Exploring Attribute Importance Based on Customer Expectation

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ABSTRACT

Customer satisfaction is determined by the gap between customers' expectation and their cognition of products' quality. Customers were satisfied when the expectations of customers were greater than the performance of the product or service, otherwise, they were dissatisfied. In general, customers' cognition to the overall quality of a product or service can be treated as an aggregation of each attribute performance and its importance. Due to the abstraction of customers' expectation and their cognition of products' quality, how to express the difference between customers' expectation and consequent cognition and how to measure the attribute importance by a quantitative and solid approach are the important research topics. This thesis applied the concept of "Uninorms" to compare customer's expectation and consequent cognition, and then quantified their difference. A mathematical linear program (LP) model was setup to solve the problem. Eventually, based on the proposed methodology a Java-based system was built to analyze a real case and the results were compared with another results obtained from using linear regression analysis.

Keywords: Customer satisfaction; Expectation; Consequent cognition; Uninorms; Attribute importance

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