# Exploring Attribute Importance Based on Customer Expectation


## 張銀哲、陳偉星

E-mail: 9607378@mail.dyu.edu.tw



**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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