

以無人管理租賃系統探討台北市微笑單車之使用滿意度

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摘要

Because of global warming issues, the Taipei City Government hopes to create a cleaner, low-Consumption short-range public bicycle as a "smile bicycle." Combines advanced RFID (Radio Frequency Identification, RFID) technology, which with non-contact, fast read time, long life time, storage space and high security etc, and can be A to B to the car rental, Smile bicycle is a new transportation construction, after operation, customers satisfaction will be affected by external factors, hope from the study, we can know people to think about the smile bicycle.

This study Combines American Customer Satisfaction (American Customer Satisfaction Index, ACSI) and European Customer Satisfaction (European Customer Satisfaction Index, ECSI) two indicators, total of seven potential variables, including images, expectations, perceived quality, perceived value, customer satisfaction, customer complaints and customer loyalty. And the use of linear structural equation modeling (Structural Equation Modeling, SEM) recovered in the questionnaire, the questionnaire through the quality of the index test and the use of confirmatory factor analysis to identify potential interactions among these variables, the relationships and the strength level, The results will provide smile bicycle Policy Unit .

關鍵字：RFID、SEM、ACSI、ECSI、Customer Satisfaction、Unattended