

<b>題目</b>	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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<b>摘要</b>	近年來，連鎖藥妝店在台灣的市場上逐漸佔有重要的地位。連鎖藥妝店業者也紛紛投入行銷資源，以期獲得較大的市場，了解消費者對服務品質及促銷知覺的認知則是行銷策略的重要環節。消費者對於服務品質及促銷知覺的認知價值則是較無形的，不易衡量的，也會有較多個人主觀因素及模糊的觀念在其中。本研究利用 Parasuraman, Zeithaml and Berry(1988)所提出 SERVQUAL 量表及 Dabholkar, Thorpe and Rentz(1996)發展的服務品質構面，並加入陳瑩鄱(2003)提出之消費者促銷知覺價值為基礎，藉由模糊得非法(Fuzzy Delphi Method; FDM)進行準則的萃取，以模糊層級分析法(Fuzzy AHP)將評估項目做成對比較分析，利用三角模糊語意變數與解模糊後，選出”商店形象”，”促銷知覺價值”，”人員互動”，及”保證性”等構面與其重要程度，並以實例說明之。
<b>關鍵字</b>	模糊層級分析法、模糊德菲法、連鎖藥妝店、服務品質、促銷知覺價值
<b>Title</b>	The Application of Fuzzy Analytic Hierarchy Process on Service Quality and Perceived Value of Promotion Evaluation of Chain Drugstore
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<b>Abstract</b>	<p>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.</p> <p>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 SERVQUAL 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.</p>
<b>Key Words</b>	Fuzzy Analytic Hierarchy Process, Fuzzy Delphi Method, chain drugstores, service quality, perceived value of promotion