『飛』同凡響 —臺灣民眾搭乘廉價航空滿意度自我認知與模式測量統計之研究

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摘　　要

　　本研究主要以臺灣民眾搭乘廉價航空為研究對象，了解台灣民眾搭乘廉價航空它的顧客滿意度如何？臺灣民眾搭乘廉價航空自我認知上為何？進而探討遊客搭乘廉價航空滿意度模式適配度檢定的統計關係。本研究以問卷方式獲得遊客滿意度推估之模式，資料經 Amos20.0 版統計軟體執行結構方程模式中的驗證式因素分析。結果顯示滿意度量表驗證式因素分析模式是一個有效的建構，其整體模式適配指標：$\chi2=1432.91$、GFI=.92、 AGFI=.88、CFI=.98、RMSEA=.05、$\chi2/df=1.30$。模式內在品質達到判別標準，基本配適度指標之因素負荷量也達到評鑑理想值。臺灣民眾搭乘廉價航空的滿意度現況除了對機票價格較滿意外，其餘問項平均得分皆在 4 分以下，尤其以機上餐飲價位、機上自費娛樂設施、機上自費娛樂設施價位及機票退票、改票方便性最不滿意。本研究廉價航空顧客滿意度結果，期能做為旅行業管理單位、學術研究及相關單位參考。

關鍵字：廉價航空、滿意度、驗證式因素分析模式

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The Study of Measuring Mechanism of Taiwanese Passengers' Satisfaction and Perception of Low-Cost Carriers

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Abstract

The purpose of this study is mainly on understanding Taiwanese passengers' satisfaction and perception of low-cost carriers (LCC), then investigating the statistical relationship of LCC passengers' satisfaction model using goodness-of-fit test. This study employed questionnaires and SEM factor analysis via Amos 20.0 statistical software to acquire the LCC passenger satisfaction forecasting model. Data were analyzed according to second order confirmatory factor analysis in structure equation models by the AMOS 20.0 software. The results revealed that the measuring mechanism of LCC passengers' satisfaction was an effect model. The Results also revealed its analysis to be an effective construction. Its overall model fitness norm is $\chi 2$ = 1432.91, GFI = .92, AGFI = .88, CFI = .98, RMSEA = .05, $\chi 2$ / df = 1.30. Internal quality reached the standard differentiation, while the factor loading in preliminary fit criteria meet the ideal evaluation value. With the exception of "air fare", the average scores of all the other items are below 4.0, while "dining prices", "on-board entertainment facilities", "the prices of on-board entertainment", "the convenience ticket refunds", and "the convenience of rescheduling a flight" were among the less satisfied. The results may provide some useful reference for the tourism industry, academic research institutions, and other related organizations.

Keywords: Low-Cost Carriers, Passenger Satisfaction, Confirmatory Factor Analysis Model

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