

Relational Analysis of Bus Service Quality, Service Failure, Service Recovery and Customer Satisfaction in Taipei Area

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ABSTRACT

The highway passenger transportation is a traditional servicing industry, but developing rapidly along with the economy, together with the regional and downtown transportation networking system setting up gradually, not only providing the passenger more quickly, comfortable, secure, and low price of transportation, but also changed the consuming habit and behavior of the general citizen for "going", which will impact seriously at the existing space for the public-bus servicing industry in the future. The servicing improve measure is a newly topic in the last few years, which is less discussing in servicing quality. So combing with the servicing improve measure for the servicing quality is a completed study. Therefore, this study takes the public-bus industry in Taipei as the substantial researching object, hoping can reach the purpose as following: 1. Understanding the service failure of possible situation for passenger to ride on the bus, and categorizing. 2. Understanding while the passenger riding on the bus encountered service failure, what kind of improve measure the bus industry considering, and categorizing. 3. The correlation and the influence between the service quality, service failure, servicing improve measure in public-bus industry, and reaction for the customer. This study issued 700 copies in total, 617 copies in reply, 617 copies in valid. As a result the valid reply is about 88.1%. The author apply the software system of SPSS Windows to conduct and analysis the result. And focusing at the sample data of the study method are describing statistics, truly analysis, related analysis and the replying analysis...etc., the conclusion for the study is as follows: 1. The servicing quality is positive influence for the satisfaction of passenger. The better for the public-bus service quality, the more satisfies for the passenger. 2. The service failure is negative influence for remediable measure. The experience show us that the wrong for the service failure, the less effect for the remediable measure. 3. The service failure is negative influence to the service quality. Doing well for the service quality at the first time, then the service failure will decrease. 4. The improve measure is positive influence to the service quality. The better for the service quality, the more effective for the improve measure. That 's why better service quality means better remediable measure. 5. The satisfaction of the passenger is positive influence to the improve measure. The better for the improve measure, the better for customer loyalty, willing to ride again, and positive image. The experience shows us, through investigations it built up a long-term relationship between the industry and the customer. 6. The service failure is negative influence to the satisfaction of customer. The more worse for the service failure, the more lower for the satisfaction of passenger. The conclusion above will share with the owner of bus industry, related scholar, and provide as the reference for the following study.

Keywords : Service quality ; Service Failure ; Service Recovery ; Customer Satisfaction

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