

Effectiveness observed by passengers taking the Taiwan High Speed Railway Service: Especially their observation of overall quality and satisfaction

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Abstract

This paper is regarding research concerning Taiwan' s High Speed Railway (THSR) service; its quality and performance. Most of the passengers preferred this transportation when compared with other trains because it is clean, convenient, comfortable, and saves time, while offering high quality service. The paper has 5 service quality dimensions. It includes 28 items in the form of a questionnaire for passengers which focused on the Hsichu station. The first dimension concerns boarding the train; the second is inside the train station; the third is on the platform; the fourth is riding the train, and the last one is leaving the THSR station. The analysis shows the Strengths, Weaknesses, Opportunities, Threats (SWOT) and the Importance Performance Analysis (IPA). The research is in regard to passenger' s satisfaction with the quality of service and customer satisfaction.

Keyword : THSR, IPA, SWOT, Service Quality