

應用DEMATEL分析車用導航系統使用者滿意度之關鍵因素Using DEMATEL To Analyze  
Key User Satisfaction Factors On Vehicle Navigation Systems

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摘要

The growth of Vehicle Navigation Systems in Taiwan is decreasing. In order to understand this phenomenon, a satisfaction survey was done and found that users had a lot of bad comments. To deep study the cause, we used factor analysis to screen out seven key factors: system life, user interface, path planning functions, brand image, system expansion, system stability, and aesthetic appearance. An expert survey was conducted. There were twenty one more than 5 years users and thirty industry practitioners were surveyed. The DEMATEL was used to analyze the key user satisfaction factors on vehicle navigation systems. The order of importance of users' satisfaction decision-making evaluation factors is: brand imagine, system stability, path planning functions, and user interface. Users choose their navigation system brand by the system life. The order of importance of industry practitioners' satisfaction decision-making evaluation factors is: system stability, brand imagine, path planning functions, and system life. Practitioners built their brand imagine by the system expansion. Users and practitioners have the same effect, brand imagine. However, there is a cause difference between users and practitioners. Therefore, industry practitioners should modify their focus to follow users' and build their system brand image. Consequently, users will increase their willingness to buy and company will strengthen its competitive advantage.

關鍵字：Vehicle Navigation Systems, Factor Analysis, DEMATEL, User Satisfaction Factors.