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Abstract
In the past, regarding to evaluate the service quality of banks most people use the SERVQUAL as their research scale which was proposed by Parasuraman, Zeithaml & Berry (1988, PZB). However, because of the different time, situations, and the differences between national cultures, today the SERVQUAL scale had already had a lot of revision and supplementary. To deal with this problem, my research is going to adopt a new scale which I combined the SERVQUAL scale with the other scale developed by Osman, Ugur & Emin (2005). This new scale included five constructs：service environment, interaction quality, empathy, reliability, and technology. My method is going to channel the Fuzzy theory into the new scale, and then employ the AHP to establish the weight of each construct. By this way, I can get the overall evaluation of the service performance, and it could help the banks to understand which service items can improve their operating performance significantly and meanwhile provide the guidelines of the priority of improving service quality strategies of a bank.
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