

火車快飛：比較台灣與日本乘客對高鐵服務作業 與場站管理之回應

劉典嚴*

摘要

本研究企圖探索在多重運輸服務模式的提供下，比較縱貫台灣西部走廊與奔馳日本東海道幹線之高速鐵路的市場反應(market response)。對比觀察日本方面，自從舉世第一條高速鐵道「新幹線」(連結東京、名古屋、京都到大阪)於1964年落成後，日本新幹線一直以東京為幅輳中心不斷拓建而享譽盛名。考量到市場回應(例如服務品質、顧客滿意)一直是影響服務導向型運輸事業長期營運、成長與獲利之重要因素，將台灣高鐵與日本新幹線做一跨國性比較，透過彼此實際經營經驗來分析不同乘客的反應，便顯得有其意義。在研究方法層面，藉由商業配銷與相關物流文獻所導出的消費者運籌理論(Consumer logistics theory)，則可適時運用於乘客審慎從事於運輸服務的消費決策上。本研究採用結構方程模式(structural equation model; SEM)來衡量高鐵運輸服務的市場反應機制中，消費者物流觀點下中介變數的衝擊，此實徵研究試圖驗證這些隸屬高鐵服務業中介變數(例如車廂清潔、顧客抱怨)影響市場反應的情形。借鏡於日本新幹線服務所形成的對比，本研究嘗試瞭解顧客利用高鐵作為城市間商務旅行服務的認知與反應，以便管理團隊施展有效行銷策略，持續改善品質，以及有效的顧客關係管理，以確保乘客未來對台灣高鐵系統的委任與信賴。

關鍵字：消費者運籌、服務品質、高速鐵路

* 育達商業科技大學行銷與流通管理系助理教授

When Trains Fly: Market Response to High-speed Rail Service Operations between Taiwan and Japan

Dian-Yan Liou^{*}

Abstract

This paper explores the Consumer Logistics of high-speed rail (HSR) comparing Taiwan's western corridor with Japan's eastern corridor, under a variety of scenarios concerning the services offered and the possible competing transport modes in the corridors. Consumer logistics theory essentially reconceptualizes the business distribution literature related to logistics into the context of the consumer market. The resultant consumer logistics functions pertinently transmit consumer deliberation related to transportation decisions. In this article, a structural equation model (SEM) is proposed to measure the impact of mediating variables in the consumer logistics on the different markets response with HSR service. The empirical study verified that the Consumer Logistics is influenced by the introduction of mediating variables, such as corporate reliability and passenger complaints, into the HSR service industry. Comparing and contrasting the Taiwan High Speed Rail and Japan's shinkansen (known as "bullet train") project, this research provides an evidential basis with the understanding of multiple regional sites of HSR service for intercity business travel so that the management team can deploy an effective marketing strategy, achieve continuous quality improvement, and efficiently manage customer relationships to ensure passengers' future commitment and confidence in the HSR systems.

Keywords: Consumer Logistics, Service Quality, High-speed Rail.

^{*} Assistant Professor, Department of Marketing & Logistics Management, Yu Da University