以AHP、ANP與QFD探討如何提升中華職棒之觀眾滿意度

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摘要

Chinese Professional Baseball League has been established near 20 years. In the past
years, professional baseball has been prosperous and slack off in Taiwan. Most experts
proposed to improve the decline from the viewpoint of hardware environment and system,
and seldom systematic analysis from increasing audiences' satisfaction. Past experience of
international professional exercises showed that audiences' satisfaction is influenced by
rules. In this paper, we analyze what and how the professional baseball rules influenced
audiences' satisfaction in Taiwan by Quality Function Deployment (QFD), Analytic
Hierarchy Process (AHP) and Analytic Network Process (ANP). Therefore, the
conclusions could be taken into consideration when the rules are reviewed in future and
this procedure proposed in this paper could be refereed by other professional exercises.

關鍵字：QFD, AHP, ANP