以顧客價值觀點建立國際航空公司評選之模式

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摘 要

航空業在面對總體經濟環境不利的影響下，燃油成本所佔總營運成本的比例增加，許多公司利用內部改善來控制成本，但是這些作法並無法提供長期的助益，應從顧客導向與需求，來提升企業的競爭能力。

由於因產業別的不同，顧客價值的構面也會有所差異，尤其當乘客搭國際航線時，在客艙裡體驗的時間長，與服務人員的互動也較高，因此，將體驗層面納入考量，以彌補過去對於顧客價值研究之不足。然而為了建構完整之決策模式，本研究回顧相關文獻進行訪談，再運用「方法－目的鏈」建立層級間關係；其次，透過詮釋結構模型(Interpretive Structural Modeling；ISM)，來確立準則間之相依關係。第三，運用分析網絡程序法 (Analytic Network Process; ANP)評估屬性權重值，以完整衡量顧客心中整體價值。

最後，本研究以國內三家知名的國際航空公司做為評選方案，結合前述利用ISM與ANP所發展的航空公司之層級架構，做為國際航空公司評選模式；根據究結果顯示，更深入了解乘客偏好的服務屬性。

關鍵詞 : 顧客價值、詮釋結構模型、分析網絡程序法

目錄

List of Tables

List of Figures

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