

Applying DEA AR Model to Evaluating Leisure Hotels Pricing Efficiency

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Abstract

This paper is applying the DEA to get the pricing efficiency between customer satisfactions and corporate brand image. This paper utilizes triangular Data Envelopment Analysis (DEA) to evaluate the efficiency and amount of improvement. Moreover, the original DEA has weakness in the corresponding items compared with other DMUs. Therefore, we apply other DEA AR model in this paper in order to get the accuracy price efficiency for 10 leisure hotels.

Keyword : Customers' satisfactions, Pricing Analysis, DEA Assurance Region (AR) model, Leisure hotels, Brand image