

# 模糊德菲法與層級分析法探討免稅店化妝品銷售員專業能力

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## 摘要

本研究以先前的質性研究專家訪談結果為基礎，將免稅店化妝品銷售員專業能力分為知識、技能、態度三方面。由模糊德菲法分析，在知識方面有 5 構面與 20 共識因子，技能方面有 3 構面與 15 共識因子，在態度方面有 5 構面與 27 共識因子。再以模糊層級分析進行專業能力領域之權重因子分析，以確認各構面與評估因子之相對權重。最後提供建議給經營者作為訓練員工之參考依據。

關鍵字：模糊德菲法、模糊層級分析法、免稅店、化妝品、專業能力

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# The Application of Fuzzy Delphi Method and Analytic Hierarchy Process on Professional Competence of Cosmetic Sales Working in Duty Free Shop

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## **Abstract**

Based on previous results of qualitative research, the professional competence of cosmetics salespersons working in airport duty-free shop is divided into three parts: “knowledge”, “techniques, and “attitude”. From the analysis of Fuzzy Delphi Method (FDM), there are five aspects, twenty assessment factors in “knowledge”, three aspects and fifteen assessment factors in “techniques, and five aspects and twenty-seven assessment factors in “attitude. Fuzzy Analytical Hierarchy Process (FAHP) is used to realize the relative importance. Final some suggestions are provided for managers to train employee according to those results.

**Keywords: Fuzzy Delphi Method, Fuzzy Analytic Hierarchy Process Duty-Free Shop, Cosmetic, Professional Competence**