

# Applying the Fuzzy Analytic Hierarchy Process to the Analysis of Leisure Business Service Failure Weights

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## Abstract

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Proper service planning and execution is important for ensuring high customer satisfaction and loyalty. However, even excellent service experiences occasional service failures. Businesses should be able to use rapid and accurate service recovery methods to provide compensation for consumers, analyzing the causes and effects of the service failure. There are multiple types of service failures, and each has a different degree of impact on customer satisfaction. This study uses literary reviews, interviews with experts, and questionnaires to develop a hierarchal structure for service failure regarding the rapidly developing leisure business or industry in Taiwan. The fuzzy analytic hierarchy process is used to elucidate the severity of each type of service failure. The results show that within each service failure aspects, "Actions or Negligence that Results in Violation of the Concept of Fair Trade", "Improper Behavior or Insufficient Training of Employees", and "Functional / Technical Errors or Failures " have the highest weights, whereas "Service Oversights" has the lowest weight. To avoid the disadvantages caused by service failure, leisure businesses must ensure that advertisements do not exaggerate and that their prices are reasonable. In addition, they must provide clear explanations of details to their customers, prevent customers from experiencing unnecessarily long waits, and they must ensure the functionality of their equipment. Finally, employees must be trained and required to provide customers with thoughtful and complete service.

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