

拼多多商品质量管控能力评价研究

摘 要

随着万物互联和大数据的发展，新型的网上消费平台已经逐渐取代传统的实体经营消费平台成为主流商业链。本文通过对现有网购平台进行分析、比较发现拼多多平台所存在的质量管理的问题，通过运用 AHP 层次分析法建立网购平台商品质量管控评价指标体系，结合模糊综合评价法和四分图法对拼多多平台商品质量管控能力进行全面的评价。对拼多多平台商品质量管控能力的改善，提供帮助和方向，对电子商务质量管理的发展有一定的促进意义。

本文通过文献及数据调研，对拼多多进行全面的质量管理分析，通过收集用户的调研问卷，使用构建的质量管理评价体系评价拼多多商品质量管控的总体能力和各方面具体能力。本文通过研究网络购物平台质量管理能力并进行评价，促进网络购物行业的良性可持续发展。

关键词：电子商务；质量管理；AHP 层次分析法；拼多多；评价

Abstract

With the development of Internet of everything and big data, the new online consumption platform has gradually replaced the traditional entity management consumption platform as the mainstream business chain. In this paper, through the analysis and comparison of the existing online shopping platform, we found the quality management problems of pinduoduo platform, established the evaluation index system of commodity quality control of online shopping platform by AHP, and comprehensively evaluated the commodity quality control ability of pinduoduo platform by combining the fuzzy comprehensive evaluation method and the quarter diagram method. To improve the quality control ability of pinduoduo platform, to provide help and direction, to promote the development of e-commerce quality management.

Through literature and data research, this paper makes a comprehensive quality management analysis of pinduoduo, and evaluates the overall and specific capabilities of pinduoduo's commodity quality control by collecting users' questionnaires and using the quality management evaluation system,. This paper studies and evaluates the quality management ability of online shopping platform to promote the healthy and sustainable development of online shopping industry.

Keywords:E-Commerce; quality control; AHP; Pinduoduo; evaluate

以上内容仅为本文档的试下载部分，为可阅读页数的一半内容。如要下载或阅读全文，请访问：

<https://d.book118.com/245104113212011312>