

臺灣機場觀景台設施之研究

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摘要

觀景台在機場宣傳及守望功能上扮演著重要角色，本研究以台北國際航空站與高雄國際航空站為研究對象，了解台灣機場觀景台服務設施項目的滿意度現況與重要性現況，並將研究結果提供機場業務組參考，以改進機場觀景台設施與服務。

本研究以機場觀景台設施使用流程進行問卷問項設計，再以重要-績效程度分析法(Importance and Performance Analysis, IPA)進行評量台北國際航空站觀景台之服務設施問項的滿意度與重要性分數，並建構評估策略圖；此外，本研究亦利用迴歸模式找出影響機場觀景台整體滿意度的設施服務的項目。

研究結果顯示：台灣機場觀景台服務設施的滿意度前三名為：前往機場大眾運輸工具便利性、觀景台入口標誌導引（中文與外文標示）、洗手間設施與清潔程度，而使用者認為最重要的前三項為：洗手間設施與清潔程度、前往機場大眾運輸工具便利性(客運巴士、捷運、公車)與機場現在位置標示（中文與外文）。整體而言，影響機場觀景台服務設施滿意度項目最明顯前五項為：觀景台入口標誌導引（中文與外文標示）、室內休息設施(如座椅)、觀賞班機起降與跑道角度、觀景台介紹刊物提供(中文與外文介紹小冊)與室外休息設施(如座椅)。

關鍵字： 機場觀景台、重要-績效程度分析法(IPA)、迴歸。

Analysis of the Facilities of Airport Observation Deck in Taiwan

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Abstract

The observation deck plays an important role on the performance of airport publicity and sight-seeing. The purpose of this study is to uncover the satisfaction and importance of current facilities and services of the observation deck at the Taipei-Songshan Airport in northern Taiwan. In order to improve the service quality and facilities of an airport observation deck, the research extends the study to the Business Services in addition to public sight-seeing.

The study is first to design a questionnaire to establish the service-flow at the Taipei and Kaohsiung International airport's observation deck, and then to use the method of Importance-Performance Analysis (IPA) to construct the service evaluation maps for further decision-making . In addition, the Regression is also used to find out what items of service facilities are significantly affecting the satisfaction of an airport observation deck.

The research is to illustrate the top three ranking of satisfactory items of overall airport observation deck at Taiwan's international airports; they are (1) Convenience of public transport to airport, (2) The entrance sign and guidance of airport observation deck (by Chinese and foreign language), (3) Facilities and cleanliness of toilets. However, the travelers think that the top three rankings of importance are: (1) Facilities and cleanliness of toilet, (2) Convenience of public transport to airport, and (3) Present location at airport (by Chinese & foreign language). Generally speaking, the most significant 5 items affecting the satisfaction of airport observation deck are: (1) The entrance sign and guidance of airport observation deck (by Chinese and foreign language), (2) Indoor seating facilities, (3) Watching aircraft takeoff and landing versus runway angle, (4) Promotion booklet of observation deck (by Chinese and foreign language), and (5) Outdoor seating facilities.

Keywords: Airport observation deck, IPA, Regression

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