乘客對於一般公車路線與專用道路線之服務品質與滿意度認知研究

The past studies in service quality of bus transportation system, only probed into the service quality and passengers' satisfaction of the whole bus system, influence on passengers' behavior. This study tries to divide the bus system into urban bus routes and exclusive bus lanes, comparison with urban bus routes and exclusive bus lanes according to the expectation and experience of bus service quality, passengers' satisfaction and passengers' behavior. Based on the characteristics of bus service, a conceptual model has been developed for bus transportation system by integrating Brandy & Cronin (2001) discussed service quality conceptual model, satisfaction and behavior intention model. Then, an empirical study is conducted to test the hypothesis in this conceptual model. To test the adaptability of the construction model, this study adopt the analytic tool of Structural Equation System and do confirmatory factor analysis and path analysis. The research objects are urban bus route passengers and exclusive bus lane passengers.