

Modifying IPA with DEMATEL composite importance

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Abstract

Importance Performance Analysis (IPA) can help managers identify improvement strategies. Upon causation and diversity of importance of service attributes, traditional IPA cannot accurately analyze the importance of service attributes and priority ranking for improvement, leading to wrongful decision making. To establish adequate decision-making methods by locating core issues, we first employ Decision Making Trial and Evaluation Laboratory (DEMATEL) to assay causation among service attributes and estimate implicit importance via multiple regression analyses as the weights of service attributes, and then included the weights in composite importance, and used the weighted DEMATEL composite importance to estimate IPA importance for regulating the importance of service attributes. Last, the case study on mobile telecommunications companies in Taiwan evidences the effectiveness that modifying IPA with DEMATEL composite importance can help managers make decisions.

Keyword : Importance Performance Analysis (IPA);