

A Study on the Attractiveness, Satisfaction and Behavior Intention of Railway Traveler

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ABSTRACT

The purpose of this study is to investigate the relationship among characteristics of railway package tour travelers, attractiveness of railway package tour, travelers' satisfaction and their behavioral intention. According to research results, we propose several specific suggestions as future references for railway package tour businesses to manage and develop travel routes. This study adopts questionnaire survey to collect data. A total of 161 copies of valid questionnaire were rendered with four-section questions including the attractiveness of railway travel, travelers' satisfaction, behavioral intention, and travelers' personal characteristics. Survey data were analyzed using Descriptive Statistics, Independent sample t test, one-way ANOVA and structural equation modeling (SEM). Research results show: There is a significant difference of the attractiveness of railway travel for travelers of different characteristics, including gender, average monthly income and the most used transportation for travel. The attractiveness of railway travel has positive effect on travelers' satisfaction. The satisfaction of railway travelers has positive effect on their behavioral intention. The above-mentioned results show the higher the travelers' satisfaction, the higher their loyalty, meaning the higher intention they re-participate and introduce to friends and family. In addition, travelers' satisfaction has significant effect on behavioral intention of railway package tour travelers; it also serves as a mediator for the attractiveness of railway travel to have a mediating effect and influence the behavioral intention of railway package tour travelers. The important contribution of this study is to propose a behavioral intention model of railway package tour travelers. Comparing with the convenience of high-speed railway, we propose a railway transformation to a multi-functional transportation combining traditional and recreational function; we also suggest reinforcing the attractiveness of railway package tour such as nostalgic tours on Ping Shi, Nei Wan, and Chichi Railways, spiral mountain-climbing railway on Alishan. Hence, the attractiveness of railway travel has significantly positive effect on travelers' satisfaction and increases the intention for a returned customer, in addition to the transformation of traditional railway industry to a recreational industry.

Keywords : railway traveler ; attractiveness ; satisfaction ; behavior intention

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