

# 電腦維修服務差別定價之研究

## The Differential Pricing for Computer Repair Service

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**摘要：**目前電腦維修服務只提供單一規格的維修交期與定價標準，無法滿足日益增加的快速維修需求，急需一差異化服務模式，本文針對差異化服務模式提出一差別定價方法將不同顧客需求區隔成數個市場，在特定可容忍的訂單交易成功率下，根據最高獲利（毛利）目標，經由模擬，找出最佳定價組合。此方法與現行業者採用方法比較，結果顯示：在 85% 訂單交易成功率下，可增加 19% 的獲利；提高可容忍的訂單交易成功率，必需犧牲部份獲利；同時，提出一探索解，獲利所得約減少 0.8%，卻可節省相當多計算時間。在敏感度分析中顯示：訂單到達率快於處理速率時，訂單交易成功率將降低，獲利也會減少。

**關鍵詞：**電腦維修服務、快速維修、差異化服務模式、差別定價方法、探索解

**Abstract :** In the past, the computer repair service provides customers only one choice with the same due date and charge, which can not meet the increasing needs of priority repair service. Hence, differential service model is in need. In this paper, a differential pricing method is proposed. First of all, the market is segmented into several categories. Then the best price portfolio for categories under some tolerable order acceptance probability is found based on the maximal gross profit criterion. The results show 19% profit increases for this proposed method compared with the existing method adopted by computer repair service industry under 85% tolerable order acceptance probability. In