

摘要

網路科技日新月異、行動裝置發展越來越進步，許多的事情都可以依靠手機來完成為我們帶來許多便利。網際網路與行動商務技術發展成熟，各式創新商業模式不斷地蛻變與重生，逐漸形成新業態並成為共享經濟的一環。共享經濟專注於共享、交換，成為一種新的商業結構形式，且共享服務受到消費者的青睞，並帶動業者以創新商業模式來進行服務。在競爭激烈的市場上，業者如何改善服務品質，以提升顧客滿意度，一直是被重視的問題。

本研究參考 Parasuraman *et al.*(1985)所提出的服務品質模式，衡量台灣 Uber 及印尼 GO-JEK 的顧客對業者期望的服務品質和實際感受的服務品質，因認知程度的不同所產生的缺口所造成的滿意度差異，再探討顧客對於知覺風險的感受程度是否會干擾知覺品質及知覺價值，進而影響顧客對於業者服務的滿意度以及台灣 Uber 及印尼 GO-JEK 消費者的消費型態。

研究結果顯示如下：

- (1) 服務品質(缺口)對知覺價值具有顯著影響，對整體、Uber 和 GO-JEK 都成立。
- (2) 知覺風險對知覺價值具有顯著影響，對整體、Uber 和 GO-JEK 都成立。
- (3) 服務品質(缺口)對顧客滿意度具有顯著影響，對整體、Uber 和 GO-JEK 都成立。
- (4) 知覺風險之干擾關係在此研究中獲得支持，對整體有成立，但是 Uber 和 GO-JEK 不成立。
- (5) 知覺價值會部分中介服務品質(缺口)與顧客滿意度間的關係，對整體和 Uber 皆有成立，但是 GO-JEK 不成立。

關鍵詞：線上運輸服務、服務品質缺口、共享經濟、知覺風險、知覺品質

Abstract

With the rapid development of network technology and mobile devices, many things can be done by mobile phones, which brings us a lot of convenience. When the Internet and commerce technologies have more matured, the various innovative business models have been constantly transformed and reborn. They are gradually forming new formats and becoming a part of the sharing economy. The sharing economy focuses on sharing and exchange, and has become a new form of business structure, and shared services are favored by consumers and driving practitioner to support new services with innovative business models. In the competitive market, how to improve service quality to enhance customer satisfaction has always been an important issue.

This study refers to the service quality model proposed by Parasuraman *et al.* (1985) to measure the expected and actual service quality of customers of Uber in Taiwan and GO-JEK in Indonesia, the gap which is caused by the satisfaction differences in customer's cognition. To explore whether customers' perception of perceived risk interferes with service quality and perceived value, which will further affect customer satisfaction with services and the consumption patterns of Uber in Taiwan and GO-JEK in Indonesia.

The research results have shown as following:

- (1) For entire, Uber and GO-JEK, all gaps of service quality have significant effect on perceived value.
- (2) For entire, Uber and GO-JEK, all perceived risks have significant effect on perceived value.
- (3) For entire, Uber and GO-JEK, 11 gaps of service quality have significant effect on customer satisfaction.
- (4) For entire, the interference relationship of perceived risk is supported in this study, but not for Uber and GO-JEK.
- (5) For entire and Uber, both perceived values will partially mediate the relationship between the gap of service quality and customer satisfaction, but GO-JEK is not supported.

Keywords: Online Transportation Services, The gap of service quality, Sharing Economy, Perceived risk, Perceived value