

FAHP FOR EVALUATING THE SERVICE QUALITY OF CHAIN DRUGSTORE

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ABSTRACT

In recent years, along with stagnating wage and souring price index, consumers have grown awareness of shopping behaviors and rights of purchase. More and more retailers strengthen businesses by sustaining quality control and improvement for continuing profits. This paper intergrades the model of Parasuraman, Zeithaml and Berry (PZB) customer services as a measure with retail service quality scale (RSQS), and adopts fuzzy analytic hierarchy process (FAHP) to further analyze possible problems and performances of drugstores. By the criteria based on literature reviews and the interviews with experts, this paper provides results that reveal what consumers most concern-customer oriented resolution. On the contrary, what consumers weigh the least are on physical aspects. As a result, businesses must reinforce the quality of customer services and competitiveness.

KEYWORDS: PZB, RSOS, Fuzzy Analytic Hierarchy Process (FAHP), Service Quality, Drugstore