

Development of Airport Service Quality Warning Model: An Empirical Study on Songshan Airport

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Abstract

As the industry structure in Taiwan continues to change, the contribution of the service industry in the economic growth rate increases every year. Thus, to increase customer satisfaction and loyalty and to become sustainable in today's highly competitive market, developing a more comprehensive service quality system through effective resource allocation strategies is important for managers. Since the implementation of cross-strait direct flights, SongShan Airport has evolved into a hub for both domestic and across-the-strait air services. This means that enhancing the degree of satisfaction of passengers on the service quality of SongShan Airport has become a critical aspect in maintaining its image. This study is, therefore, focused on meeting the needs of the passengers and on integrating the concept of a management cycle and a two-dimensional improvement opportunity matrix (IOM) to build the service quality (SQ) warning model for SongShan Airport to monitor its SQ performance continuously. According to the results of the SQ warning analysis, the top 10 warning indicators are all related to SQ dimensions, such as interaction, safety, passing efficiency, and function. To help the airport improve its SQ more effectively, some empirical suggestions are provided based on the top 10 warning indicators.

Keyword : airport, service quality (SQ), SQ warning model, two-dimensional improvement opportunity matrix (IOM), back-propagation neural network