Improving real estate broker service quality via TOPSIS and AHP

Ta-Cheng Chiang*
Department of Industrial & Systems Engineering
Chung Yuan Christian University
Taiwan, R.O.C.

Fong-Jung Yu†
Dept. of Industrial Engineering and Technology Management
Da-Yeh University
Taiwan, R.O.C.

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

*E-mail: d0331@ms8.hinet.net
†E-mail: fischer@mail.dyu.edu.tw (corresponding author)