Paper 34 ISAHP 2016 Comparative AHP and FAHP

by The Jin Ai

Submission date: 22-May-2019 09:48AM (UTC+0700)

Submission ID: 1134178201

File name: Paper_34_ISAHP_2016_Comparative_AHP_and_FAHP.pdf (3.92M)

Word count: 960

Character count: 4825



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DOI: https://doi.org/10.13033/isahp.y2016.003

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DOI: https://doi.org/10.13033/isahp.y2016.010

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DOI: https://doi.org/10.13033/isahp.y2016.011

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DOI: https://doi.org/10.13033/isahp.y2016.012

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Grzegorz Ginda, AGH University of Science and Technology, Poland; Miroslaw Dytczak, AGH University of Science and Technology, Poland

DOI: https://doi.org/10.13033/isahp.y2016.013

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DOI: https://doi.org/10.13033/isahp.y2016.015

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William Adams, Decision Lens Inc

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Oliver Meixner, University of Natural Resources and Life Sciences Vienna; Rainer Haas, University of Natural Resources and Life Sciences Vienna; Siegfried Pöchtrager, University of Natural Resources and Life Sciences Vienna

DOI: https://doi.org/10.13033/isahp.y2016.017

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Giuseppe Fico, Universidad Politécnica de Madrid; Maria Teresa Arredondo, Universidad Politécnica de Madrid

DOI: https://doi.org/10.13033/isahp.y2016.018

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Alexandre Souza Girão, COPPE-UFRJ Production Engineering Program-Brazil; Francisco Antonio de Moraes Accioli Doria, COPPE-UFRJ Production Engineering Program-Brazil

DOI: https://doi.org/10.13033/isahp.y2016.019

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Astrid Maria Oddershede, usach, Chile; cristian andres mejias, USACH; Luis Quezada, Department of Industrial Engineering, Universidad de Santiago de Chile



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DOI: https://doi.org/10.13033/isahp.y2016.021

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DOI: https://doi.org/10.13033/isahp.y2016.022

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DOI: https://doi.org/10.13033/isahp.y2016.023

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Omid Hosseinzadeh, Assistant Professor; Marzieh Hajjarian, Assistant Professor/Natural Resources/Urmia University; Reza Abdi, Professor/Bradford University

DOI: https://doi.org/10.13033/isahp.y2016.024

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Alessio Ishizaka, University of Portsmouth, U.K.; Sajid Siraj, Leeds University Business School; Phillipe Nemery, SAP BeLux

DOI: https://doi.org/10.13033/isahp.y2016.025

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DOI: https://doi.org/10.13033/isahp.y2016.026

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DOI: https://doi.org/10.13033/isahp.y2016.027

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Enrique Mu, Carlow University, U.S.; Howard A Stern, Carlow University, U.S.

DOI: https://doi.org/10.13033/isahp.y2016.028

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DOI: https://doi.org/10.13033/isahp.y2016.029

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DOI: https://doi.org/10.13033/isahp.y2016.030

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DOI: https://doi.org/10.13033/isahp.y2016.031

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DOI: https://doi.org/10.13033/isahp.y2016.033

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DOI: https://doi.org/10.13033/isahp.y2016.034

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DOI: https://doi.org/10.13033/isahp.y2016.035

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DOI: https://doi.org/10.13033/isahp.y2016.036

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DOI: https://doi.org/10.13033/isahp.y2016.037

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DOI: https://doi.org/10.13033/isahp.y2016.038

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DOI: https://doi.org/10.13033/isahp.y2016.039

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DOI: https://doi.org/10.13033/isahp.y2016.040

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Tomas Gomez-Navarro, Universitat Politècnica de València; Iván Ligardo-Herrera, Universitat Politècnica de València

DOI: https://doi.org/10.13033/isahp.y2016.041

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DOI: https://doi.org/10.13033/isahp.y2016.042

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DOI: https://doi.org/10.13033/isahp.y2016.043

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DOI: https://doi.org/10.13033/isahp.y2016.044

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DOI: https://doi.org/10.13033/isahp.y2016.045

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DOI: https://doi.org/10.13033/isahp.y2016.046

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DOI: https://doi.org/10.13033/isahp.y2016.047

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DOI: https://doi.org/10.13033/isahp.y2016.048

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DOI: https://doi.org/10.13033/isahp.y2016.049

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Claudio Javier Macuada, Universidad de Santiago de Chile; Francisca Jimena Fábrega, Universidad de La Serena; Astrid Maria Oddershede, USACH, Chile



DOI: https://doi.org/10.13033/isahp.y2016.050

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DOI: https://doi.org/10.13033/isahp.y2016.051

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DOI: https://doi.org/10.13033/isahp.y2016.052

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DOI: https://doi.org/10.13033/isahp.y2016.053

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DOI: https://doi.org/10.13033/isahp.y2016.054

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Hospital; Pietro Derrico, Bambino Gesù Children's Hospital; Matteo Ritrovato, Bambino Gesù Children's Hospital

DOI: https://doi.org/10.13033/isahp.y2016.055

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DOI: https://doi.org/10.13033/isahp.y2016.056

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DOI: https://doi.org/10.13033/isahp.y2016.057

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DOI: https://doi.org/10.13033/isahp.y2016.058

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DOI: https://doi.org/10.13033/isahp.y2016.059

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DOI: https://doi.org/10.13033/isahp.y2016.060

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DOI: https://doi.org/10.13033/isahp.y2016.061

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DOI: https://doi.org/10.13033/isahp.y2016.062

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DOI: https://doi.org/10.13033/isahp.y2016.063

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DOI: https://doi.org/10.13033/isahp.y2016.064

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DOI: https://doi.org/10.13033/isahp.y2016.065

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DOI: https://doi.org/10.13033/isahp.y2016.066

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DOI: https://doi.org/10.13033/isahp.y2016.067

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Shannon Agredo, Carlow University; Catherine Vella, Carlow University; Enrique Mu, Carlow University, U.S.

DOI: https://doi.org/10.13033/isahp.y2016.068

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Josef Jablonsky, University of Economics, Czech Republic

DOI: https://doi.org/10.13033/isahp.y2016.069

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Josef Arlt, University of Economics Prague; Martin Mandel, University of Economics Prague; Markéta Arltová, University of Economics Prague

DOI: https://doi.org/10.13033/isahp.y2016.070

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DOI: https://doi.org/10.13033/isahp.y2016.071

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DOI: https://doi.org/10.13033/isahp.y2016.072

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Luis G Vargas, University of Pittsburgh, U.S.; Ami Arbel, School of Engineering at Tel Aviv University, Israel

DOI: https://doi.org/10.13033/isahp.y2016.073

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DOI: https://doi.org/10.13033/isahp.y2016.074

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DOI: https://doi.org/10.13033/isahp.y2016.075

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DOI: https://doi.org/10.13033/isahp.y2016.076

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Guilherme Weber Martins, UFRJ; Carlos Alberto Nunes Cosenza, UFRJ; Getulio Marques, COPPE - UFRJ - Brazil

DOI: https://doi.org/10.13033/isahp.y2016.078

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DOI: https://doi.org/10.13033/isahp.y2016.079

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James Dolan, University of Rochester; Olena Cherkasky, University of Rochester; Peter Veazie, University of Rochester

DOI: https://doi.org/10.13033/isahp.y2016.080

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Takafumi Mizuno, Meijo University, Japan; Eizo Kinoshita, Meijo University

DOI: https://doi.org/10.13033/isahp.y2016.081

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DOI: https://doi.org/10.13033/isahp.y2016.082

MARKETING MIX STRATEGY MODEL FOR SMALL BUSINESSES IN KERALA USING ANP

Salwa CH, Research Scholar; T RADHA RAMANAN, Assistant Professor

DOI: https://doi.org/10.13033/isahp.y2016.083

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Pedro Palominos, Department of Industrial Engineering, Universidad de Santiago de Chile; Luis Quezada, Department of Industrial Engineering,



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Universidad de Santiago de Chile; Cristian Mateluna, University of Santiago of Chile

DOI: https://doi.org/10.13033/isahp.y2016.084

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DOI: https://doi.org/10.13033/isahp.y2016.085

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DOI: https://doi.org/10.13033/isahp.y2016.086

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DOI: https://doi.org/10.13033/isahp.y2016.087

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DOI: https://doi.org/10.13033/isahp.y2016.088

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Alexey Petrovsky, Institute for Systems Analysis, Federal Research Center "Informatics and Control", Russian Academy of Sciences

DOI: https://doi.org/10.13033/isahp.y2016.090

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DOI: https://doi.org/10.13033/isahp.y2016.091

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DOI: https://doi.org/10.13033/isahp.y2016.092

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Mariia Rochikashvili, TU Bergakademie Freiberg; Jan Clemens Bongaerts, TU Bergakademie Freiberg

DOI: https://doi.org/10.13033/isahp.y2016.093

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DOI: https://doi.org/10.13033/isahp.y2016.094

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DOI: https://doi.org/10.13033/isahp.y2016.096

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DOI: https://doi.org/10.13033/isahp.y2016.098

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DOI: https://doi.org/10.13033/isahp.y2016.100

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DOI: https://doi.org/10.13033/isahp.y2016.107

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DOI: https://doi.org/10.13033/isahp.y2016.117

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DOI: https://doi.org/10.13033/isahp.y2016.118

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DOI: https://doi.org/10.13033/isahp.y2016.121

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DOI: https://doi.org/10.13033/isahp.y2016.125

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DOI: https://doi.org/10.13033/isahp.y2016.126

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DOI: https://doi.org/10.13033/isahp.y2016.128

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Giuseppe Bruno, University of Naples "Federico II"; Francesco Ciardiello, University of Sheffield; Andrea Genovese, University of Sheffield; Carmela Piccolo, University of Naples "Federico II"

DOI: https://doi.org/10.13033/isahp.y2016.129

WHAT IS THE APPROPRIATE SAMPLE SIZE TO RUN ANALYTIC HIERARCHY PROCESS IN A SURVEY-BASED RESEARCH?



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Paolo Melillo, Second University of Naples; Leandro Pecchia, University of Warwick, UK

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COMPARATIVE ANALYSIS OF AHP AND FUZZY AHP IN SUPPLIER SELECTION PROBLEM

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ABSTRACT

Appropriate supplier can lead the company to reach its competitive advantage. Many searchers have been conducting research in supplier selection problem using various multi-criteria decision making methods, including the Analytical Hierarchy Process (AHP) and its variation, such as Fuzzy AHP (FAHP). The research in this paper is trying to apply both AHP and FAHP in a glove manufacturer in order to see the role of the expert to the result of both methods. Four experts who are the staff in that company that have been working for 12-16 years are involved to see if FAHP is still needed. The FAHP method in this paper is based on the FAHP model developed by Chang (1996).

Keywords: supplier selection problem, priority, AHP, Fuzzy AHP

1. Introduction

To achie 2 the competitive advantage a good supplier that are able to deliver the raw material in the right quantity, at the right time and at the right quality is needed. The research in this paper was conducted in a glove manufacturer. Supplier selection problem is considered as multi-criteria decision-making problem. One of the famous methods that has been used is AHP including its variation such as FAHP. However, the used of FAHP require more complex computation rather than the use of AHP.

2. Literature Review

Numerous researches have sen conducted dealing with supplier selection process. Sometimes the company has to consider both quantitative and qualitative criteria. In that case, AHP method developed by Saaty (1980) is a powerful tool. There exist a criterion we found in our study that has not discussed yet in the previous work which is percentage of quality reduction. Kabir and Hasin (2011) conducted comparative analysis between AHP and FAHP, however the role of the expert to the result of AHP and FAHP which will be the focus of the research in this paper, was not discussed yet in the previous work.

3. Hypotheses/Objectives

The research in this paper is trying to observe the role of the expert to the result of AHP and FAHP. The hypothesis is that if the expert is someone who has excellent knowledge and expertise related to the problem he/she is facing, then AHP alone is more than enough to be used as a tools for decision making.

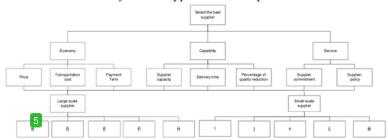
4. Research Design/Methodology

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The model we developed based on the pool of experts and secondary sources. Secondary sources was used to confirm the criteria that the company used for supplier selection with what other companies had been done. Four experts were involved in this study. They have been working for a this company for 12-16 years. Geometric mean is used to aggregate the opinion from those experts. To reduce the inconsistency when structuring the problem we are trying to build the structure in such a way that in each level at most 5 elements will be pair-wise compared.

5. Data/Model Analysis

The decision hierarchy of the supplier selection problem is formulated as follow:



Finally, the priority rank of supplier resulted from both methods are as follows:

AHP : D,B,H,I,J,K,M,L,F,E,FAHP : D,B,H,I,K,J,M,L,E,F

6. Limitations

The FAHP method used is this study is based on the extent analysis method provided by Chang (1996) which has been criticized by Wang (2008). Therefore in order to strengthen the result from this paper, further analysis will be conducted by applying other FAHP method such as Wang (2008) and fuzzy logarithmic least squares method (LLSM).

7. Conclusions

The contribution of the research in this paper are 1)based on the study we can conclude that if the expert is someone who has excellent knowledge about the problem i.e. some who has been working in the company for more than 12 years, then the result from AHP

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and FAHP do not have any differences; 2) in the of supplier selection model we found once criteria that has been discussed yet in the literature review which is percentage of quality reduction.

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