

Prioritizing Quality Dimensions in 'Servitised' Business through AHP

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Abstract : Different factors are compelling manufacturers to move towards the phenomenon of servitization i.e. when firms go beyond giving support to the customers in operating the equipment. The challenges that are being faced in this transition by the manufacturing firms from being a product provider to a product- service provider are multipronged. Product-Service Systems (PSS) lies in between the pure-product and pure-service continuum. Through this study, we wish to understand the dimensions of 'PSS-quality'. We draw upon the quality literature for both the product and services and through an expert survey for a specific transportation sector using analytical hierarchical process (AHP) derive a conceptual model that can be used as a comprehensive measurement tool for PSS offerings.

Keywords : servitisation, quality, product-service system, AHP

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