Evaluating and ranking hotels offering e-service by integrated approach of Webqual and fuzzy AHP

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Abstract: Considering the rapid growth of internet service in recent years, its quality plays an important role in such environment. The aim of this study is to evaluate and rank selected hotels offering electronic services (e-services) by integrated approach of Webqual and fuzzy analytic hierarchy process (FAHP). For this purpose, the validity of Webqual model has been investigated and a model has been proposed. Appropriate criteria have been used for evaluating service quality based on Webqual model and international hotels of Isfahan have been ranked using FAHP. Findings indicate that quality of information has the highest priority; and usability dimensions and services interaction are the next priorities. Based on e-service quality evaluation, the order of ranking has been determined as Abbasi, Kowsar, Aseman and Aliqapu hotels.

Keywords: e-service quality; information; fuzzy AHP; hotel; Isfahan.


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