

應用模糊層級分析法於連鎖藥妝店之服務品質及促銷知覺價值評估研究

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摘要

In recent years, chained drug-cosmetic stores have become more and more widespread in Taiwan. These stores put lots of effort in marketing in order to get higher market shares. To understand customers' point of view in service quality and promotion perception is a very important part of making marketing strategies.

The customers' point of view in service quality and promotion perception is more like intangible, hard to measure, and easy to be affected by personal fuzzy and subjective opinions. In this research, we use the SEKVQAL scale proposed by Parasurman, Zeithaml and Berry (1988), and also the service quality dimensions proposed by Dabholkar, Thorpe and Rentz (1996). Based on the consumer promotion perception proposed by Chen (2003). The Fuzzy Delphi Method is used to extract rules, and the Fuzzy Analytic Hierarchy Process is utilized in pair comparison.

Triangular, fuzzy linguistic variables are used in the defuzzification process. There are four dimensions have been selected which are store image, value of promotion perception, people interaction, and guarantee. An example is given to illustrate the model.

關鍵字：fuzzy Analytic Hierarchy Process, Fuzzy Delphi Method, chain drugstores, service quality, perceived value of promotion