

台灣高齡族群對交通運輸使用現況之滿意度與服務品質研究—以新竹高鐵站為例

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摘要

Taiwan's High Speed Railway is the preferred transportation when compared with other trains. It is clean, convenient, comfortable, and saves time while offering high quality service. Most of the adults or elderly prefer to take the THSR. It starts from Hsichu station and proceeds to the south with 45 railways. Going from South to North there are 44 railways per day with the average time of 25 minutes per train. It is possible to travel from North to South in only 1 hour. From Monday through Thursday most of the passengers are businessmen rather than the elderly. The elderly find they can visit friends in one day of travel and return home. Most of the retired people choose the THSR for their long journey. The quality service research had 5 dimensions. The first one is boarding the train; the second is in 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 and Weakness in the Importance Performance Method. The research is in regard to Taiwan's elderly passenger's satisfaction with the quality service.

關鍵字：THSR, Adults and elders, IPA, Service Quality