

INTEGRATING PERCEPTIONS OF CUSTOMER AND MANAGER TO IDENTIFY THE POWERFUL  
SERVICE QUALITY

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Abstract

The purpose of this study is to develop a new decision-making model by considering both the customer's and manager's perception to help the latter frame a comprehensive project on improving customer satisfaction effectively. The new decision-making model is developed by integrating Importance-performance-gap model and DEMATEL method. The proposed model was validated using data collected from both customers and managers of an online tax declaration service in Taiwan. The results indicate that the consideration of manager's perception can further extract more critical service quality factors from various customers' needs. Especially in a market environment with limited resources, having a more effective decision-making technique is helpful for maintaining business's competitive advantage.

Keyword : Service quality, Customer satisfaction, Customer's perception, Manager's perception, Importance-performance-gap analysis, DEMATEL