

題目	應用多準則決策方法評估京東生鮮冷鏈物流服務品質的優化研究
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摘要	生鮮冷鏈物流在有效保障食品的新鮮度和安全度方面，其作用可謂是獨一無二。然而，生鮮冷鏈物流的服務品質問題經常被消費者所詬病。尤其對於大陸的京東集團等知名物流企業而言，物流服務品質的優劣對其行業競爭力具有非常重要的影響。本研究提出了一種服務品質改進方案。通過結合 DELPHI、DEMATEL 和 IPA 的多準則決策模型來評估京東生鮮冷鏈物流的服務品質，同時針對不足進行改進以滿足顧客需求。DELPHI 方法可以建立準則架構，DEMATEL 方法可以建立影響網路關係圖，來分析各準則之間的相互關係，再根據 IPA 獲得極需改善的服務品質指標。從消費者的角度來看，實證結果顯示「產品生鮮度」、「退換貨便利」、「支付方式便捷」、「取件便利」為關鍵準則，其中，「產品生鮮度」扮演源頭的角色，表示京東集團首要應以此準則優先進行管理，及時制定優化方案，提升品質。研究結果以期給予同類型企業以提升整體物流服務品質之參考，以謀求提升競爭優勢，從而更好地提升消費者滿意度，更好地服務社會。
關鍵字	生鮮冷鏈物流、服務品質、DELPHI、DEMATEL、IPA
Title	Exploring Service Quality Improvements of Jing Dong Fresh Cold Chain Logistics Based on A Hybrid MCDM Method
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Abstract	Fresh cold chain logistics plays a unique role in effectively ensuring the freshness and safety of food. However, the service quality of fresh cold chain logistics is often criticized by consumers. Especially for well-known logistics enterprises such as JD Group in mainland China, the quality of logistics services has a very important impact on the competitiveness of their industries. This study proposes a service quality improvement scheme. The service quality of JD Fresh Cold Chain Logistics is evaluated by combining the multi-criteria decision-making models of DELPHI, DEMATEL and IPA, while improving shortcomings to meet customer needs. The DELPHI method can establish a standard framework, and the DEMATEL method can establish an impact network relationship diagram to analyze the interrelationship between the guidelines, and then obtain a much-needed service quality pointer according to the IPA. From the perspective of consumers, empirical results show that “freshness of products”, “convenience of returns and exchanges”, “convenience of payment methods”, and “convenience of pickup” are key criteria. Among them, “freshness of products” plays the role of the source, indicating that JD Group should prioritize management based on this criterion, develop optimization plans in a timely manner, and improve quality. The research results aim to provide reference for similar enterprises to improve the overall logistics service quality, in order to seek to enhance competitive advantages, thereby better enhancing consumer satisfaction and serving society.
Keyword	Fresh cold chain logistics, Service quality, DELPHI, DEMATEL, IPA