Improving real estate broker service quality via TOPSIS and AHP

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Abstract

Service quality is usually a critical concern for most service industry firms. The need for high-quality service has always been an important issue for many organizations. A real estate brokerage is one of service industry. Its duty in representing a buyer is to identify and present properties possessing qualities and characteristics sought by a buyer. To a buyer, he will consider so many different criteria due to its impact on the product when he decides to buy a real estate or not. And some of these multiple criteria decision-making (MCDM) attempt to have conflicting decision objectives. An evaluation model is constructed to rank the priorities of the real estate properties by a broker using TOPSIS and AHP. It can be helpful to the real estate broker when he wants to locate multiple candidates whose attributes closely match the requirements of a buyer for the purpose of promoting a mutually agreeable match. This approach should increase the level of satisfaction among clients. A numerical example is also presented to illustrate the proposed working of the model.

Keywords: *real estate brokers, promote satisfaction, TOPSIS, AHP.*

1. Introduction

Business growth and survival are the two important effects of customers on an enterprise because they are the fundamental construct of an enterprise, especially a customer-oriented enterprise. Therefore, the main

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