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Robust fuzzy quality function deployment based on the mean-end-chain concept: service station evaluation problem for rail catering services

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Highlights

- Rail catering service station evaluation problem is studied in this paper.
- A robust fuzzy quality function deployment is developed for the problem.
- Mean-end chain based robustness-oriented goal programming models are formulated.
- Hybrid cross entropy algorithm is developed to solve the robustness-oriented models.

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