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CUSTOMER SATISFACTION ANALYSIS OF KERMANSHAH TRADITIONAL COOKIES WITH KANO MODEL AND QUALITY MATRIX

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ABSTRACT

The aim of this research is analyzing of customer satisfaction from Kermanshah traditional cookies cluster quality with Kano model and quality matrix, this research is an applied one and pre- event descriptive research. Statistical population are 113 membered enterprises in traditional rice cookie clusters in Kermanshah city, that choose randomly with regard to Morgan cresses table in this research customers demand ascertained questioner according to Kano model and customer perception and expectation questioner had been used. In descriptive statistics frequency mean, standard deviation has been used and also in deduction statistics Cornbrash's alpha used for stability analysis and t-test used for hypothesis test, we also use Pearson correlation coefficient. According to the research result there is significance difference between customer expectations from goods and services operation dimension with their competence, and there is significant differences between customer expectation from inventiveness of goods and services dimension with their perceived services. There is meaningful relationship between customer satisfaction and their perception.

KEYWORDS: Customer satisfaction, quality, Custer, traditional cookie, rice cookie, Kano model, quality matrix.

INTRODUCTION

Industrial suppliers with optimized usage of facilities and resources wastage presentation with their value in line of globalization in markets use some approaches that lead to industrial structure change. One of main characteristic of this structure reform is development of small and medium industries small industrial and commercial units Known as a basic and complement of courtiers' economy, especially in developing countries, but because of some bottlenecks that rooted in limited available resources, their development is very difficult. Clustering help to small and medium enterprises to integer their power to use market opportunities and solve their problems together. Answering to structural and operational main needs of clusters, and not only empowering positive aspects of member enterprises, but also cover drawbacks of small and individual industries.

So, having incentive to sue complex enterprises development in geographical area, this developmental method consider by programmers and policymakers (Abui Ardakan *et al*, 1991*)*. Researchers believe that service quality has important role on customer satisfaction and repurchase intentions (Jenet Manyi Agbor, 2011). Satisfaction is enjoy or unhelps sees of a person on there is different models for customer measurement old models for satisfaction measurement believe that if customer needs be answer they become satisfy and if their needs, doesn't answer correctly they become dissatisfy. In this research we use Kano model. It is a model for customer needs clustering. In this method customer demands rated and determine their satisfaction dimension Kano mode is a proper way for customer expected characteristics. By Kano model we can classify customer needs in to some groups and determine position of each group on the diagram. The basic hypothesis in Kano model is always customer satisfaction is not proportional to product operation (Bingil *et al*, 2001). In Kano model quality in a two-dimensional concept. First dimension is product operation and second dimension is consumer satisfaction. In Kano model there are three definition on quality necessities: 1) basic necessities, 2) operational necessities and 3) incentive necessities. If all of these basic condition consider prevent from customer satisfaction complete. Satisfying of these condition just introduce product to market but for dominance on competitors and market is not effective and lead to customer dissatisfaction. Determining and considering to these necessities and save the firms position in comparative market, this necessity is more important than two others. At first incentives doesn't consider from customer side and if it be ignore, can't create dissatisfaction in customers. But if it identify lead to gladden customers and can displace with other competitor products or even their

omit ion. It should be note that citation needs change to operational and basic needs after a while (Jafri et al , 1367*)* for give some example for these necessities we can say that brake is main necessary for a car, lower fuel consumption is one of operational necessity and manufacturing colorful TV is incitation necessity when there were black and white TVs (Azizi *et al,* 1091*).*

Traditionally, Kermanshah is famous city for its traditional cookies such as rice cookie, Shekari, khormae and kak ,So during its history these products with regard to their advantages and effects use in characterizing cluster process by consultants at industrials town and after cognition and confidence making studies, operational program on cluster development is introduce and from mid-1988 cluster operational program executed in 3 phase with follow aims: 1)selling and employment increase and number of cluster and cluster network from reform beneficiaries 2) quality improvement and packing varieties 3) entering to district and market international and Kermanshah market share cookie inverse. With regard to this problem that Kano model doesn't use for industrial clusters. This study try to analysis of customer satisfaction on Kermanshah traditional cookies cluster by quality matrix Kano model.

MATERIALS AND METHODS

Statistical population of this study is all of member enterprises in Kermanshah traditional cookies network. Number of this population is 156 enterprises. For choosing sample according to Morgan table 113 item from member enterprises in Kermanshah traditional cookies choose by random sampling method (all of Kermanshah traditional cookie network member is 156 enterprise that 113 member should be chosen by Morgan table). In this study availability of all traditional cookies is impossible even little number of them are undetermined. So, with use of cluster sampling first enterprises member in Kermanshah traditional cookie cluster has been identified then rice cookie customer's answer to research question airs. Then customers demand ascertained question airs give to sample member according to Kano model and customer expectations and perceptions questionnaire.

Measurement tool: 1) customer demand an ascertained question air according to Kano model: this question air analysis variable customer needs about rice cookie. This question air prepares with background study and experts consultation of rice cookie cluster membered enterprises and directors and consultant. Primary question air has 28 question that 14 questions are operational (positives) and 14 other questions are non- operational (negative). Cronbuchs alpha has been use for question air stability analysis after data extracting statistical analysis contains correlation study of each question with total from of test and each question intervention with cronbachs alpha measured. Cronbachs alpha for all of test in first stage was 0.677 and because this stability is between o.5 to o.70 , albeit it is acceptable, but is in mean level. Finally tis questionnaire remain with 13 question with cronbachs alpha 0.748. 2) Customer ascertained expectation and perception questionnaire on rice cookies. This question air also has 10 question and prepare as a two- dimensional question air and there are 2 from of questions in it that shows quality rice cookie in current situation (right column) and also proper and expected quality (left column) items are 1 to 5 that 5 shows higher quality and 1 shows lower quality. This question air study customer expectation and perception in variable needs about rice cookie, this question air has proper justifiability and Cronbach's alpha stability equal to a=0.739.

RESEARCH DESIGN

This research is applied one and is pre-event descriptive research. For analyzing data in descriptive statistics we use frequency, mean, standard deviation but in decuctive one for stability analysis of question air we use Cronbach's alpha and t-test used for hypothesis test and Pearson correlation coefficient.

RESULTS

First, we study descriptive indexes. According to table one, frequency, mean, standard deviation in customer satisfaction, expectation and perception on services and customer expectation and perception on basic necessities and customer expectation and perception on inventive necessities had been determined, as we can see, customer satisfaction mean 1s 19/95, customer expectation mean is 41 and customer perception on services is 21/05 customer perception mean on basic necessities is 10/96, their expectation on basic necessities is 13/12 and customer perception mean on operational necessities is 2/81, customer expectation mean on operational necessities is 3/70. Customer perception mean on incentive necessities is 7/27 and also customer expectation mean on incentive necessities is 24/19.

Table 1: Descriptive indexes of statistics on customer satisfaction, expectation perception on services and related measures.

Descriptive indexes Variables	Frequency	Mean	Standard deviation
Customer satisfaction	113	-19.95	2.52
Customer expectation	113	41	2.16
Customer perception on services	113	21.05	1.31
Customer perception on basic necessities	113	10.96	0.99
Customer expectation on basic necessities	113	13.12	0.50
Customer perception on operational necessities	113	2.81	0.99
Customer expectation on basic operational necessities	113	3.70	0.65
Customer expectation on basic incentive necessities	113	7.27	0.97
Customer expectation on incentive necessities	113	24.19	2.10

Before hypothesis analysis we analysis customer satisfaction question air stability and static this question air make according to Kano model and with background study and consulting with rice cookie cluster member enterprises experts and other directors and consultant. Primary question air have 28 question that 14 question designed in operational manner (negative) this question air has nominal justifiability for analysis of this question air justifiability, Cronbach's alpha had used after data extraction, statistical analysis contains analysis of correlation between each question with total from of test and each question intervention on Cronbach's alpha. Cronbach's alpha was 0.677 in first stage and because this amount is between 0.5 to 0.70 albeit it is acceptable but is in average. According to bellow table with exclusion of question 2. Exclusion, cronbach's alpha increase of 0.748.

Table 2: Question air Cronbach's alpha stability with each question exclusion.

Question	Questionnaire stability on considered question	question	Questionnaire stability on considered question
1	0.616	8	**0.687**
2	0.676	9	**0.748**
3	0.619	10	**0.681**
4	0.644	11	**0.678**
5	0.649	12	**0.622**
6	0.650	13	**0.674**
7	0.645	14	**0.610**

With question 1, 3, 4 exclusion cronbach's alpha increase 0.687 , o.681 , 0.678 respectively and because of low effect on cronbach's Alph these question had been omitted finally. Is question air remain with 13 question that its cronbach's alpha was 0.748 in the later stage we analysis data condition for using statistical test, in this condition parametric tests should have normal distribution, with relative measure and scores measure in 2 different time. In this research for analyzing hypothesis t-test and Pearson correlation coefficient had been used data in this research have proper condition for parametric tests data measure is relative type and data distribution is normal accordance with Kolmogorov smirenfo results of Kolmogorov-smiren of shows that data has normal distribution and significance level in two in two dimension is P>0.05 and with regard to be 0.05 more than determined amount, normality of data confirmed so, for mean comparison parametric t-test had been used.

Rice cookie consumer need determination and Kano model steps.
There are different methods for analyzing Kano question air in this research we use prioritized analysis according to I<A<O<M rule customers need had been listed in this prior zing process those measure that have higher frequency of M, place first and then other measures ranking according to the above rule in this research with simple software Microsoft excel, each customer frequency has been determined.

Table 3: customer need frequency

Person	Q 1	Q 2	Q 3	Q 4	Q 5	Q 6	Q 7	Q 8	Q 9	Q 10	Q 11	Q 12	Q 13	Q 14
1	O	R	R	O	O	R	O	O	O	M	M	M	M	M
2	O	R	R	M	O	I	O	M	M	I	A	O	M	M
3	O	R	R	M	O	R	A	A	A	I	M	I	I	I
4	M	O	M	M	I	A	R	R	M	M	M	M	O	M
5	O	R	R	O	O	R	O	O	O	M	M	M	M	M
6	O	R	R	O	O	R	O	O	A	I	I	A	M	I
7	A	R	I	O	Q	M	O	O	O	O	M	A	O	I
8	M	I	I	M	Q	O	O	O	A	O	I	M	A	I
9	M	I	I	M	M	M	O	A	O	A	M	A	O	I
10	O	I	I	M	Q	M	A	A	A	O	I	A	O	I
11	O	I	A	M	A	A	A	A	A	O	A	O	A	O
12	M	M	O	M	I	A	R	R	M	I	I	M	O	I
13	O	I	A	M	I	I	A	A	M	O	A	A	A	I
14	O	R	I	M	A	I	I	I	O	A	I	I	A	M
15	O	R	I	M	A	I	I	A	M	O	A	I	I	M
16	O	I	M	I	I	I	M	I	O	O	A	I	A	I
17	M	M	O	M	I	O	O	O	M	R	O	O	M	M
18	M	I	A	R	I	A	A	O	I	I	O	A	I	I
19	I	I	A	M	I	A	A	A	M	A	A	A	M	I
20	M	O	M	M	A	O	A	I	I	M	A	A	I	O
21	M	M	O	I	I	O	O	O	M	R	O	O	M	M
22	M	M	O	I	A	O	O	O	I	I	O	O	O	M
23	O	R	A	M	I	I	M	A	M	O	A	I	A	I
24	O	I	I	M	I	A	O	I	M	O	A	A	I	I
25	O	R	I	O	I	I	M	I	O	O	A	I	A	I
26	O	R	R	I	O	I	O	O	A	I	M	I	M	I
27	I	Q	I	M	R	R	R	R	M	R	R	M	A	A
28	I	I	I	M	I	A	I	A	I	I	I	I	A	I
29	M	R	R	M	I	R	R	I	I	R	R	R	I	I
30	M	I	M	A	O	I	A	A	M	A	O	O	O	M
31	M	A	O	M	A	M	A	A	M	O	O	M	O	I
32	I	A	O	I	O	A	A	O	M	M	O	I	O	I
33	M	A	A	M	A	O	A	A	O	A	A	M	A	I
34	M	A	A	O	A	I	M	A	M	A	A	A	M	A
35	M	A	A	M	M	A	O	I	I	A	M	A	A	O
36	I	A	A	M	A	A	O	O	M	A	A	I	A	M
37	R	O	A	M	I	A	A	I	M	A	O	I	A	I
38	M	A	I	M	A	A	M	I	O	A	M	A	O	I
39	M	A	O	M	O	A	I	A	M	O	I	O	A	A
40	O	Q	Q	M	I	A	A	A	M	O	A	M	A	I
41	M	O	I	O	I	A	A	A	M	I	I	M	A	I
42	O	A	A	M	M	I	A	I	M	A	O	I	I	M
43	I	M	I	M	A	A	M	I	M	I	I	M	A	I
44	M	A	A	M	A	A	A	A	I	I	A	M	A	I
45	M	A	O	M	A	A	A	A	M	I	A	M	A	M

Table 3: Continued…

Person	Q 1	Q 2	Q 3	Q 4	Q 5	Q 6	Q 7	Q 8	Q 9	Q 10	Q 11	Q 12	Q 13	Q 14
46	I	M	O	M	A	A	A	A	I	I	I	I	A	A
47	O	A	I	I	A	A	A	A	O	I	A	O	A	O
48	M	R	O	M	O	O	M	O	M	O	I	M	O	M
49	M	R	R	M	Q	R	R	R	M	R	R	R	R	Q
50	A	O	Q	M	R	A	A	O	A	A	A	A	R	I
51	M	O	M	M	I	A	I	R	M	M	O	A	M	I
52	I	A	A	M	A	A	A	A	I	M	A	A	O	M
53	O	I	I	M	Q	O	M	O	M	O	M	A	O	I
54	O	R	M	M	O	R	R	I	M	M	O	M	O	M
55	O	O	O	M	O	R	R	R	O	R	O	O	M	R
56	O	O	I	M	I	R	I	I	O	M	I	I	O	A
57	O	I	I	M	Q	O	A	A	I	A	M	A	A	I
58	O	R	R	O	O	R	O	O	O	M	M	M	M	M
59	O	R	R	M	O	I	O	M	M	I	A	O	M	M
60	O	R	R	M	O	R	A	A	A	I	M	I	I	I
61	M	O	M	M	I	A	R	R	M	M	M	M	O	M
62	O	R	R	O	O	R	O	O	O	M	M	M	M	M
63	O	R	R	O	O	R	O	O	A	I	I	A	M	I
64	A	R	I	O	Q	M	O	O	O	O	M	A	O	I
65	M	I	I	M	Q	O	O	O	A	O	I	M	A	I
66	M	I	I	M	M	M	O	A	O	A	M	A	O	I
67	O	I	I	M	Q	M	A	A	A	O	I	A	O	I
68	O	I	A	M	A	A	A	A	A	O	A	O	A	O
69	M	M	O	M	I	A	R	R	M	I	I	M	O	I
70	O	I	A	M	I	I	A	A	M	O	A	A	A	I
71	O	R	I	M	A	I	I	I	O	A	I	I	A	M
72	O	R	I	M	A	I	I	A	M	O	A	I	I	M
73	O	I	M	I	I	I	M	I	O	O	A	I	A	I
74	M	M	O	M	I	O	O	O	M	R	O	O	M	M
75	M	I	A	R	I	A	A	O	I	I	O	A	I	I
76	I	I	A	M	I	A	A	A	M	A	A	A	M	I
77	M	O	M	M	A	O	A	I	I	M	A	A	I	O
78	M	M	O	I	I	O	O	O	M	R	O	O	M	M
79	M	M	O	I	A	O	O	O	I	I	O	O	O	M
80	O	R	A	M	I	I	M	A	M	O	A	I	A	I
81	O	I	I	M	I	A	O	I	M	O	A	A	I	I
82	O	R	I	O	I	I	M	I	O	O	A	I	A	I
83	O	R	R	I	O	I	O	O	A	I	M	I	M	I
84	I	Q	I	M	R	R	R	R	M	R	R	M	A	A
85	I	I	I	M	I	A	I	A	I	I	I	I	A	I
86	M	R	R	M	I	R	R	I	I	R	R	R	I	I
87	M	I	M	A	O	I	A	A	M	A	O	O	O	M
88	M	A	O	M	A	M	A	A	M	O	O	M	O	I
89	I	A	O	I	O	A	A	O	M	M	O	I	O	I
90	M	A	A	M	A	O	A	A	O	A	A	M	A	I

Table 3: Continued…

Person	Q 1	Q 2	Q 3	Q 4	Q 5	Q 6	Q 7	Q 8	Q 9	Q 10	Q 11	Q 12	Q 13	Q 14
91	M	A	A	O	A	I	M	A	M	A	A	A	M	A
92	M	A	A	M	M	A	O	I	I	A	M	A	A	O
93	I	A	A	M	A	A	O	O	M	A	A	I	A	M
94	R	O	A	M	I	A	A	I	M	A	O	I	A	I
95	M	A	I	M	A	A	M	I	O	A	M	A	O	I
96	M	A	O	M	O	A	I	A	M	O	I	O	A	A
97	O	Q	Q	M	I	A	A	A	M	O	A	M	A	I
98	M	O	I	O	I	A	A	A	M	I	I	M	A	I
99	O	A	A	M	M	I	A	I	M	A	O	I	I	M
100	I	M	I	M	A	A	M	I	M	I	I	M	A	I
101	M	A	A	M	A	A	A	A	I	I	A	M	A	I
102	M	A	O	M	A	A	A	A	M	I	A	M	A	M
103	I	M	O	M	A	A	A	A	I	I	I	I	A	A
104	O	A	I	I	A	A	A	A	O	I	A	O	A	O
105	M	R	O	M	O	O	M	O	M	O	I	M	O	M
106	M	R	R	M	Q	R	R	R	M	R	R	R	R	Q
107	A	O	Q	M	R	A	A	O	A	A	A	A	R	I
108	M	O	M	M	I	A	I	R	M	M	O	A	M	I
109	I	A	A	M	A	A	A	A	I	M	A	A	O	M
110	O	I	I	M	Q	O	M	O	M	O	M	A	O	I
111	O	R	M	M	O	R	R	I	M	M	O	M	O	M
112	O	O	O	M	O	R	R	R	O	R	O	O	M	R
113	O	O	I	M	I	R	I	I	O	M	I	I	O	A

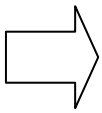
Table 4: Questionnaire analysis according to highest frequency

Rank	Quality of rice cookie service	attractive	One dimensional	Must be	in difference	inverse	uncertain able	total	Services type
1	Using gee	4	45	46	16	2	0	113	M
2	Decoration change	26	22	11	34	16	4	113	I
3	freshness	2	14	83	12	2	0	113	M
4	Variable size	32	24	6	36	4	11	113	I
5	Variable tast	46	17	8	22	20	0	113	A
6	Low calorie,diet	41	28	16	12	16	0	113	A
7	Enriched and whole	43	30	2	26	12	0	113	A
8	Saffron application	14	24	56	19	0	0	113	M
9	Variable smell	25	30	18	28	12	0	113	O
10	Edible packing	38	24	21	24	6	0	113	A
11	Variable packing	33	18	30	28	4	0	113	A
12	Using different nuts	43	30	22	14	4	0	113	A

As we can see from above table, questions 2,4,13 determined as indifference that shows customer indifference regarding to these questions and question 1,3,8 (must-be) that analysis of rice cookies characteristics and should be proper to others for answering to cookies consumers unless lead to customers dissatisfaction question 9 (one-dimensional) shows customer satisfaction level with answering level to it, it means if this need complete more create more satisfaction and visa versa questions 5,6,7,10,11,12 shows (attractive) , that shows level of these characteristive attractiveness for rice cookie customers and create satisfaction between customers, having these characteristics consider as an advantage for rice cookies.

Table 5: Customer needs rank

C.R	First frequency	Second frequency	Third frequency
1	M	O	I
2	I	A	O
3	M	O	I
4	I	A	O
5	A	I	R
6	A	O	M/R
7	A	O	I
8	M	O	I
9	O	I	A
10	A	O/I	M
11	A	M	I
12	A	O	M
13	I	M	A



C.R	First frequency	Second frequency	Third frequency
3	M	O	I
8	M	O	I
1	M	O	I
9	O	I	A
11	A	M	I
12	A	O	M
6	A	O	M/R
7	A	O	I
10	A	O/I	M
5	A	I	R
13	I	M	A
4	I	A	O
2	I	A	O

According to above table and with regard to I<A<O<M rule customer needs list about rice cookies are freshness, saffron application, different nuts usage in rice cookies being low calorie, using enriched and whole flours, using edible corer for their packing, using different tastes totally customers, determine 10 basic need that 3 item of which are necessary needs, one characteristic (sever and variable smell) is one dimensional need and other six characteristic are attractive needs novel and variable packing for rice cookies, using different nuts, low calories and being on diet, using enriched and whole flours, using edible covers for packing and different taste in these cookies).

Table 6: t-test difference between customer expectation from basic necessities dimension and product operational and incentive and related services dimension with their perception.

Statistical index's variables	mean	Standard deviation	Mean differences	t	df
Customer expectation from basic necessities	13.12	0.50	-2.15	27.724	319
Customer perception from basic necessities	10.96	0.99			
Customer expectation from operational necessities	3.70	0.65	-0.88	-8.429	112
Customer perception from operational necessities	2.81	0.99			
Customer expectation from incentive necessities	24.19	2.10	-16.91	-73.114	112
Customer perception from incentive necessities	7.27	0.97			

In table 6, analysis results determine differences between customer expectation on basic necessities, product operational and incentive necessities and other related services with their perception. According to table 6 and with regard to t-test related to null hypothesis all of current hypothesis rejected in table 6, and research hypothesis supported in other word there is meaningful differences between customer expectation mean from basic necessity dimension is

M=13.12 ,Sd=0.50,customer perception mean from basic necessity dimension is M=10.96 there is meaningful differences between customer expectation from incentive dimension (M=24.19 , Sd=2.10) and customer perception mean from incentive dimension (M=7.27 , Sd=0.97).

Table 7: Pearson correlation test between customer satisfaction and their perception.

Statistical index's variables	frequency	cow elation	Significance level
Customer satisfaction	113	0.516	0.000
Customer perception	113		

According to table 7, customer satisfication relationship with customer perception have been determined. According to these table null hypothesis is rejected and research hypothesis is supported, in other word there is a direct and meaningful relationship between customer satisfication and their perception with 99% significance level (r=0.516 ,p=0.000).

DISCUSSION AND CONCLUSION

The aim this research is studying customer satisfaction on Kermanshah traditional cookie with Kano model and quality matrix results show that there is meaningful differences between customers' expectations from product basic necessities dimension and related services with their perception, there is meaningful differences between customer expectation from product incentive necessities and related services, also there is a meaningful relationship between customer satisfaction and their perception research results are comply with (Paridar and Maryam,1990), (Saberifar and Rostam,1392), (Ghalqvandi *et al*,1391), (Khademloo *et al*, 1992), (Yousa Pronpaiboon 2014) , (Purcarea *et al*, 2013), (Dominici & Palumbo, 2013) , (Vazifeh doost and Farokhian,1987) , (Kalini et al,1991) , (Fazli *et al*,1978) , (Mirabi *et al*,1987) , (Faiz *et al*,1987) , (Rezvani et al,1391) , (Manyi Agbor, 2014) , (Abde rashid *et al*, 2014), (Zakaria *et al*, 2014) , (Biljlli *et al*, 2011) and (Choi, 2001) researches. Finally we can say that with regard to this subject that Kermanshah is famous for has traditional cookie like rice cookie so analysis of customer needs and quality of these products if very important, such as rice cookie analysis aims base on SERVQVAL model, informing from customer satisfaction level and current gap analysis between their expectation and perception on services research result shows that there is agape between customer expectation and perception on necessity dimension one dimension and attractive ness that shows most of the customer expectation on rice cookie services with regard to current services there is bigger gap between expectation and perception in attractiveness dimension (novel and variable packing for rice cookie, using different nuts, low calories of this product enriched and whole flour application , variable packing and edible cover in packing of rice cooking and also using different taste).after that gap in necessities dimension is bigger than (freshness, using saffron in rice cookies, using animal gee).

There is smaller gap in one- dimensional needs (higher and variable smell). There is a direct and meaningful relationship between customer satisfaction and their perception. kano model is a model for customer needs grouping and ranking customer needs and determine their. Satisfaction dimension and this model is a proper way to analyzing customer expected needs. We can grouping customer needs with Kano model in to some group and positioning each need a graphs basic hypothesis in Kano model is that customer satisfaction does not comply with product operation in kano model quality is two dimensional concept. First dimension is product operation 2. Operational necessities and customer satisfaction. There are 3.definition for quality necessities. 1-basic necessities 2-opperational necessities and 3-incentive necessities. If all of these necessities consider we can prevent customer dissatisfaction. answering to these necessities can only introduce product to market and it is not effective for competitors and marker dominance, lack of proper answer to operational needs lead to customer dissatisfaction and proper answer to it lead to customer satisfaction. Considering and determining operational necessities can improve firms position in comparative market, this necessity is more objective than 2 others, incentive necessities at first doesn't consider by customers an if doesn't reply to it lead to customer satisfaction but if they determine can encourage customers and lead to product substitution with other competitors or even they omit ion it is necessary to say that incentive necessities change to operational and basic needs after a while (Jafri et al 1987). With regard to this research result it is recommended that this study should be done on other cities people and study their views about Kermanshah rice cookie.

In future research customer with different ages, sex and area compare about Kermanshah traditional and modern cookies, one of applied recommendations according to result is that there is meaningful differences between goods application necessities and related services with their perception, So it is recommended that improving services quality in basic necessities of rice cookies should be consider (rice cookie freshness, saffron usage, and use of gee). According to the results there is a meaningful relationship between customer satisfaction and related services with their perception, So it is recommended that improving service quality in operational necessities of rice cookies consider properly (high smell, variable smell). According to the this research result there is a meaningful difference between customer expectation from incentive dimension with their perception.so, it is recommended that improving service quality in incentive necessities dimension for rice cookies consider properly. According to result, there is a relationship between customer satisfaction and their perception, therefore. For increasing customer satisfaction on rice cookies their perception from services increase. On of limitation in this research is that this research had done on rice cookies and we can't generalize it to other cookies, in this research customer needs on Kermanshah rice cookie had been analyzed and we can't generalize it to other cities. Present study is a correlation one so in its description we can't show causality.

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