

運用Kano二維品質模式分析台灣地區市區公車動態資訊系統發展現況之研究
(Applying Kano Model to Assess the Dynamic Bus Information System in
Taiwan)

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摘要

There are thirteen counties has built bus information systems (BIS) in Taiwan. Because of the different buses utilization and frequency, whether the functions of the BIS meet the users' needs is an important topic of research. In this study, Kano model and Importance-performance analysis are used to analysis the performances of the bus information system. The results of Kano model show that the users who live in the low bus utilization cities prefer to identify as "one-dimensional quality and must be quality elements" or "attractive quality elements". And the results of the important-performance analysis can be found low usage of the bus grouping, the users believe that the function of BIS is more useful, but the BIS also still a large improvement.

關鍵字: bus information system, Kano model, Importance-performance analysis