

<b>題目</b>	模糊多準則決策於醫療門診服務品質之應用
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<b>摘要</b>	近幾年來，醫院的營運績效都受到前所未有的衝擊，促使醫院開始以兼顧品質與成本的方式經營。本研究針對醫院服務品質進行研究，並建立醫院服務品質之衡量構面，並期望藉由研究結果提供相關建議。因醫療服務具無形性、難以衡量性等特質，且患者對醫療服務品質的認知應是一個模糊的概念。故本研究選擇台北市二家屬性相似、競爭市場重疊的醫學中心進行研究，將模糊觀點融入準則與績效值中。利用AHP法求得醫療服務品質評估準則的權重，並且用TOPSIS針對各家醫療服務品質的水準進行客觀性排序。研究結果顯示，患者最重視醫師醫療滿意度構面、較不重視顧客關係管理構面。在乎醫師是否耐心回答病患問題及充分了解病人情況；最不在乎醫院的售後服務與就醫延伸服務。
<b>關鍵字</b>	模糊多準則決策、AHP層級分析法、醫療服務品質、TOPSIS法
<b>Title</b>	An Application of Fuzzy Multiple Criteria Decision Making for Medical Outpatient Service Quality
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<b>Abstract</b>	In the recently years, hospitals 'performances all face big pressures. Hospital starts to concern about their services quality and costs management. This paper will focus the service quality in hospital, and establishes dimensions to evaluate it. And we expect the findings could provide hospital to improve service performances. Because the service has invisible, and difficulty to measure performance. We also know patients' Consciousness about medical service quality should be a fuzzy concept. Therefore this research chooses two similar hospitals, and their competitive market also overlap in Taipei city. We will try to apply Fuzzy AHP, and TOPSIS methods to measure the two hospitals' service quality. Based on the results we will know patients most concern about the doctors' attitudes, and pay less attention to customers' relationship between hospitals and patients.
<b>Key Words</b>	Multiple Criteria Decision Making, AHP, Medical Outpatient Service, TOPSIS