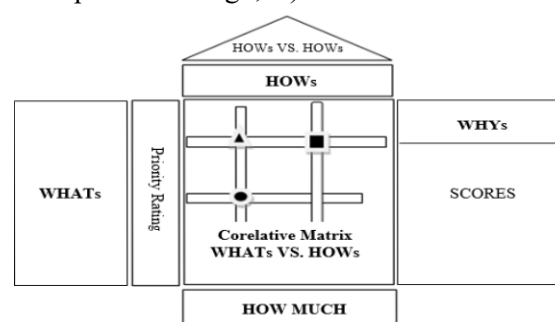


Figure 2. The Hose of Quality ModelKano's model

3. Kano analysis

Kano analysis is a model developed by Kano, Seraku, Takahashi, and Tsuji (1984), who created a comprehensive approach to generate products and service specifications. This model looks at how the occurrence or refusal to recognize quality improves customer satisfaction (Mir & Lee, 2020). The Kano model's classification of service quality attributes as follows: (1) The One-dimensional attributes the higher of the degree attribute, the higher the level of satisfaction. (2) Attractive characteristics, their availability provides customers with satisfaction, but their absence does not result in discontent. (3) Must-be has characteristics, their absence causes client unhappiness, but their presence does not always lead to satisfaction.

The Kano model is used in the QFD literature to assign weights to various customer qualities. Customers' wants were divided into three classes by Islam and Liu (1995), namely basic, one-dimensional, and exciting features (Hwangbo et al., 2020). Robertshaw (1995) identified the type of Kano element using the dual importance grid and proposed that customer demands be re-prioritized. The primary priority is to meet or exceed expectations. The second step is to deliver what has been requested. The final goal is to create a pleasing appearance. The equation is $s = f(k, p)$, where s stands for customer satisfaction, p stands for product or service performance, and k stands for the Kano category adjustment parameter.

Therefore, as a result, we can derive $\Delta s/s > k(\Delta p/p)$, for attractive qualities, where Δs and Δp , s and p , respectively, indicate customer satisfaction and product performance, $\Delta s/s$ and $\Delta p/p$, respectively, reflect a tiny shift of s and p . Similarly, $\Delta s/s = \Delta p/p$; for one-dimensional characteristics, and $\Delta s/s < \Delta p/p$ for must-be attributes. The attachment between $\Delta s/s$ and $\Delta p/p$ is expected to be linear in this illustration. As a result, the preceding three relationship equations stated of a single equation, $\Delta s/s = \Delta p/p$. Employing a parameter $k > 1$ for one-quantitative attributes, $k = 1$; for must-be attributed as $0 < k < 1$. It can be transformed into the following equation:

$$s = cp^k \quad (1)$$

The instant c is used here. Set s_0 and p_0 to the present level of enhancing customer satisfaction and the performance of the product or service,

and s_1 and p_1 to the intended level of customer satisfaction and efficiency. It is also expected that the equation will be used (1) valid for both current and target status. As a result, $s_1 = cp_1^k$ and $s_0 = cp_0^k$. For the adjusted ration ratio, we may obtain the following approximate transformation function:

$$IR_{adj} = (IR_0)^{1/k}$$

In different categories is the improvement ratio is IR_{adj} , whereas the original improvement. IR_0 is the original improvement ratio, and the Kano parameter is k (Lapinskiene & Motuziene, 2021). In equation (2), the sole parameter available to QFD practitioners is k . Using Kano's model in the planning matrix (Singgih et al., 2013), QFD practitioners must know what customers want and how their fattening bear in mind to each

$$IR = \frac{\text{(Target)}}{\text{(Our current customer satisfaction level)}}$$

customer characteristic to attain desired level of customer satisfaction. The improvement ratio (IR) can be determined when the customer satisfaction target has been established.

(3)

Customers are then requested to arrange with the guidance of the QFD facilitator, they were able to categorize their needs using the Kano questionnaire, such as providing a quick introduction to the Kano model. One of the most important aspects of our proposed quantitative VOC adjustment technique is to alter the improvement ratio.

4. Methods

A number of techniques are used to assess the quality of BMCT services, including an initial survey to collect BMCT and practitioner requirements, as well as a description of BMCT technical measures. The QFD method was used to investigate the BMCT service in this study. The steps used in this investigation were as follows:

- Step 1 Diagnosis Buddhist meditation practitioner requirements (BMPRs) (WHATs)
- Step 2 Measure the important weight of BMPRs (WHATs) identifying the priority rating

- of each BMPRs using AHP framework.
- Step 3 Develop technical of product and service action (TOPS) elements and define TSAs (HOWs) management to reveal BMPRs.
- Step 4 Investigate the correlate matrix between TOPSs and BMPRs.
- Step 5 Measure the important weight between of TOPSs and BMPRs.
- Step 6 Using the central relation matrix and priority rating of each, ranking technical measures to determine the important weight how each technical measure will contribute to the attainment of the overall BMPRs.

This study is previously stated incorporates an adaption of the QFD approach to be relevant rather than a facility, to a region unit of observation or organizational analytical (Tapke, 1997). The following modifications were made to modify the methodology in this regarded. The 4 dimensions of QFD approached as followed.

5. Buddhist meditation practitioner requirements (BMPR)

The elements of BMPR have been under the current situation of specific pandemic Covid-19 and have belonged to the infrastructure and service reflect various features of BMCT. In particular adjusting QFD for a diverse setting (Pellicciari & Tinti, 1987). BMPR has a general consideration for the convenience of the location in relation to the BMPR experienced. Accordingly, the demand of BMPs with the representative of the four components to urgent the “Strategic Targets” of the QFD project BMCT service quality especially in the pandemic of COVID-19 under the camping “THAI STOP COVID-19” deferred standards for cleanliness and safety (2020). The existing services and considerations are based on the potential products and services that represent the voice of BMPs. It's probably time to conclude the interview when a customer repeats the same suggestion over and over (Pralhad & Hamel, 1990). This study applies and develops the services and products see table 1.

Table 1. Develop technical of product and service action (TOPS)(HOWs)

Codes	Requirement Elements of BMPs on the pandemic of COVIT-19 period (Need)	Convenient	Staff Behaviors	Hygienic Accommodations	Services Environment
R1	Staffs passed training and had been knowledge prevention of COVID-19 infection.		√		
R2	Staffs healthy without symptoms of illness, coughing and sneezing.		√		
R3	Staffs without risks factors for infection individuals checked.		√		
R4	Wearing mask, body cleaning and clean solutions available for any staffs.		√		
R5	Staffs at the center should be screened with a body temperature test above 37.5 degrees Celsius or have not a fever, cough, sneezing or at risk.		√		
R6	Have good ventilation system.				√
R7	Dining service each should be served separately or provided with a serving spoon or personal tools every time.				√
	Provide seats for BMPs spacing 1-2 meters between individuals.				√
R9	Cleaning with disinfectants is performed frequently used or frequently touched areas, i.e., door handles, doorknobs, handrails, stairs, pavilion floors, cushions, tables, chairs, etc.			√	

R10	In kitchen, dining room, and dining table are cleaned with a cleaning solution, and disinfectants ever time after having used or serviced.	√
R11	Have adequate napkins or hand tissues available at the cafeteria, kitchens or dining hall.	√
R12	Provide separate seating areas for those with a symptom, i.e., fever, cough, sneezing or at risk or coming from a vulnerable area at a distance of 4 meters from the general practitioner seat.	
<p>The technical service component of QFD refers to a service offer for a specific resource or organization (Mao et al., 2019). Expertise background information are (1) BMC Abbot-1 age 58 gender is male and BMC experience 38 years, (2) BMC Abbot-2 age 55 gender is male BMC experience 35 years, (3) staff layman 3 people consist of 1 male age 60 experience 35 years and 2 female age 55 and 50 experience over 15 years each.</p>		
Table 2 Interactions between Quality of Services (QS) and Technical Service Actions (TSAs)		

Quality of Services	Code	Technical Service Actions “HOWs” during Coronavirus disease (COVID-19) Pandemic
Material Product	T1	Registration when check in and check out, body temperature measurement provides medical equipment, hand sanitizer, and face mask.
	T2	Dinning with their own utensils and sitting separately.
	T3	Food and beverage sanitary standards. Fresh high-quality food and drinks and fit for all tastes Temperatures of food and drinks proper hot and cold.
	T4	Canteen and kitchen designed safe and clean suitable for dining and use. There are sufficient personnel or staff to take care of food, drinking water, and all beverages.
Behavior & Attitude of Employees	T5	BMMs and staffs has good behavior, behaves himself as a good ,e.g. activities, education, training, and willing to service.
	T6	Provide training meditation courses suitable and introducing to COVIT-19 health and care for BMMs, staff and BMPs.
Service Environment	T7	Keep BMPs spaced apart locates in a safe source more than two meters.
	T8	Spray disinfectants in every area to take care of the accommodation, bathroom, toilets and other facilities for hygienic.
	T9	Strictly measures to prevent entry-exit for both BMMs, staffs and BMPs are put in place from the entrance-exit to BMC.
	T10	Health care, first AID in case of emergency patients, they can be brought to a hospital immediately.

Basically, the QFD technique involves phases that identify and rate functional relationships between distinct technical service pieces. This is the "roof" of the home in the quality diagram (Figure 1), and it is frequently referred to as "roof." Because these functional interactions may correspond with specific characteristics of BMCT, particularly during the COVIT-19

pandemic, this is a 'correlation matrix.' However, this study did not take into account functional interactions. The study used standard criteria for outstanding provincial's BMC followed the National Buddhism Office. That is the improvement techniques for service quality and presents despite for the BMA project, an example of a Demanded Quality Deployment Chart

(DQDC). This is merely a personalized example, not a comprehensive list of consumer demands.

6. Competitive benchmarking

In a conventional QFD analysis, competitive BMCs of the target facility or institution are considered on the right-hand side of the quality house. Individual facilities or organizations are usually involved. The adjustment QFD to a province context of a Buddhist meditation center in Nakornratchasima Thailand, it is critical to think about three BMC to be competitive. The study illustrated three other important BMC would be situated in the same province. After the descriptive statistics from the QFD questionnaire have been obtained, it is averaged in a matrix known as the “Customer requests matrix” or “Preplan”. The Demanded Quality Weight (DQW) is a product of this matrix, keeping track of whether BMPs expectations and competitive benchmark involving.

7. QFD questionnaire

In the major of the questionnaire, that will be two critical QFD questions. Free topics are included at the start and finish, such as sales or technical research, or customer satisfaction surveys. In other words, only two questions are required for the QFD framework (Homkhiew, Ratanawilai, & Pochana, 2012; Cristiano & Liker, 2001) and these two questions typically make up the entirety of the questionnaire. (1) The first question is about determining the customer's buying proclivity. The DQs that are included in the questionnaire have a higher level of information in the DQDC. The following statements are related with the responses on a 5-point Likert scale: 1 = not at all important 2 = a little important 3 = rather important 4 = quite

important 5 = extremely important. (2) The second question concerns the assessment of the interviewees' assessment of the ability of products or services (ours and competitors) involved in the benchmarking (Ahmadzadeh, Aboumasoudi, Shahin, & Teimouri, 2020) have to satisfy the DQ in question. The following statements are related to the responses, which are ranked on a 5 point Likert scale, indicates that something e.g. 1 = awful 2 = insufficient 3 = adequate 4 = good 5 = excellent.

RESULTS AND DISCUSSION

The following section details the data collecting and analysis operations for each of the QFD technique processing step by step.

1. AHP target requirement of Buddhist meditator practitioners (BMPs) Matrix1

In step 1, a Buddhist Meditation Center (BMC) in the Nakornratchasima province was interviewed. The goal was to find out what they needed in order to stay in a BMC from 20 gembas (Xie et al., 2003). These elements indicated characteristics that BMP took into account while evaluating the BMCs' quality and appeal.

In step 2 measure the targets BMPs requirements are depending on current products and services to find out about alternative products and services. The examination finds the contributing AHP technical measures (Liu et al., 2020). The result presents the target requirement of BMPs priority i.e., convenient (V1) = 10.77%, staff behaviors (V2) = 28.04%, hygienic accommodations (V3) = 51.09%, services environment (V4) = 10.10%. The racking priority of BMPs requirement found (1) hygienic accommodations, (2) staff behaviors, (3) convenient, (4) services environment, as follow table 3.

Table 3 AHP target requirement of Buddhist meditator practitioners (BMPs) Matrix 1
AHP TARGET REQUIREMENT OF BMPs MATRIX 1

STRATEGIC TARGETS DEPLOYMENT		Racking	STRATEGIC TARGETS								Absolute Weight	Target Requirement of BMPs Priority
			V1	V2	V3	V4	V1	V2	V3	V4		
			Convenient	Staff Behaviors	Hygienic Accommodations	Services Environment	Normalized Assessment					
1	Convenient	3	1.00	0.11	0.11	5.00	0.07	0.01	0.03	0.33	0.43	10.77%
2	Staff Behaviors	2	5.00	1.00	3.00	0.14	0.33	0.09	0.70	0.01	1.12	28.04%
3	Hygienic Accommodations	1	9.00	7.00	1.00	9.00	0.59	0.63	0.23	0.59	2.04	51.09%
4	Services Environment	4	0.33	3.00	0.20	1.00	0.02	0.27	0.05	0.07	0.40	10.10%

Important weight	15.33	11.11	4.31	15.14	1.00	1.00	1.00	1.00	4.00	100.00%
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Note: The target requirements are identification as 1 = the row is equally important as the column, 3 = slightly more important, 5 = more important, 7 = much more important, 9 = very much more important, 0.33 = slightly less important, 0.20, less important, 0.14 = much less important, and 0.11 = very much less important.

When implementing the proposed HOQ to a specific circumstance, the proper “WHATS” must be determined. However, in this first phase, interviewers ask open-ended questions during Gemba (2021) inspections and personal interview, which are generally conducted through verbal engagement.

2. Develop management to reveal requirement of

BMPs Matrix 2 Step

Step 3 Identify technical Service Actions (TSAs)(HOWs)

The second step entails identifying the technical service elements that are required to meet the requirements of the 20 BMPs. This step is required to perform and complete both of BMCs abbots and three staff consist of one Buddhist meditation master (BMM) and two assistance Buddhist meditation masters (ABMMs) there working on accommodation and food & beverage. The study was interviewed and discussed with respect to corresponding TSAs during COVID 19. (Table 2).

Table 4 Technical Service Actions

DEVELOP MANAGEMENT TO REVEAL REQUIREMENT OF BMPs MATRIX 2							
REQUIREMENT OF BMPRs DEPLOYMENT	REQUIREMENT OF TECHNICAL				Absolute Weight	Requirement of BMPRs Priority	Racking
	V1	V2	V3	V4			
R1		●	△		3.03	5.35%	8
R2		●			2.52	4.45%	11
R3		●		△	2.32	4.62%	10
R4	△	●			2.63	4.64%	9
R5		●	■		4.06	7.15%	7
R6	●			●	1.88	5.31%	13
R7	●	●	■	△	5.13	9.63%	5
R8	△	■	●	■	5.85	10.50%	4
R9	●		●	●	6.48	11.41%	2
R10	■		●	△	5.02	9.85%	6
R11	■		■		1.86	3.27%	14
R12		■	△	●	2.26	2.98%	12
R13	●	■	●	●	7.32	12.80%	1
R14	■	△	●	●	6.11	10.76%	3
Relative Weight	10.77%	28.04%	51.09%	10.10%			
Racking	3	2	1	4			

Note: Correlation indication and value in column stand for ●=9 strong, ■=3 medium, △=1 weak, blank Ø=0 chosen for the BMPs survey, as previously stated, to implement the QFD method in a regional setting there were 300 surveys distributed in sample size. Then, in the last sampling was totally only 270 contributors of them being returned (a response rate of 90%).

Step 4 Investigate the co-relate matrix between BMPRs versus TOPSs. And step 5 Measure the important weight between of BMPRs versus TOPSs.

The 20 BMPs required factors were used to develop a questionnaire. The BMCT will get the questionnaire. A variety of BMC was

Table 3 displays the demographics of the final sample. The majority of those who responded see in table 3.

Table 5 Demographics of Samples BMP (n=270)

CharacteristicsItems	Frequency	Percentage
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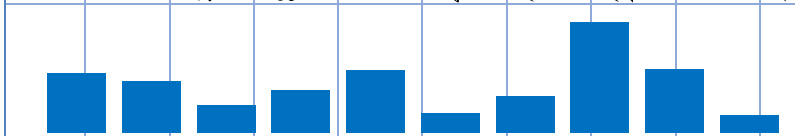
Gender	Male	113	41.85%
	Female	157	58.15%
Age	Below 20 year	31	11.48%
	21-40 year	92	34.07%
	41-60 year	85	31.48%
	Over 61	62	22.96%
Education	Below High school	22	8.15%
	Undergraduate	173	64.07%
	Postgraduate	69	25.56%
	Doctoral	6	2.22%
Income yearly	Below ₱150,000	52	19.26%
	₱150,001 - ₱350,000	114	42.22%
	₱350,001 - ₱550,000	66	24.44%
	Over ₱550,001	38	14.07%

Table 5 displays the results in the columns namely “the importance of product attributes” and “service performance.” The HOQ matrix is made up of several sub-matrixes. It is a method for making strategic judgments. That are

systematic especially in the period of the COVIT-19 pandemic. Kano’s methodology designed to take quaternary can help QFD benchmark that BMP satisfaction and define strategic targets.

Table 6 HOQ Requirements for BMPs versus TOPSs Matrix 3

HOQ REQUIREMENT FOR BMPs VERSUS TOPSs MARTIX 3													
Absolute Weight	Relative of BMPRs Requirements Weight	Racking	Requirement of BMPRs Deployment	REQUIREMENT OF TECHNICAL OF PRODUCT & SERVICE (TOPSs)									
				T1	T2	T3	T4	T5	T6	T7	T8	T9	T10
3.03	5.35%	8	R1	■				●	●				●
2.52	4.45%	11	R2	△				●	△			●	
2.62	4.62%	10	R3	●				●	■			●	
2.63	4.64%	9	R4	●				●	■			●	
4.06	7.15%	7	R5	■				●	△			●	△
1.88	3.31%	13	R6		△						■		
5.13	9.03%	5	R7		△	■	●	■			●		
5.85	10.30%	4	R8	●	●	●	●			●		●	△
6.48	11.41%	2	R9	△				△		■	●		
5.02	8.85%	6	R10		●		△				●		
1.86	3.27%	14	R11		●		△						
2.26	3.98%	12	R12		■					●			■
7.32	12.89%	1	R13								●		

6.11	10.76%	3	R14	■						●			
Important Weight				38	32	12	20	49	17	21	48	45	14
Absolute Weight				2.62	2.62	1.20	1.86	2.74	0.87	1.63	4.86	2.80	0.78
Relative Importance of TOPSs Weight				12.10%	10.45%	5.54%	8.61%	12.68%	4.04%	7.53%	22.49%	12.97%	3.58%
													
Racking				4	5	8	6	3	9	7	1	2	10

Note: Correlation indication and value in column stand for ●=9 strong, ■=3 medium, △=1 weak, blank ○=0

Table 6 contains information on competitive analysis. TOPSs are scored based on the experts' judgments of its competitive expectation implications. Following thorough data collection are discovered numerous key client characteristics and their corresponding priorities.

4. Kano analysis and benchmarking

Step6 Using the central relation

matrix and priority rating of each, contains a list of technical measures in order of importance and using a central correlation matrix. It determines the important weights that each technical assessment responds and priority rating of each and overall BMPRs (table 6). In addition, three BMCT comparisons 1-3 were picked for a competitive examination. BMPs are asked to score their satisfaction with their own BMCT as well as three competitors on a 1-5 scale (Yourdon, 2010) (table 7).

Table 7 Kano analysis in the VOC with customer perception and Kano Category

The VOC with customer perception and Kano category

Codes	BMPRs Attribute	BMPRs Perception					Kano analysis category*
		Raw important and expectation	A case study BMCT	BMCT comparison #1	BMCT comparison #2	BMCT comparison #3	
R1	Staffs passed training and had been knowledge prevention of COVID-19 infection.	5	5	5	5	5	O
R2	Staffs healthy without symptoms of illness, coughing and sneezing.	5	5	5	5	5	O
R3	Staffs without risks factors for infection individuals checked.	5	5	4	5	5	A
R4	Wearing mask, body cleaning and clean solutions available for any staffs.	5	5	5	5	5	O
R5	Staffs at the center should be screened with a body temperature test above 37.5 degrees Celsius or have not a fever, cough, sneezing or at risk.	5	5	5	4	5	A
R6	Have good ventilation system.	4	5	5	5	5	O
R7	Dining service each should be served separately or provided with a serving spoon or personal tools every time.	4	5	5	5	4	O
R8	Provide seats for BMPs spacing 1-2 meters	5	5	5	5	5	A

between individuals.

R9	Cleaning with disinfectants is performed frequently used or frequently touched areas, i.e., door handles, doorknobs, handrails, stairs, pavilion floors, cushions, tables, chairs, etc.	4	5	5	5	5	<i>O</i>
R10	In kitchen, dining room, and dining table are cleaned with a cleaning solution, and disinfectants ever time after having used or serviced.	4	5	5	5	5	<i>O</i>
R11	Have adequate napkins or hand tissues available at the cafeteria, kitchens or dinning hall.	4	1	1	1	3	<i>M</i>
R12	Provide separate seating areas for those with a symptom, i.e., fever, cough, sneezing or at risk or coming from a vulnerable area at a distance of 4 meters from the general practitioner seat.	5	5	5	5	4	<i>A</i>
R13	Toilets and public areas in all centers must be clean and have liquid soap for hand washing.	4	5	5	5	5	<i>O</i>
R14	There must be available a sanitary cleaner that can kill viruses around the doorknob, handle, shut-off, latch, faucet, hose handle, toilet seat.	5	5	5	5	5	<i>O</i>

* O= one-dimensional, A= attractive, M= must be

Likert scale: 1 = not at all important 2 = a little important 3 = rather important 4 = quite important 5 = extremely important

The Kano analysis found nine of BMPRs Attribute stand for O i.e., staffs passed training and had been knowledge prevention of COVID-19 infection, staffs healthy without symptoms of illness, coughing and sneezing, etc. Four of BMPRs Attribute have been A and only one M stand for must be in the significant of “have

adequate napkins or hand tissues available at the cafeteria, kitchens, or dining hall” that mention by respondents. At last summary in Table 8 presents whole display parts of QFD of BMCT combined e.g. Matrix of DQW, Matrix of TQ, Matrix of TR, and Matrix of PP.

Table 8 QFD of BMCT A Case Study Matrix 4

CONCLUSION															
The goal was to find out what															
Table 6 QFD of BMC1 A Case Study Matrix 4															
Need Value of Requirement of TOPSs		Requirement of Technical of Service (TOPSs)										Relative of BMPRs Requirements Weight		Racking	
		T1	T2	T3	T4	T5	T6	T7	T8	T9	T10				
Requirement of BMPs Deployment		R1	R2	R3	R4	R5	R6	R7	R8	R9	R10	R11	R12	R13	R14
	Absolute Weight	3.03	5.35%	8											
	Relative of BMPRs Requirements Weight	2.52	4.45%	11											
		2.62	4.62%	10											
		2.63	4.64%	9											
		4.06	7.15%	7											
		1.88	3.31%	13											
		5.13	9.03%	5											
		5.85	10.30%	4											
		6.48	11.41%	2											
		5.02	8.85%	6											
		1.86	3.27%	14											
		2.26	3.98%	12											
		7.32	12.89%	1											
		6.11	10.76%	3											
Requirement of BMPs Deployment		38	32	12	20	49	17	21	48	45	14	Important Weight		Absolute Weight	
		2.62	2.62	1.20	1.86	2.74	0.87	1.63	4.86	2.80	0.78	2.62		2.62	
Relative Importance of TOPSs		12.10%	10.45%	5.54%	8.61%	12.68%	4.04%	7.53%	22.49%	12.97%	3.58%	Relative Importance of TOPSs		Racking	
		4	5	8	6	3	9	7	1	2	10	4		10	
Need Value of Requirement of TOPSs		Requirement of Technical of Service (TOPSs)										Relative of BMPRs Requirements Weight		Racking	
		T1	T2	T3	T4	T5	T6	T7	T8	T9	T10				
Requirement of BMPs Deployment		R1	R2	R3	R4	R5	R6	R7	R8	R9	R10	Requirement of BMPs Deployment		Relative Importance of TOPSs	
		■	△	●	●	●	●	●	●	●	●	R1		12.10%	
		△	●	●	●	●	●	●	●	●	●	R2		10.45%	
		●	●	●	●	●	●	●	●	●	●	R3		5.54%	
		●	●	●	●	●	●	●	●	●	●	R4		8.61%	
		●	●	●	●	●	●	●	●	●	●	R5		12.68%	
		△	△	△	△	△	△	△	△	△	△	R6		4.04%	
		●	●	●	●	●	●	●	●	●	●	R7		7.53%	
		●	●	●	●	●	●	●	●	●	●	R8		22.49%	
		△	△	△	△	△	△	△	△	△	△	R9		12.97%	
		●	●	●	●	●	●	●	●	●	●	R10		3.58%	
		●	●	●	●	●	●	●	●	●	●	R11			
		●	●	●	●	●	●	●	●	●	●	R12			
		●	●	●	●	●	●	●	●	●	●	R13			
		●	●	●	●	●	●	●	●	●	●	R14			
Important Weight		38	32	12	20	49	17	21	48	45	14	Important Weight		Absolute Weight	
		2.62	2.62	1.20	1.86	2.74	0.87	1.63	4.86	2.80	0.78	2.62		2.62	
Relative Importance of TOPSs		12.10%	10.45%	5.54%	8.61%	12.68%	4.04%	7.53%	22.49%	12.97%	3.58%	Relative Importance of TOPSs		Racking	
		4	5	8	6	3	9	7	1	2	10	4		10	
Need Value of Requirement of TOPSs		Requirement of Technical of Service (TOPSs)										Relative of BMPRs Requirements Weight		Racking	
		T1	T2	T3	T4	T5	T6	T7	T8	T9	T10				
Requirement of BMPs Deployment		R1	R2	R3	R4	R5	R6	R7	R8	R9	R10	Requirement of BMPs Deployment		Relative Importance of TOPSs	
		■	△	●	●	●	●	●	●	●	●	R1		12.10%	
		△	●	●	●	●	●	●	●	●	●	R2		10.45%	
		●	●	●	●	●	●	●	●	●	●	R3		5.54%	
		●	●	●	●	●	●	●	●	●	●	R4		8.61%	
		●	●	●	●	●	●	●	●	●	●	R5		12.68%	
		△	△	△	△	△	△	△	△	△	△	R6		4.04%	
		●	●	●	●	●	●	●	●	●	●	R7		7.53%	
		●	●	●	●	●	●	●	●	●	●	R8		22.49%	
		△	△	△	△	△	△	△	△	△	△	R9		12.97%	
		●	●	●	●	●	●	●	●	●	●	R10		3.58%	
		●	●	●	●	●	●	●	●	●	●	R11			
		●	●	●	●	●	●	●	●	●	●	R12			
		●	●	●	●	●	●	●	●	●	●	R13			
		●	●	●	●	●	●	●	●	●	●	R14			
Important Weight		38	32	12	20	49	17	21	48	45	14	Important Weight		Absolute Weight	
		2.62	2.62	1.20	1.86	2.74	0.87	1.63	4.86	2.80	0.78	2.62		2.62	
Relative Importance of TOPSs		12.10%	10.45%	5.54%	8.61%	12.68%	4.04%	7.53%	22.49%	12.97%	3.58%	Relative Importance of TOPSs		Racking	
		4	5	8	6	3	9	7	1	2	10	4		10	
Need Value of Requirement of TOPSs		Requirement of Technical of Service (TOPSs)										Relative of BMPRs Requirements Weight		Racking	
		T1	T2	T3	T4	T5	T6	T7	T8	T9	T10				
Requirement of BMPs Deployment		R1	R2	R3	R4	R5	R6	R7	R8	R9	R10	Requirement of BMPs Deployment		Relative Importance of TOPSs	
		■	△	●	●	●	●	●	●	●	●	R1		12.10%	
		△	●	●	●	●	●	●	●	●	●	R2		10.45%	
		●	●	●	●	●	●	●	●	●	●	R3		5.54%	
		●	●	●	●	●	●	●	●	●	●	R4		8.61%	
		●	●	●	●	●	●	●	●	●	●	R5		12.68%	
		△	△	△	△	△	△	△	△	△	△	R6		4.04%	
		●	●	●	●	●	●	●	●	●	●	R7		7.53%	
		●	●	●	●	●	●	●	●	●	●	R8		22.49%	
		△	△	△	△	△	△	△	△	△	△	R9		12.97%	
		●	●	●	●	●	●	●	●	●	●	R10		3.58%	
		●	●	●	●	●	●	●	●	●	●	R11			
		●	●	●	●	●	●	●	●	●	●	R12			
		●	●	●	●	●	●	●	●	●	●	R13			
		●	●	●	●	●	●	●	●	●	●	R14			
Important Weight		38	32	12	20	49	17	21	48	45	14	Important Weight		Absolute Weight	
		2.62	2.62	1.20	1.86	2.74	0.87	1.63	4.86	2.80	0.78	2.62		2.62	
Relative Importance of TOPSs		12.10%	10.45%	5.54%	8.61%	12.68%	4.04%	7.53%	22.49%	12.97%	3.58%	Relative Importance of TOPSs		Racking	
		4	5	8	6	3	9	7	1	2	10	4		10	
Need Value of Requirement of TOPSs		Requirement of Technical of Service (TOPSs)										Relative of BMPRs Requirements Weight		Racking	
		T1	T2	T3	T4	T5	T6	T7	T8	T9	T10				
Requirement of BMPs Deployment		R1	R2	R3	R4	R5	R6	R7	R8	R9	R10	Requirement of BMPs Deployment		Relative Importance of TOPSs	
		■	△	●	●	●	●	●	●	●	●	R1		12.10%	
		△	●	●	●	●	●	●	●	●	●	R2		10.45%	
		●	●	●	●	●	●	●	●	●	●	R3		5.54%	
		●	●	●	●	●	●	●	●	●	●	R4		8.61%	
		●	●	●	●	●	●	●	●	●	●	R5		12.68%	
		△	△	△	△	△	△	△	△	△	△	R6		4.04%	
		●	●	●	●	●	●	●	●	●	●	R7		7.53%	
		●	●	●	●	●	●	●	●	●	●	R8		22.49%	
		△	△	△	△	△	△	△	△	△	△	R9		12.97%	
		●	●	●	●	●	●	●	●	●	●	R10		3.58%	
		●	●	●	●	●	●	●	●	●	●	R11			
		●	●	●	●	●	●	●	●	●	●	R12			
		●	●	●	●	●	●	●	●	●	●	R13			
		●	●	●	●	●	●	●	●	●	●	R14			
Important Weight		38	32	12	20	49	17	21	48	45	14	Important Weight		Absolute Weight	
		2.62	2.62	1.20	1.86	2.74	0.87	1.63	4.86	2.80	0.78	2.62		2.62	
Relative Importance of TOPSs		12.10%	10.45%	5.54%	8.61%	12.68%	4.04%	7.53%	22.49%	12.97%	3.58%	Relative Importance of TOPSs		Racking	
		4	5	8	6	3	9	7	1	2	10	4		10	
Need Value of Requirement of TOPSs		Requirement of Technical of Service (TOPSs)										Relative of BMPRs Requirements Weight		Racking	
		T1	T2	T3	T4	T5	T6	T7	T8	T9	T10				
Requirement of BMPs Deployment		R1	R2	R3	R4	R5	R6	R7	R8	R9	R10	Requirement of BMPs Deployment		Relative Importance of TOPSs	
		■	△	●	●	●	●	●	●	●	●	R1		12.10%	
		△	●	●	●	●	●	●	●	●	●	R2		10.45%	
		●	●	●	●	●	●	●	●	●	●	R3		5.54%	
		●	●	●	●	●	●	●	●	●	●	R4		8.61%	
		●	●	●	●	●	●	●	●	●	●	R5		12.68%	
		△	△	△	△	△	△	△	△	△	△	R6		4.04%	
		●	●	●	●	●	●	●	●	●	●	R7		7.53%	
		●	●	●	●	●	●	●	●	●	●	R8		22.49%	
		△	△	△	△	△	△	△	△	△	△	R9		12.97%	
		●	●	●	●	●	●	●	●	●	●	R10		3.58%	
		●	●	●	●	●	●	●	●	●	●	R11			
		●	●	●	●	●	●	●	●	●	●	R12			
		●	●	●	●	●	●	●	●	●	●	R13			
		●	●	●	●	●	●	●	●	●	●	R14			
Important Weight		38	32	12	20	49	17	21	48	45	14	Important Weight		Absolute Weight	
		2.62	2.62	1.20	1.86	2.74	0.87	1.63	4.86	2.80	0.78	2.62		2.62	
Relative Importance of TOPSs		12.10%	10.45%	5.54%	8.61%	12.68%	4.04%	7.53%	22.49%	12.97%	3.58%	Relative Importance of TOPSs		Racking	
		4	5	8	6	3	9	7	1	2	10	4		10	
Need Value of Requirement of TOPSs		Requirement of Technical of Service (TOPSs)										Relative of BMPRs Requirements Weight		Racking	
		T1	T2	T3	T4	T5	T6	T7	T8	T9	T10				
Requirement of BMPs Deployment		R1	R2	R3	R4	R5	R6	R7	R8	R9	R10	Requirement of BMPs Deployment		Relative Importance of TOPSs	
		■	△	●	●	●	●	●	●	●	●	R1		12.10%	
		△	●	●	●	●	●	●	●	●	●	R2		10.45%	
		●	●	●	●	●	●	●	●	●	●	R3		5.54%	
		●	●	●	●	●	●	●	●	●	●	R4		8.61%	
		●	●	●	●	●	●	●	●	●	●	R5		12.68%	
		△	△	△	△	△	△	△	△	△	△	R6		4.04%	
		●	●	●	●	●	●	●	●	●	●	R7		7.53%	
		●	●	●	●	●	●	●	●	●	●	R8		22.49%	
		△	△	△	△	△	△	△	△	△	△	R9		12.	

Note: Correlation indication and value in column stand for ●=9 strong, ■=3 medium, △=1 weak, blank ○=0. The matrix correlation instant of ●=strong correlation, ■=Medium correlation, △= weak correlation, blank ○= Non correlation. Need value of requirement of TOPSs stand for ↑ = High, ○ = Appropriate, ↓ = Low. Matrix correlation Roof of TOPSs stand for X = High Relation, ○ = Non Relation, - Low Relation.

CONCLUSION

The goal was to find out what

needed in order to stay in a BMC. These elements indicated characteristics that BMP took into account while evaluating the BMC's quality and appeal. The Characteristics Were elicited in the context of the Nakornratchasima province as a BMC whole, rather than specific BMCs.

Measure the targets BMPs requirements are premised on current products and services to find out more about alternative products and services. The examination contributing AHP technical found the result presents the target requirement of BMPs priority i.e., convenient 10.77%, staff behaviors 28.04%, hygienic accommodations 51.09%, services environment 10.10%. The racking priority of BMPs requirement found (1) hygienic accommodations, (2) staff behaviors, (3) convenient, (4) services environment. When implementing the proposed HOQ to a real-world scenario, the proper "WHATS" must be determined.

In order to complete this step, a total of two BMCs abbots and three staffs. The study was interviewed and discussed with respect to corresponding TSAs during COVID 19. The requirement of BMPs Priority found the first needed R13 12.89%, second R9 11.41 %, and the third R14 10.76%. The most important value by the relative importance of TOPSs weight, e.g., the matrix of T8 = 22.49%, the second T9 = 12.97%, and the third important T5 = 12.68%.

Using the central relationship matrix and priority rating of each fund the ranking as the most important R8 = 15.20%, second R4 = 10.32%, third R7 = 10.12%, fourth R10 = 8.95%, fifth R3 = 7.95%, sixth R9 = 7.33%, seventh R2 = 7.24%, eighth R14 = 7.00%, ninth R1 = 6.43%, tenth R13 = 5.94%, eleventh R5 = 5.02%, twelfth R12 = 3.22%, thirteenth R11 = 3.01%, and the last important R6 = 2.29%. Thus the measurements showed the most service satisfaction significant in theprovide seats for BMPs spacing 1-2 meters between individuals and the last ishave good ventilation system.

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