

# 特定消費者對多功能悠遊卡效能滿意度之探討

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## 摘要

Travel Card is one of most comprehensive functions electric-magic linking and multi-functional cash saving card to be use a variety of Transportation, Beverage, Food Purchasing, Car-parking, Public Bus, and Tube (Underground) etc. It is fairly popular use within Northern Taiwan passengers and showing high percentage convenience for them. Mainly, this case research prefer four directions for Travel Card to be used as small amount payment, the Effectives for End User, Value Added, Safe. We find that most of final user agree above survey that Travel Card have had Timing Saving function after taking that card within specific functional areas. This research use questionnaires to collect data which include many times pre-testing and furthermore use seven statistical methods to examine data. The main direction of this research would explore why is the real consumer behaviors of Travel Card. It is through by literature review and dada analysis that we can find the motivation of card-purchasing, data source integration, different cases review, preview and after purchasing attitudes. Furthermore, this research would like to find the key factors out and provide the conclusion and suggestions.

關鍵字：Small Amount Payment, Effectives for End User, Value Added, Safe.