

عنوان مقاله:

Identifying the Effective Indexes on Customer Satisfaction and the Relationship between Customer Satisfaction and Service Quality through Multi-Criteria Decision Making Approach (Case Study: The Gas Company in Ghazvin (Province

محل انتشار:

مجله بین المللی علوم مدیریت و اقتصاد، دوره 1، شماره 5 (سال: 1393)

تعداد صفحات اصل مقاله: 16

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خلاصه مقاله:

Today's organizations for their success and because satisfied customer is one of principal component pay attention to the concept of customer and its satisfaction. In this research with study and analysis of different customer satisfaction measurement of different countries and people has been attempted to detect impact customer satisfaction indexes, and with applying Analytical Hierarchy Process(AHP) technique the relative importance of any index has been determined, and also with applying Fuzzy Technique for Order Preference by Similarity to Ideal Solution (FTOPSIS) method, principal indexes sub criteria has been prioritized, at last with utilizing Decision Making Trial and Evaluation Laboratory (DEMATEL) technique has been determined

کلمات کلیدی:

customer satisfaction (customer), fuzzy, MADM, AHP, F.TOPSIS, DEMATEL

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