

模糊測度與競局理論擴充層級分析法之研究

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摘要

隨著經濟的成長，觀光旅遊業在許多國家中也變得更發達。因此旅館經營者最在乎的是如何吸引更多的國際觀光客，本研究使用改良後的層級分析法來衡量台灣國際觀光旅館服務品質。首先本研究根據收集來的服務品質文獻來建立評估屬性以設計問卷，其次再結合競局理論、模糊積分、模糊測度來衡量服務品質屬性並修正傳統的層級分析法，本研究所提出的修正模式架構可以解決傳統層級分析法屬性之間必須相互獨立的問題。

關鍵詞：服務品質，層級分析法，模糊積分，模糊測度，競局理論，國際旅館

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