

Using modified IPA to evaluate supplier's performance: Multiple regression analysis and DEMATEL approach

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### Abstract

This paper provides a methodology of Supplier Quality Performance Assessment (SQPA) for the industrial computer industry that introduces modified Importance-Performance Analysis (IPA) which uses the multiple regression analysis and Decision Making Trial and Evaluation Laboratory (DEMATEL) techniques, and creates value for all members through optimizing order-winners and qualifiers to promote supplier quality improvement and solve complex problems using the cause-effect relation. The techniques used in SQPA activities are easily understood. A case involving an industrial computer manufacturer is illustrated to show the benefits of our model.

Keyword : Supplier Quality Performance Assessment