以顧客價值觀點建立國際航空公司評選之模式

江佩馨、張魁

摘 要

航空業在面對總體經濟環境不利的影響下，燃油成本所佔總營運成本的比例增加，許多公司利用內部改善來控制成本，但是這些作法並無法提供長期的助益，應從顧客導向與需求，來提升企業的競爭能力。由於因產業別的不同，顧客價值的構面也會有所差異，尤其當乘客搭國際航線時，在客艙裡體驗的時間長，與服務人員的互動也較高，因此，將體驗層面納入考量，以彌補過去對於顧客價值研究之不足。然而為了建構完整之決策模式，本研究回顧相關文獻進行訪談，再運用「方法-目的鍵」建立層級間關係；其次，透過詮釋結構模型(Interpretive Structural Modeling; ISM)來確立準則間之相依關係。第三，運用分析網絡程序法(Analytic Network Process; ANP)評估屬性權重值，以完整衡量顧客心中整體價值。最後，本研究以國內三家知名的國際航空公司做為評選方案，結合前述利用ISM與ANP所發展的航空公司之層級架構，作為國際航空公司評選模式；根據究結果顯示，更深入了解乘客偏好的服務屬性。

關鍵詞：顧客價值、詮釋結構模型、分析網絡程序法

目錄

中文摘要 ................................ iii
英文摘要 ................................ iv
誌謝辭 .................................. v

目錄

中文摘要 ................................. iii
英文摘要 ................................. iv
誌謝辭 ................................. v

章節

Chapter 1  Introduction ................ 1
1.1  Research background and motivation 1
1.2  Research objectives ................ 3
1.3  Research process .................. 4

Chapter 2  Literature review ............ 6
2.1  Customer value .................... 6
2.2  Service Quality .................... 13
2.3  Means-end Chain .................. 16
2.4  Interpretive Structural Modeling.... 18
2.5  Analytic Network Process .......... 20

Chapter 3  Establish a evaluation model ... 23
3.1  Setting up the goal and the hierarchy 23
3.2  Testing and verifying dependency relations 25
3.3  Figuring out the relative weight values 30
3.4  Testing the consistency and integrating opinions 35
3.5  Calculate total weights of service attribute 36
3.6  Calculating the scheme weight values 38
3.7  Investigation process and research samples 40
3.8  Questionnaire design ............. 42

Chapter 4  Analysis and results .......... 45
4.1  Investigation on evaluation cases 45
4.2  Developing airlines assessment framework 46
4.3  Testing and verifying the dependence relations 48
4.4  Calculating the relative weight of the desired value 60
4.5  The dependency relation in the safety value 62
4.6 Utilizing super-matrix to obtain relative weight at ECs level

4.7 Calculate total weight of service attributes

4.8 Index computation and scheme assessment

4.9 The influence of interactions on consumer decision

Chapter 5 Discussion

5.1 Discussion

5.2 Contributions

Appendix A

Appendix B

Appendix C

List of Tables

Table 1 The dimensions and definitions of customer value

Table 2 The definition of service quality dimensions

Table 3 ISM applications

Table 4 The first level hierarchical matrix is deconstructed

Table 5 The second level hierarchical matrix is deconstructed

Table 6 The three level hierarchical matrix is deconstructed

Table 7 Random index, RI

Table 8 List for the professional backgrounds of the Interviewees in this Study

Table 9 List for the backgrounds of the evaluation scheme

Table 10 The hierarchical matrix of safety value is deconstructed

Table 11 The service attributes of WFR, LAR and LER is deconstructed

Table 12 The service attributes of LS, HA and WI is deconstructed

Table 13 The Relative weights of desired values

Table 14 Relative weights of service attributes for airlines

Table 15 Pair-wise comparison matrices at ECs between FS and CR

Table 16 Pair-wise comparison matrices at Price Preference among SP, MB and PLT

Table 17 Super-matrix of interdependence before convergence at ECs level

Table 18 Super-matrix of interdependence after convergence at ECs level

Table 19 Super-matrix of interdependence before convergence at SAs level

Table 20 Super-matrix of interdependence after convergence at SAs level

Table 21 The relative weight of service attributes for airlines

Table 22 The weight, index and evaluation results of attributes for alternatives

Table 23 The comparison between AHP and ANP weight

List of Figures

Figure 1 The research process of this study


Reference}

一、中文部分簡短富 研討結果分析與管理 全面品質提升支 架構與方法，台北，雙葉出版社。 世界民航雜誌，第 期， 李家豪 以結構整合觀點探討組織設計模式 - AHP 為分析工具，私立中原大學企業管理研究所未出版之博士論文， 李宜 haus 策略行銷管理 發揮產品優勢、打入利基市場的高效策略，台北，美商麥格羅希爾出版社， 林羿 吟 溫泉旅館服務品質評估模式之建構，私立中華大學科技管理研究所未出版之碩士論文， 客價值觀點分析旅客選擇航空公司之行為，國立台灣海洋大學航運管理研究所未出版之碩士論文。 二、英文部分


Transport Management, 13(4), 238-242.