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Abstract
In recent years domestic and various museums build up in succession, although museum also not-for-profit business organization, display also is not for selling a certain product and design of, saw from the development trend of the museum, in order to attract past visit number, the future museum will faced the situation of the same trade competition necessarily, and the public museum faces the future to wanted to be in this changing fast environment the pressure of the complacent and parts of comparison profit and loss, if museum, using surprise tactics, it is not enough that list depended on enrichment the demonstration article, the audience requested to the service quality of the museum to have already raised increasingly, so the museum should understand the visitor""s need first, and the usage is limited of the resource improves the service quality in the best way. Is past, museum how provide a make visitor satisfaction of service quality level, to the governor of the museum, is one topic of the importance.

Because of the invisible characteristic that serve oneself to exist to measure not easily, and visitor while evaluating service quality, have faintness more in its subjective cognition judgment. Therefore, for how evaluate the museum service quality, this research is the usage faintness to belong decision method more, build up one objective valuation mode to carry on the analysis. Interview through the reference and expert first, construct the valuation factor and standard of the fit museum service quality, make use of the Fuzzy AHP method secondly to beg the power that evaluates the standard heavy, and melts into the standard results to be worth with the misty idea of beg to calculate in the middle, then make use of heavy and misty results of the power of each standard is worth the integration a decision matrix, Fuzzy TOPSIS method to the valuation that carries on the whole service quality of museum. Finally, by the valuation mode of the development, this research takes three national museums of home as the case example, the actual usage goes forward to go the analysis in the actual situation, craving for to provide the museum the governor in the days to come be evaluating and improving the reference of the service quality according to.
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