

供應鏈績效衡量之探討

林虹葦、王學銘

E-mail: 9607652@mail.dyu.edu.tw

摘要

近年來，許多企業採用供應鏈管理降低成本，以增加市占率、銷售額及建立穩固的顧客關係管理，汽車維修業也是如此。台灣大型車的售後維修市場大致上可分為兩部份，原廠維修及一般保養廠維修。在這種情況下，維修技術及維修廠所需的汽車零件取得途徑便會有所不同。因此，國內汽車維修業者若想要解決零件需求問題，並且兼顧維修品質、顧客服務至上的原則，便需要一套良好的供應鏈績效評估標準，促使經營績效得以改善。本研究目的希望建立汽車維修業供應鏈中每一階段績效指標的權重評估，進一步以專家訪談及問卷調查方式針對供應鏈各階層做績效衡量的評估，以了解維修業者在各個階段不同的績效指標與重要性。

關鍵詞：供應鏈管理；供應鏈作業參考模型；分析層級層序法；績效指標；大型車汽車維修業

目錄

中文摘要	iii	英文摘要	iii
iv 誌謝辭		v 內容目錄	
vi 表目錄		vii 圖目錄	
x 第一章 緒論	1	第一節 研究動機與背景	1
1 第二節 研究目的	2	第二節 研究範圍	2
3 第四節 研究流程	4	第二章 文獻探討	4
5 第一節 供應鏈、供應鏈管理及應用	5	第二節 供應鏈績效之探討	5
18 第三節 汽車產業及汽車維修業概況	50	第三章 研究方法	50
60 第一節 AHP介紹	61	第二節 建立AHP層級架構	61
69 第三節 研究架構	71	第四章 研究結果與分析	71
72 第一節 問卷設計	72	第二節 問卷回收結果	72
73 第三節 有效問卷檢定結果	73	第四節 研究結果	73
86 第五章 結論與建議	86	第一節 研究結論	86
92 第二節 研究建議	92	參考文獻	92
93 中文部分	93	英文部分	93
98 附錄 專家問卷	98		114

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