

# 摘要

本研究主要在探討政府針對大眾運輸服務進行創新時，對大眾運輸服務品質的影響並進一步探討新聞資訊對個別大眾運輸服務其服務品質影響。為達此研究目的，本研究以臺中快捷公車與臺中優化公車兩種公共服務為研究標的，並利用從公共部門獲得的客訴原始資料作為衡量服務品質標準進行資料探勘，將客訴樣態分為 11 種，分析前後不同公共服務創新其客訴樣態差異，並研究時間範圍內相關的新聞事件是否對個別公共大眾運輸服務其客訴有影響。本研究藉由資料探勘，研究期間各半年刪除無效資料後共 376 筆客訴資料，運用 SPSS 軟體分析，發現公共服務創新對整體客訴有顯著差異，進一步發現客訴的態樣以公車動態資訊系統、拖班、服務態度不佳、無故急煞車、超速、過站不停、擅自改道、闖紅燈，共 8 項有顯著性差異。並分析新聞事件前後一個月客訴之間的差異，發現對臺中快捷公車及臺中優化公車皆有部分顯著差異。本研究認為事件前後一個月有顯著差異的話為公司管理有問題，無法及時處理造成民眾持續客訴。本研究依此研究結果提出相關改善建議，提供相關單位做為參考。

**關鍵字:**服務創新、大眾運輸、公共服務、新聞資訊

# Summary

This study focuses on the impact of the government on the quality of mass transit services when innovating for public transportation services and further explore the impact of news information on the quality of service for individual mass transit services. For the purpose of this study, this study takes the two kinds of public services such as Taichung City's BRT lanes and Taichung optimized bus lanes as the research object, and use the public information obtained from the public sector as a measure of service quality standards for Data mining. There are 11 kinds of guest vocals, which are different from the public service innovation before and after the analysis, and to investigate the impact of relevant news events on personal public transport services during this period. During the study period, a total of 376 customers complained about the information. Using SPSS software analysis, we found that public service innovation on the overall customer complaints have significant differences, guest complaints have significant differences for Bus Dynamic Information System、Delay、Poor service attitude、Emergency brakes、Speeding、Skip stop、Unauthorized diverted、Running a red light. Analysis of news events before and after the month of the difference between customer complaints, Taichung City's BRT lanes and Taichung optimized bus lanes both have some significant differences. This study suggests that there are significant differences between the two months before and after the event for corporate governance issues, can not be dealt with in a timely manner causing public complaints.

**Keywords:** Service innovation、Public transportation、Public Service、News