電子商務網路行銷

口碑行銷wom

PROFESSOR CHIH-HUNG WU
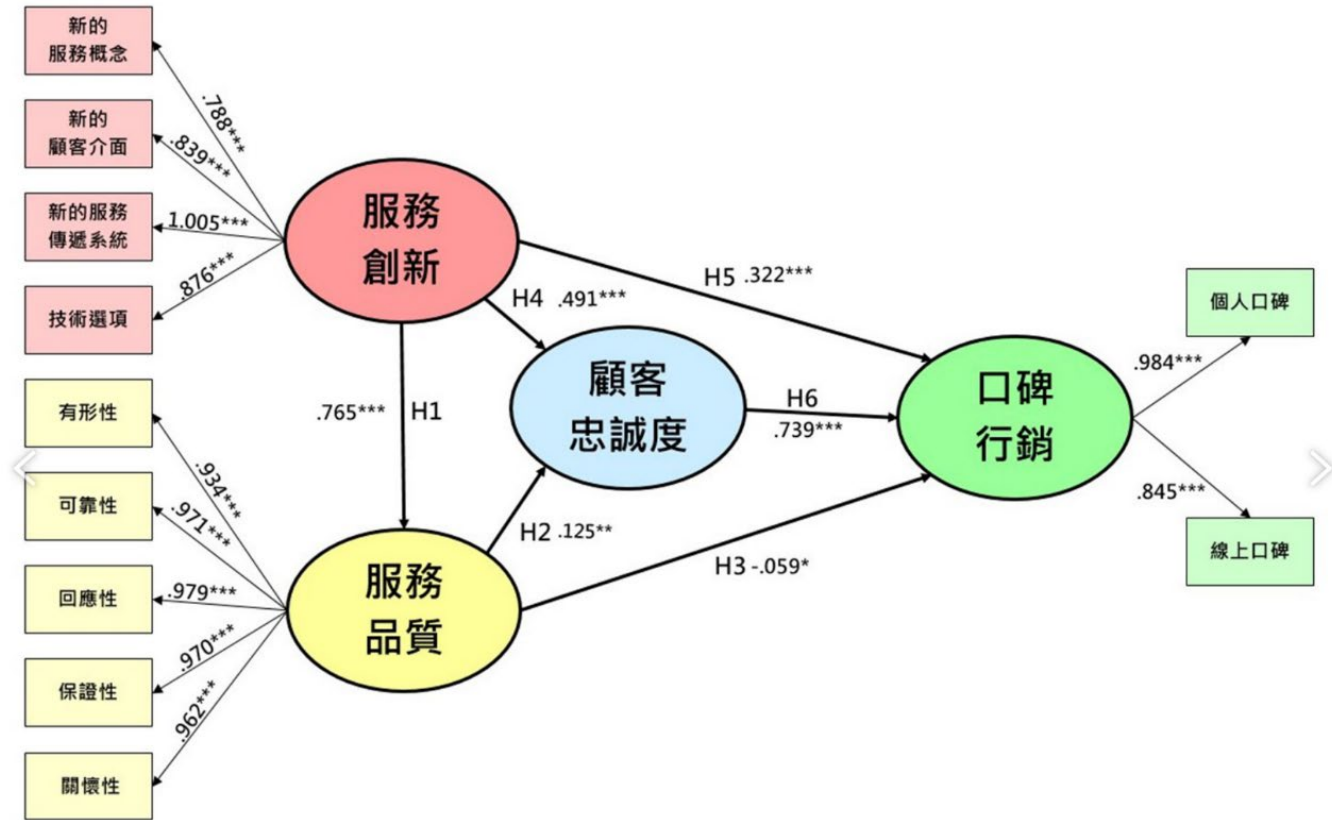
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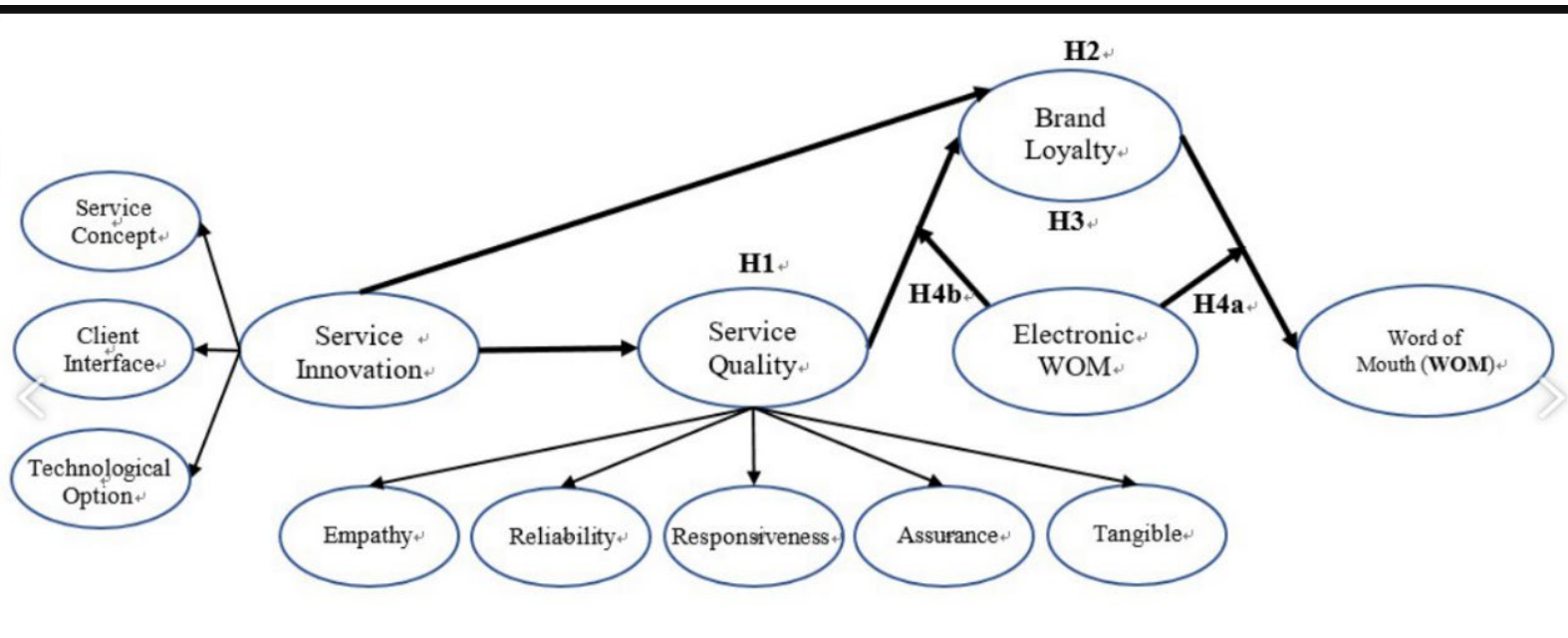
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14 APRIL, 2020

Model#1

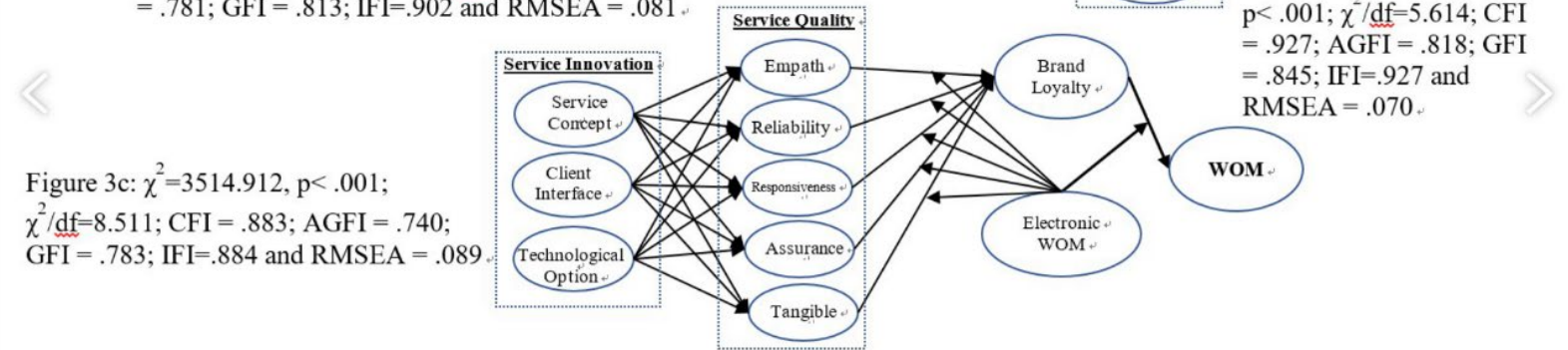# Model#2

Advanced Model

Figure 3a: χ^2=3033.855, p< .001; χ^2/df=7.155; CFI = .902; AGFI = .781; GFI = .813; IFI=.902 and RMSEA = .081

Figure 3b: χ^2=2363.687, p< .001; χ^2/df=5.614; CFI = .927; AGFI = .818; GFI = .845; IFI=.927 and RMSEA = .070

Figure 3c: χ^2=3514.912, p< .001; χ^2/df=8.511; CFI = .883; AGFI = .740; GFI = .783; IFI=.884 and RMSEA = .089
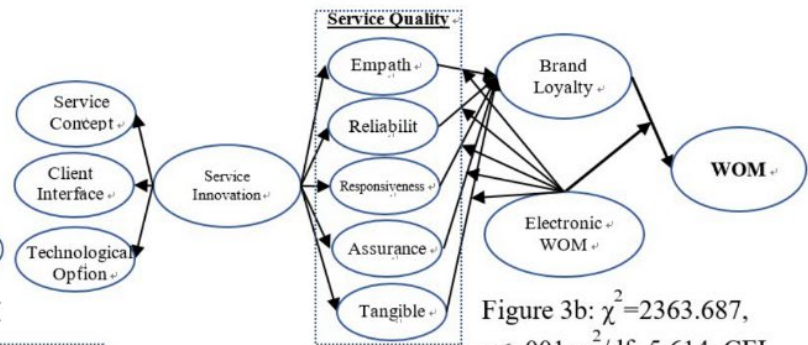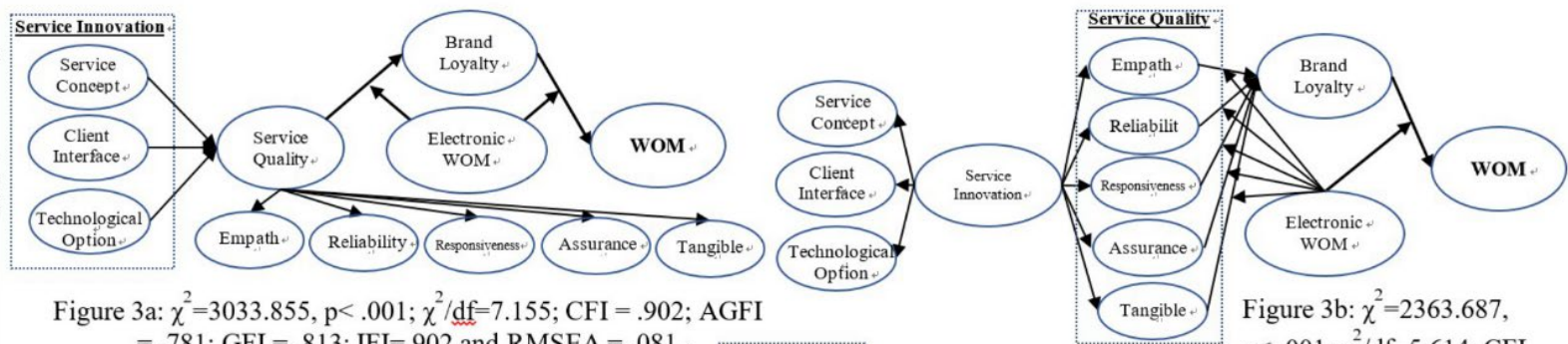
Figure 4 The alternative Models of the Service Quality, Innovation to WOM

World Conference on Transport Research - WCTR 2019 Mumbai 26-31 May 2019

Public transport users' WOM: an integration model of the theory of planned behavior, customer satisfaction theory, and personal norm theory

I Gede Mahatma Yuda Bakti, Tri Rakhmawati, Sik Sumaedi, Tri Widianti, Medi Yarmen, Nidya J. Astrini
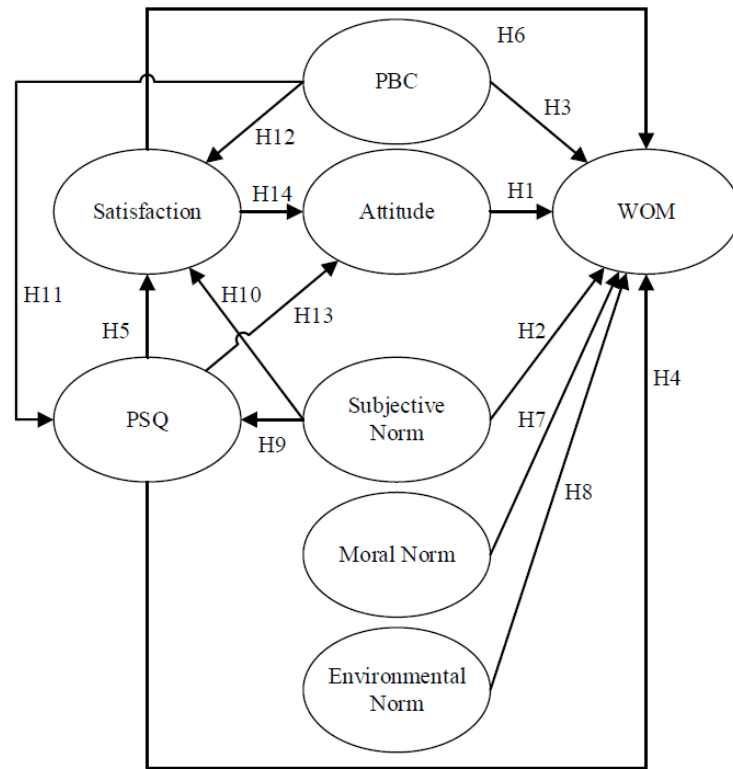
研究架構

Fig 1. The conceptual model of this research

問卷題目與來源

Table 2. The Variables and Indicators

Variable	Indicator		Source
Service Quality	SQ1	Safety on board	Wen et al. (2005),
	SQ2	The public transport obedience to traffic regulations	Transportation Research Board,
	SQ3	Safety from crime while riding	(1999), Sumaedi et al. (2014)
	SQ4	Safety related to behavior of other passengers	
	SQ5	Comfortable temperatures on the public transport	
	SQ6	The degree of crowding on the public transport	
	SQ7	The public transport engine is still powerful	
	SQ8	The comfort of the seats	
	SQ9	Cleanliness of the public transport interior	
	SQ10	Cleanliness of the public transport exterior	
	SQ11	The driver/conductor are courteous	
	SQ12	The driver/conductor is understanding your needs when you make inquiries	
	SQ13	The driver/conductor is willing to help passenger	
	SQ14	The driver/conductor willing to respond to passenger request	
	SQ15	Delivery to the destination	
	SQ16	Adequacy of public transport	
	SQ17	Waiting time of public transport	
	SQ18	Travel time of public transport	
Satisfaction	SAT1	The perceived service was equivalent to ideal service	Wen et al. (2005)
	SAT2	Delighted to take public transport service	
	SAT3	Overall, I was satisfied with public transport service	
	SAT4	The perceived service performance was higher than the expectation	
Attitude	ATT1	Using public transport services is good	Bamberg et al. (2003)
	ATT2	Using public transport services is enjoyable	
	ATT3	Using public transport services is satisfying	
Subjective Norm	SN1	The existence of important people around the passengers/ peers suggesting to use public transport services	Bamberg et al. (2003)
	SN2	The existence of important people around the passengers/ peers suggesting to use public transport services in the future	
	SN3	The existence of social pressures to use public transport service	

(continued)

問卷題目與來源

Table 2. The Variables and Indicators

Variable	Indicator		Source
PBC	PBC1	My money allows me to use public transport	Bamberg et al. (2003)
	PBC2	My physical condition allows me to use public transport	
	PBC3	My time allows me to use public transport	
Moral Norm	MN1	Prioritizing the public transport service than private vehicle	Tonglet et al. (2004)
	MN2	Feeling guilty if I don't use the public transport service	
	MN3	Using the public transport service shows my life principle	
	MN4	Society needs to prioritize using the public transport service than private vehicle	
Environmental Norm	EO1	Using public transport service protect the environment.	Modified from the measures of "Pro-Environmental Attitudes" Félonneau (2008)
	EO2	Using public transport service reduces air pollution	
	EO3	Using public transport service reduces traffic congestion	
WOM	WOM1	Uttering positive things to others about public transport service	Zeithaml et al. (1996)
	WOM2	Recommending public transport service to people who need my advice	
	WOW3	Recommending public transport service to friends and relatives	