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篇名：桃園國際機場陸側服務品質屬性與優先改善順序
並列篇名：LANDSIDE SERVICE QUALITY ATTRIBUTES AND THEIR IMPROVEMENT PRIORITY: AN EMPIRICAL STUDY OF TAOYUAN INTERNATIONAL AIRPORT
作者：賀天君(Tien-Chun Ho);顏進儒(Jin-Ru Yen)
關鍵字：桃園國際機場;服務品質;Kano模式;重要度績效分析;Taoyuan International Airport;Service quality;Kano's model;Importance- performance analysis
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中文摘要：過去許多研究透過量化方法衡量國際機場績效，但無研究整合Kano二維品質模式與重要度績效分析評估國際機場服務品質。本文基於桃園國際機場之立場，針對臺灣桃園國際機場之入出境旅客進行問卷調查，藉由服務品質(SERVQUAL)架構，構建臺灣桃園國際機場服務品質評估模式。透過問卷所得資料，探求臺灣桃園國際機場服務品質屬性及旅客重要度與滿意度。研究結果顯示，臺灣桃園國際機場服務品質屬性中，7項為一維品質，25項為必需品質，13項為無差異品質。在重要度與滿意度方面，分別以「清晰的登機廣播」與「機場人員服務態度」為首要，「候機室設備舒適度」則為最優先改善之項目。本文研究結果，可提供臺灣桃園國際機場作為未來擬定營運策略之重要參考依據。
英文摘要：A number of airport studies have contributed to measuring airport performance through quantitative approaches, but none of them have applied and combined Kano's model and importance-performance analysis to evaluate international airport service quality. Based on Taiwan Taoyuan International Airport's (TTIA) orientation, this paper implemented a questionnaire survey for passenger in Taiwan Taoyuan International Airport. Considering SERVQUAL frameworks and then obtaining by questionnaires to construction and implication the service quality, importance and satisfaction of Taiwan Taoyuan International Airport. The research results indicate that there are (1) seven service qualities attribute to one-dimensional quality, (2) twenty-five qualities attribute to must-be quality, and (3) thirteen qualities attribute to indifferent quality. The overall evaluation illustrates that the 'boarding broadcast clearly' and 'service attitude of terminal staff' are the primary rating criterion for importance and satisfaction survey, and ＂departure lounge＂ is the highest priority for the improvement project. These results can provide as a good reference for TTIA to create operating strategies.
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篇名：依時性高速公路收費雙層規劃模式
並列篇名：A TIME-DEPENDENT BI-LEVEL MODEL FOR FREEWAY PRICING
作者：嚴國基(Kuo-Chi Yen);陳惠國(Huey-Kuo Chen)
關鍵字：道路定價問題;雙層規劃問題;依時性用路人路徑選擇最佳化問題;Road pricing problem;Bi-level planning problem;Time-dependent user-optimal route choice problem
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中文摘要：由於私人運具的成長對於國道運輸造成衝擊，因此主管機關應以系統化的角度進行思考如何確實反映尖峰時間使用國道所應付出的價格。國道費率定價的制定必須能夠達到「替代效果」，此替代效果包含時間替代、道路替代以及運輸工具的替代。鑒此，本研究建構國道收費定價最佳化設計雙層規劃模型。上層問題為系統最佳化，追求路網總成本最小為目標；下層問題則利用含額外限制之依時性用路人最佳化運具選擇／路徑選擇／出發時間選擇模型的特性，分析最佳化費率下依時性用路人旅運行為。使得用路人因有效的道路定價產生道路替代、運具替代以及出發時間替代的效果，進而規劃出切實有效的最佳化費率，作為未來政策推行的依據。
英文摘要：Rapid growth in private vehicle ownership has led to congestion and inadequate service on freeways. The authorities should promote the road pricing strategy in a systematic view that accurately reflects the cost of using the freeway during peak hours is required. The pricing strategy must achieve the ＂alternative effect＂ which includes departure time replacement, path substitute and modes alternative. This study formulate the time-dependent bi-level model for road pricing on freeways which integrates time dimension, route choice and mode choice factors. The upper level objective of the model is to minimize the total network costs. The objective of the lower level is to apply the time-dependent user-optimal mode choice/departure time/route choice model with side-constraints to analyze the behavior of the travelers under optimal toll rates. The users will be affecting by efficiency road pricing and changing the behavior. The results can be used as reference in establishing public policies that facilitate effective toll rates.
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篇名：電動公車營運指標、財務效益分析與發展策略之研究
並列篇名：AN ANALYSIS OF OPERATIONAL BENCHMARKS, FINANCIAL BENEFITS AND DEVELOPMENT STRATEGIES FOR ELECTRIC URBAN BUSES
作者：賴文泰(Wen-Tai Lai)
關鍵字：電動公車;營運指標;生命週期成本;Electric bus;Operation benchmark;Life-cycle cost
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中文摘要：行政院於民國103年宣示10年內將臺灣柴油公車全面汰換為電動公車，然迄今之發展不如預期，究其主因是客運業者對電動公車之財務效益、續航力、妥善率仍有疑慮。基於上述背景，本研究首先藉由利用車載機及車電資訊整合系統，蒐集電動公車實際營運資料，分析電動公車用電效率、續航里程、妥善率等營運指標；其次，針對電動公車與柴油公車之生命週期成本進行比較，客觀論述了電動公車之財務效益，進而探討了電動公車較柴油公車具財務優勢之可行策略。分析結果顯示，電動公車車體成本接近合理價格、充電模式改為快速充電、柴油價格上漲或透過排班方式增加電動公車行駛距離時，電動公車可較柴油公車具財務優勢。
英文摘要：The Central Government announced in 2014 its policy to replace all diesel buses with electric buses within 10 years. However, the results of this policy have not met expectations, primarily because of doubts that bus operators have on the financial benefits, driving range and reliability of electric buses. With such a background, this study seeks to, first, arrange for the use of data collected from on-board units on actual operating urban electric buses; and conduct objective analysis of the electric energy efficiency, driving range, and reliability of electric buses. Second, to conduct a comparative analyses of the life-cycle costs of electric and diesel buses. Furthermore, this research analyzes the financial benefits that electric-buses have over diesel, and to use it to develop a feasible strategy for electrification. The analyses shows that when (1) the cost of electric bus bodies are reasonable, (2) the charging regimes are changed to ＂Fast-Charging Battery＂, (3) diesel prices rise, or (4) bus schedules are coordinated for electric bus travel distances; Electric buses have financial advantages over diesel buses.
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篇名：臺北市公共自行車場站對鄰近住宅價格之影響
並列篇名：THE IMPACT OF PUBLIC BIKE STATION ON RESIDENTIAL HOUSING PRICE IN TAIPEI CITY
作者：江穎慧(Ying-Hui Chiang);莊喻婷(Yu-Ting Chuang);張金鶚(Chin-Oh Chang)
關鍵字：公共自行車;住宅價格;空間計量;分量迴歸;Public bike;Housing price;Spatial econometrics;Quantile regression
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中文摘要：基於全球暖化、能源短缺等問題日益明顯，臺灣的公共自行車文化也在這幾年逐漸成形，目前臺北市公共自行車系統(或稱微笑單車)已建置超過200個站點，累積4000萬以上的使用人次。而公共自行車系統具有對環境友善的綠色交通特質，提供接駁、轉乘用途，不僅提升大眾運輸服務範圍的及戶性與生活便利度，尚具有休閒、觀光等功能，促進站點周圍景點及熱門商圈的發展。過去研究交通及大眾運輸系統的相關文獻，大多支持交通設施將透過資本化效果對周圍不動產帶來正向影響的論點。因此，本文試圖釐清公共自行車系統是否對於周圍地區不動產價格會產生影響效果。本研究選取臺北市2012年10月至2015年底之不動產實價登錄交易資料作為研究對象，透過公共自行車系統共212個站點資料，運用特徵價格模型，進行公共自行車對鄰近周圍400公尺住宅價格影響效果之分析。實證結果顯示，公共自行車設站後對於鄰近地區住宅價值有正向且顯著的提升，其幅度約為住宅價格的5.97%，此結果可提供消費者參考。另外，公共自行車場站對低總價住宅正向影響大於高總價住宅，顯示低總價住宅住戶較偏好使用公共自行車，產生較大的效用，可提供未來場站應多設置於低總價住宅區之政策參考；而通勤與非通勤(休閒)不同類型場站對周圍住宅價格影響不同，通勤類型價差約3.1%，顯示通勤類型場站效用較大，亦可提供未來場站多設置通勤類型參考。
英文摘要：Due to global warming, energy shortage as well as other environmental issues, the culture of bike sharing in Taiwan has taken shape gradually in recent years. There are over 200 stations of Public Bike System (Youbike) in Taipei with over 40 million citizens that have used it. Such green transportation facility is environmentally friendly and provides the ease of short-distance transit. Not only does it expands the service area of the mass rapid transit system, but also promotes the development of locations or shopping areas near bike stations. Many reports about traffic or mass transportation reveal that improvements in transport would bring positive effects on nearby housing prices. Therefore, this paper focuses on the influence of bike sharing system on property values. The transaction data in this study is adapted from Actual Price Registration of Real Estate in Taipei City in the period of October 2012 to December 2015 along with 212 locations of bike stations. The regression modeling results showed that, that setting up the PBS stations would improve traffic accessibility around the area, the quality of the living environment in the urban area, and increase the MRT station and other transport facilities' service area. In addition, it also brings positive and significant effects on the price of residential housing close to the stations.
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