

Using Importance-Performance Analysis and Decision Making Trial and Evaluation Laboratory to enhance Order-Winner criteria~ A study of computer industry

李友錚, 閻鐵民, 蔡志弘

Technology Management

Management

ycl@chu.edu.tw

Abstract

This study proposes a new decision analysis methodology that identifies the core order-winner criteria problems. A modified Importance-performance Analysis (IPA) and multiple regression analysis are applied to define the implicit importance of quality characteristics and overall satisfaction Gap analysis is used to identify the performance of quality characteristics. Decision making trial and evaluation laboratory (DEMATEL) is used to correlate the interrelationship among the quality characteristics.

This methodology better defines the importance and priority over quality characteristic improvements and solves the practically complicated, contradictory problems with the least resources. This study performs empirical research into the Taiwanese computer industry and explains the application benefits of the modified IPA and DEMATEL.

Keyword : Decision making trial and evaluation laboratory, gap analysis, importance-performance analysis, multiple regression analysis, Order-Winner-Criteria