

整合MICMAC與IPA於贏得訂單條件的改善

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摘要

ABSTRACT

The aim of study is to build a new methodology of decision analysis by systematic view. It can help organization choosing its market strategies, making continuous improvement and winning orders. The famous model importance-performance analysis (IPA) that has been widely used has two implicit assumptions: Variables are mutually independent and not a cause-effect relationship. For the sake of variables do not always fit the theoretical limitations and lead organization on to think its actions from traditional IPA are right to the markets, This study provided a new methodology that integrates MICMAC model to evaluate the driving power of quality attributes, than modify the importance of traditional IPA, which is so called M-IPA model. The M-IPA has considered influence-dependence relation of on importance of quality attributes, not only promotes its effectiveness and correctness, but also retains its easy understanding and decision-making. Finally, this study used a case of air conditioning technical company in Taiwan to describe the application of M-IPA methodology.

關鍵字：Importance-Performance Analysis, Matrice d' Impacts Croisés Multiplication Appliqué e á un Classement (MICMAC), Order-Winner Criteria, Customer Satisfaction