

A customer satisfaction analysis by applying analytic hierarchy process  
(AHP)-An example of hypermarket

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Abstract

Customer satisfaction is a crucial index in customer relationship management (CRM), and it has been studied extensively in the service industry. In addition, customer satisfaction has become a focus of marketing strategy in enterprise planning. This paper, thus, utilizes the analytic hierarchy process (AHP) to evaluate the degrees of customer satisfaction in hypermarkets. 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. The results can be a reference for hypermarket managers to understand which factors should be emphasized in order to increase customer satisfaction.

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