

Providing an integrated approach for prioritizing customer satisfaction criteria in product-service systems by BSC, DEMATEL, ANP Techniques

moslem sharghi goorabi*,

In recent years, the issue of the development of services by manufacturing companies has grown rapidly, so that it has not only been discussed in scientific centers such as universities, but also it has led to changes in business practices, and it is the result of change in expectations of customers. The concept of a product-service system is an integrated solution of product along with service. The ultimate goal of this system is to improve profitability in competition and to minimize the adverse environmental impacts. Thus, the main issue of this research is to identify and prioritize customer satisfaction criteria in such systems. This research was conducted with the aim of helping the manufacturing companies in identifying the appropriate criteria to achieve customer satisfaction through a balanced scorecard approach and multi-criteria decision-making method. The current research is fundamental and applied in terms of objective and survey in terms of method of implementation. The research propulsion consists of experts, including members of the board of directors, sales and marketing directors of companies having product-service system and Availability sampling method. The research includes five phases, including identification of the dimensions and components of the issue, and examining the current status of the important criteria, identifying the sub-criteria in the subset of the balanced scorecard approach and integrating experts' views and achieving effective metrics, identifying the relationships between and within the criteria using Dematel technique, prioritizing the criteria, and finally analyzing and interpreting of the results. The results show that according to the ranks obtained the prioritization of criteria and sub-criteria, it is recommended that the obtained priorities to be used based their importance in the process of obtaining the customer satisfaction in product-service systems. In addition, it is recommended that results of

this research to be presented to organizations that aim to implement product-service systems for planning and policy-making based on the research findings and to take step positive step in line with satisfaction of customers. In this regard, some recommendations were proposed considering the criteria for innovation and product and service diversity, knowledge sharing, increasing employee satisfaction, organizational adaptability, training the employees, which had no appropriate scores in prioritizing the criteria.

Keywords : product-service system, balanced scorecard, multi-criteria decision-making technique, Dematel and network analysis

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