

# A Study of Service Quality for Freeway Service Area

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## ABSTRACT

The performance of the service areas in the freeway is getting highly growth because (1) the network of the Taiwan freeways is in heavier density day by day, (2) people in Taiwan now enjoy high living standard, and (3) people have usually chose travel to enjoy their weekend since the government declares people can have two holidays every to release their body and soul from the daily heavy work. When people utilize the freeways, they will expect higher service quality of the service area. Consequently, this reason reveals the importance of the service areas in the freeway. This research first studied the mix of the available service items in the service areas, and conducted 6 dimensions and 30 items from the previous studies, We used the questionnaires to investigate the perception and expectation about the service quality of the 4 service areas in the middle section of the freeway: Taian, Chinshui, Siluo, Nantou. By this research, we tried to study the relationship between the respondent's characteristics and the satisfactory about the service quality of the service area in the freeway. According to this research, we found that the driver's most favorite activity in the service area is to utilize the toilet (75.2%).60.8% drivers chose to come to this area because they just passed through this place, 49.4% drivers' purpose to visit this service area is for their need to travel and enjoy their vacation. Through our research, we also found the first 4 items the drivers think most important: the cleanness of the toilet, the price of the food, the price of the commodities, and the efficiency of the cleaner. Therefore. This research explained the importance of the price and cleanness for the management of the service area, we also discovered, however, that the satisfactory of the price is the worst items drivers evaluate. To sum up, the scores of all the items didn't reach the expectation of drivers satisfactory, and are below the average. However, we also found that the available service mix in the service areas is positively related to the driver's satisfactory. We can conclude that if we can improve the service quality of the available service mix in the service area, we can promote the satisfactory of the drivers.

Keywords : Service Area of Freeway, service quality, satisfaction

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