

# Major Service Quality Factors Impact Hypermarket

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## Abstract

A hypermarket that is allowed customers satisfied all they need in one time shopping integrates a supermarket and a departmentstore. It is an enrich retail store providing many choices of products, including commodities, groceries, and merchandise. This research according to service quality theory such as tangibles, reliability, responsiveness, assurance, empathy five dimensions determines what critical factors impact hypermarket in Taiwan by analytic hierarchy process method.

Keyword : Hypermarket; Service Quality; Analytic Hierarchy Process