

Fuzzy Aggregation Evaluation Based on Some Fuzzy and Statistical Technique

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Abstract

This paper combines statistical and fuzzy concepts to propose an approach for fuzzy aggregation evaluation (FAE) which integrates corresponding triangular fuzzy numbers and statistical $(1 - \alpha) \times 100\%$ confidence interval in statistical point of view.

We apply the data set of customer attitude measurement of short message service (SMS) advertising and finally find that the criterion of irritation is the most important value. This method can provide a more complete view for manager decision making and also can be used in assessing the analogue of managerial problems.

Keywords: Fuzzy aggregation evaluation, short message service, fuzzy sets, confidence interval.