國道客運旅客忠誠度與選擇行為之研究

研究生：鄭秀綾　　指導教授： 藍武王教授
溫傑華教授

國立交通大學交通運輸研究所

摘　　要

政府開放國道客運路線的經營權後，各家客運業者在面對激烈競爭局勢下，紛紛研擬不同的營運策略(如低票價或提升服務品質)以增加市場佔有率。除了利用營運策略吸引旅客之外，業者如果可以掌握顧客忠誠度並培養更多忠誠顧客，則可為客運業帶來更多的利潤與價值。本研究主要探討國道客運顧客忠誠度與旅客如何選擇客運公司的行為，找出影響旅客選擇的重要因素。

研究方法包含三個階段。第一階段以因素分析法萃取潛在服務品質變數，第二階段再以結構方程式模型建構國道客運公司的忠誠度模型，最後以多項羅吉特與巢式羅吉特模式分析旅客選擇國道客運公司的行為，並且結合服務品質與顧客忠誠度的因素得點作為選擇模式的解釋變數。

本研究設計顯示性偏好問卷，蒐集台北—高雄線國道客運旅客之偏好與選擇資料。因素分析法萃取出車內硬體設備、駕駛與服務員態度、候車站空間與環境整潔、及客運公司營運方式等 4 個服務品質構面。顧客忠誠度結構方程式模型的校估結果發現，顧客忠誠度受到滿意度、服務價值、信任、及移轉成本的直接正向影響，競爭者的吸引力之直接負向影響；服務品質透過滿意度與服務價值間接影響顧客忠誠度；服務代價透過服務價值間接影響顧客忠誠度；服務價值透過滿意度間接影響顧客忠誠度。旅客選擇客運公司之多項羅吉特模式校估結果顯示，票價、硬體設備構面、駕駛與服務員態度構面、及顧客忠誠度構面為重要影響變數。巢式羅吉特模式能考量客運公司的相似性，解釋能力顯著優於多項羅吉特模式。根據模式校估結果研擬行銷策略，以供國道客運業者產品設計與營運規劃參考。

關鍵詞：國道客運、服務品質、顧客忠誠度、結構方程式模型、羅吉特模式

On the Passengers' Loyalty and Their Choices for Freeway Bus Carriers

Student：Hsiu-Lin Cheng　　Advisor：Dr. Lawrence W. Lan

Dr. Chieh-Hua Wen

Institute of Traffic and Transportation

National Chiao Tung University

Abstract

After the deregulation of freeway bus routes by the government, bus carriers adopt various operating strategies, such as lower fare and service improvement to attract intercity travelers. In addition to those operating strategies, customer loyalty receives much attention because loyal customers can bring more profits and values to the company. The primary objective of this research is to investigate passengers' loyalty and their choices for freeway bus carriers.

The methodological framework includes three stages. The first stage applies the factor analysis approach to extract the underlying latent factors of service quality. The second stage develops customer loyalty models by employing the structural equation modeling approach. The finally stage examines passengers' choice of bus carriers by incorporating factor scores of latent loyalty and service quality variables into the multinomial logit and nested logit choice models.

A revealed preference questionnaire was designed to collect bus passengers' preferences and choice data for those who travel in Taipei-Kaohsiung corridor. The factor analysis identifies four service quality factors which include onboard amenity, personnel's manner, station's performance and operational performance. The estimation results of customer loyalty models show that satisfaction, service value, trust and switching cost have direct and positive effects on customer loyalty, and attraction of competitors has a direct and negative effect on customer loyalty. The estimation results of the multinomial logit and nested logit models indicate that fare, onboard amenity, personnel's manner, and customer loyalty are significant variables influencing the choice of bus carriers. The nested logit models, which allow differential similarity among bus carrier alternatives, are statistically superior to the multinomial logit model. The results provide valuable implications for product design and marketing strategies.

Key Word: freeway bus, service quality, customer loyalty, structural equation model, logit model