

DECISION-MAKING USING THE AHP: SELECT OF A LAW OFFICE BASED ON CUSTOMERS PREFERENCE ATTRIBUTES

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- **ABSTRACT:** *This study is based on the process of decision-making of the customer, analyzing its assessment as to the characteristics, quality attributes and reputation of services. It is essential for the company since the study of the personal choices of costumers provides recognition for the organization in the market. After the exploratory research, it becomes possible to offer a decision tool, which is imperative to attract new customers and gain notoriety in the legal field. Through the AHP method for multicriteria decision making, it was feasible to analyze and compare the data obtained from questionnaires given to the manager and potential clients of a law firm. From the analysis of the results, it is observed that even for companies already active and experienced in the Brasília's, there are space for strategies improvements so that the company offers accurately the desires of the customers.*
- **KEYWORDS:** *Decision making; AHP; legal marketing; law firm.*

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