

A customer satisfaction model by applying analytic hierarchy process (AHP)

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### Abstract

In order to survive and to acquire long-term profit in today's extremely competitive market, firms need to fulfill customer satisfaction of the products/services provided. Customer satisfaction has been studied extensively in the service industry, and increasing customer satisfaction has become a focus of marketing strategy in enterprise planning. Past works on customer satisfaction are mainly about service quality, increase of customer loyalty, and customer perception to evaluate the difference between the expectation and the actual outcome. However, very few studies have tried to evaluate the importance of customer satisfaction factors. This paper, thus, utilizes the analytic hierarchy process (AHP) to evaluate the degrees of customer satisfaction. By adopting AHP, a hierarchy with criteria and sub-criteria for evaluating customer satisfaction is constructed, and pairwise comparison is performed to calculate the relative importance of criteria and sub-criteria and the performance of the firms under study. The results can be a reference for firms to understand which factors should be stressed in order to increase customer satisfaction.

Keyword : customer satisfaction; analytic hierarchy process (AHP);  
hypermarket