

台灣 (Taiwan, ROC)

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直觀模糊環境下之相似度對角線式重要-表現分析法之建立

Study Documentation

May 9, 2017

Metadata Production

Metadata Producer(s)	學術調查研究資料庫(Survey Research Data Archive) (SRDA) , 中央研究院人社中心調查研究專題中心, DDI文件製作
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直觀模糊環境下之相似度對角線式重要-表現分析法之建立

Similarity and Diagonal Based Importance-Performance Analysis under Intuitionistic Fuzzy Environment

Overview	
Type	無
Identification	E10417
Version	Production Date: 2017-05-09
Abstract	
<p>重要-表現分析(importance-performance analysis, IPA)為觀光休閒服務相關研究中經常被採用之方法，然而在IPA方法中，不同之交叉點設定可能導致南轅北轍之結果，為解決此問題，Chu & Guo (2015)乃將傳統IPA轉化為型態辨識(pattern recognition)問題，建立以相似度為基礎之重要-表現分析法(similarity based importance-performance analysis, SBIPA)，解決傳統IPA使用不同象限切分方法所造成之結果不一致問題，然而Chu and Guo (2015)所提出之SBIPA方法，在重要度評分上，係以受訪者直接評分之直接重要度(direct importance)為基本假設，且其象限切分亦為傳統方式的四象限等分法為主，對於採用更符合滿意度理論之對角線式IPA(diagonal-based IPA)並不適用，亦不適用於採用衍生重要度(derived importance)之IPA方法，因此，本研究試圖利用直觀模糊集(intuitionistic fuzzy sets)及相似度理論，修正Chu and Guo (2015)之SBIPA方法，使其適用於採用衍生重要度(derived importance)及/或對角線式IPA方法，以拓展SBIPA方法之適用範圍。研究方法除延續前一年度於淡水河右岸之「金色水岸自行車道」發放問卷外，今年度擬將之範圍拓展至淡河左岸之「八里左岸自行車道」，以語意變數及衍生性重要度轉化為直觀模糊集，接著利用相似度對角線式IPA方法，針對其服務屬性進行衡量，最後再與傳統IPA方法及SBIPA方法進行比較，以驗證本研究提方法之適用性。本研究正式問卷發放採分層抽樣，回收淡水金色水岸自行車道及八里左岸自行車道問卷各300份，共600份有效問卷。</p>	
Kind of Data	抽樣調查資料 (Sample survey data)
Unit of Analysis	個人

Scope & Coverage	
Time Period(s)	2016
Countries	台灣 (Taiwan, ROC)
Geographic Coverage	
台灣地區	
Universe	
至淡水金色水岸自行車道及八里左岸自行車道進行遊憩活動之遊客	

Producers & Sponsors	
Primary Investigator(s)	朱純孝
Other Producer(s)	真理大學觀光事業學系
Funding Agency/ies	科技部

Data Collection	
Data Collection Dates	start 2016-05-01 end 2016-06-10

Time Period(s)	start 2015-08-01 end 2016-07-31
Data Collection Mode	面對面訪問 (Face-to-face Interviews)

Data Processing & Appraisal

Data Editing

中央研究院人文社會科學研究中心調查研究專題中心所進行的資料整理方式，為不合理值檢核。

Accessibility

Contact(s)	學術調查研究資料庫(Survey Research Data Archive) (中央研究院人社中心調查研究專題中心), https://srda.sinica.edu.tw , srda@gate.sinica.edu.tw
Distributor(s)	學術調查研究資料庫(Survey Research Data Archive)
Depositor(s)	真理大學觀光事業學系
Access Conditions	
會員版(一般會員、院內會員)--直接下載	

Files Description

Dataset contains 1 file(s)

data	
# Cases	600
# Variable(s)	38

Variables Group(s)

Dataset contains 4 group(s)

Group 遊客特性							
#	Name	Label	Type	Format	Valid	Invalid	Question
1	a1	(一)1. 請問您此次結伴同行者為?	discrete	numeric-1.0	600	0	-
2	a2	(一)2. 您的婚姻狀況為?	discrete	numeric-1.0	600	0	-
3	a3	(一)3. 您有幾個小孩?	discrete	numeric-1.0	600	0	-
4	a4	(一)4. 您目前的職業為?	discrete	numeric-2.0	600	0	-
5	a5	(一)5. 您的最高學歷為?	discrete	numeric-1.0	600	0	-
6	a6	(一)6. 請問您此次前來(八里左岸/金色水岸)自行車道所從事的主要活動為?	discrete	numeric-2.0	600	0	-
7	a7	(一)7. 您是否曾以騎乘自行車或步行之方式, 遊憩整條(八里左岸/淡水金色水岸)自行車道?	discrete	numeric-1.0	600	0	-

Group 遊客認知之重要度							
#	Name	Label	Type	Format	Valid	Invalid	Question
1	i1	(二)1. 我覺得自行車道空氣清新, 環境優雅很重要	continuous	numeric-3.0	600	0	-
2	i2	(二)2. 我覺得自行車道周遭環境整潔很重要	continuous	numeric-3.0	600	0	-
3	i3	(二)3. 我覺得自行車道周邊生態景觀與景點很重要	continuous	numeric-3.0	600	0	-
4	i4	(二)4. 我覺得自行車道的長度與寬度很重要	continuous	numeric-3.0	600	0	-
5	i5	(二)5. 我覺得自行車道的坡度與彎度很重要	continuous	numeric-3.0	600	0	-
6	i6	(二)6. 我覺得在自行車道上活動的安全性很重要	continuous	numeric-3.0	600	0	-
7	i7	(二)7. 我覺得自行車道的路面平整度很重要	continuous	numeric-3.0	600	0	-
8	i8	(二)8. 我覺得自行車道上的指示標誌很重要	continuous	numeric-3.0	600	0	-
9	i9	(二)9. 我覺得自行車道旁休息區與盥洗設備的設置地點很重要	continuous	numeric-3.0	600	0	-
10	i10	(二)10. 我覺得自行車道上觀景台的視野與位置很重要	continuous	numeric-3.0	600	0	-
11	i11	(二)11. 我覺得容易取得自行車道的相關資訊很重要	continuous	numeric-3.0	600	0	-
12	i12	(二)12. 我覺得提供自行車道附近內容詳細, 易了解的觀光導覽地圖很重要	continuous	numeric-3.0	600	0	-

#	Name	Label	Type	Format	Valid	Invalid	Question
13	i13	(二)13. 我覺得自行車道附近停車或轉乘設施方便性很重要	continuous	numeric-3.0	600	0	-
14	q1	(二)14. 建議	discrete	numeric-3.0	600	0	-

Group 遊客滿意度

#	Name	Label	Type	Format	Valid	Invalid	Question
1	p1	(三)1. 我覺得車道上空氣清新, 環境優雅	continuous	numeric-3.0	600	0	-
2	p2	(三)2. 我覺得自行車道的環境很整潔	continuous	numeric-3.0	600	0	-
3	p3	(三)3. 我認為自行車道的生態景觀與周邊景點很吸引人	continuous	numeric-3.0	600	0	-
4	p4	(三)4. 我覺得自行車道的長度與寬度很恰當	continuous	numeric-3.0	600	0	-
5	p5	(三)5. 我覺得自行車道的坡度與彎度很恰當	continuous	numeric-3.0	600	0	-
6	p6	(三)6. 我覺得在自行車道上活動很安全	continuous	numeric-3.0	600	0	-
7	p7	(三)7. 我覺得自行車道的路面平整度很夠	continuous	numeric-3.0	600	0	-
8	p8	(三)8. 我覺得車道上的指示標誌設置位置很恰當	continuous	numeric-3.0	600	0	-
9	p9	(三)9. 我覺得車道旁的休息區與盥洗設備設置地點很恰當	continuous	numeric-3.0	336	264	-
10	p10	(三)10. 我覺得觀景台的視野與位置很好	continuous	numeric-3.0	298	302	-
11	p11	(三)11. 我很容易可以取得自行車道的資訊	continuous	numeric-3.0	275	325	-
12	p12	(三)12. 我覺得自行車道附近地區的觀光導覽地圖內容詳細, 易了解	continuous	numeric-3.0	286	314	-
13	p13	(三)13. 我覺得自行車道附近的停車或轉乘設施方便性令人滿意	continuous	numeric-3.0	294	306	-
14	q2	(三)14. 整體而言, 我對此次的遊憩體驗感到滿意	continuous	numeric-3.0	600	0	-

Group 新增變項

#	Name	Label	Type	Format	Valid	Invalid	Question
1	id	編號	discrete	character-5	600	0	-
2	ia1	重要度	continuous	numeric-7.4	13	587	-
3	pa1	表現度	continuous	numeric-7.4	13	587	-

Variables Description

Dataset contains 38 variable(s)

File : data

id: 編號

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File : data

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File : data

id: 編號

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FT043		1	0.2%
FT044		1	0.2%
FT045		1	0.2%
FT046		1	0.2%
FT047		1	0.2%
FT048		1	0.2%
FT049		1	0.2%
FT050		1	0.2%
FT051		1	0.2%
FT052		1	0.2%
FT053		1	0.2%
FT054		1	0.2%
FT055		1	0.2%
FT056		1	0.2%
FT057		1	0.2%
FT058		1	0.2%
FT059		1	0.2%
FT060		1	0.2%
FT061		1	0.2%
FT062		1	0.2%
FT063		1	0.2%
FT064		1	0.2%
FT065		1	0.2%
FT066		1	0.2%
FT067		1	0.2%
FT068		1	0.2%
FT069		1	0.2%
FT070		1	0.2%
FT071		1	0.2%
FT072		1	0.2%
FT073		1	0.2%
FT074		1	0.2%
FT075		1	0.2%
FT076		1	0.2%
FT077		1	0.2%
FT078		1	0.2%
FT079		1	0.2%
FT080		1	0.2%
FT081		1	0.2%
FT082		1	0.2%
FT083		1	0.2%
FT084		1	0.2%
FT085		1	0.2%

File : data

id: 編號

Value	Label	Cases	Percentage
FT086		1	0.2%
FT087		1	0.2%
FT088		1	0.2%
FT089		1	0.2%
FT090		1	0.2%
FT091		1	0.2%
FT092		1	0.2%
FT093		1	0.2%
FT094		1	0.2%
FT095		1	0.2%
FT096		1	0.2%
FT097		1	0.2%
FT098		1	0.2%
FT099		1	0.2%
FT100		1	0.2%
FT101		1	0.2%
FT102		1	0.2%
FT103		1	0.2%
FT104		1	0.2%
FT105		1	0.2%
FT106		1	0.2%
FT107		1	0.2%
FT108		1	0.2%
FT109		1	0.2%
FT110		1	0.2%
FT111		1	0.2%
FT112		1	0.2%
FT113		1	0.2%
FT114		1	0.2%
FT115		1	0.2%
FT116		1	0.2%
FT117		1	0.2%
FT118		1	0.2%
FT119		1	0.2%
FT120		1	0.2%
FT121		1	0.2%
FT122		1	0.2%
FT123		1	0.2%
FT124		1	0.2%
FT125		1	0.2%
FT126		1	0.2%
FT127		1	0.2%
FT128		1	0.2%

File : data

id: 編號

Value	Label	Cases	Percentage
FT129		1	0.2%
FT130		1	0.2%
FT131		1	0.2%
FT132		1	0.2%
FT133		1	0.2%
FT134		1	0.2%
FT135		1	0.2%
FT136		1	0.2%
FT137		1	0.2%
FT138		1	0.2%
FT139		1	0.2%
FT140		1	0.2%
FT141		1	0.2%
FT142		1	0.2%
FT143		1	0.2%
FT144		1	0.2%
FT145		1	0.2%
FT146		1	0.2%
FT147		1	0.2%
FT148		1	0.2%
FT149		1	0.2%
FT150		1	0.2%
FT151		1	0.2%
FT152		1	0.2%
FT153		1	0.2%
FT154		1	0.2%
FT155		1	0.2%
FT156		1	0.2%
FT157		1	0.2%
FT158		1	0.2%
FT159		1	0.2%
FT160		1	0.2%
FT161		1	0.2%
FT162		1	0.2%
FT163		1	0.2%
FT164		1	0.2%
FT165		1	0.2%
FT166		1	0.2%
FT167		1	0.2%
FT168		1	0.2%
FT169		1	0.2%
FT170		1	0.2%
FT171		1	0.2%

File : data

id: 編號

Value	Label	Cases	Percentage
FT172		1	0.2%
FT173		1	0.2%
FT174		1	0.2%
FT175		1	0.2%
FT176		1	0.2%
FT177		1	0.2%
FT178		1	0.2%
FT179		1	0.2%
FT180		1	0.2%
FT181		1	0.2%
FT182		1	0.2%
FT183		1	0.2%
FT184		1	0.2%
FT185		1	0.2%
FT186		1	0.2%
FT187		1	0.2%
FT188		1	0.2%
FT189		1	0.2%
FT190		1	0.2%
FT191		1	0.2%
FT192		1	0.2%
FT193		1	0.2%
FT194		1	0.2%
FT195		1	0.2%
FT196		1	0.2%
FT197		1	0.2%
FT198		1	0.2%
FT199		1	0.2%
FT200		1	0.2%
FT201		1	0.2%
FT202		1	0.2%
FT203		1	0.2%
FT204		1	0.2%
FT205		1	0.2%
FT206		1	0.2%
FT207		1	0.2%
FT208		1	0.2%
FT209		1	0.2%
FT210		1	0.2%
FT211		1	0.2%
FT212		1	0.2%
FT213		1	0.2%
FT214		1	0.2%

File : data

id: 編號

Value	Label	Cases	Percentage
FT215		1	0.2%
FT216		1	0.2%
FT217		1	0.2%
FT218		1	0.2%
FT219		1	0.2%
FT220		1	0.2%
FT221		1	0.2%
FT222		1	0.2%
FT223		1	0.2%
FT224		1	0.2%
FT225		1	0.2%
FT226		1	0.2%
FT227		1	0.2%
FT228		1	0.2%
FT229		1	0.2%
FT230		1	0.2%
FT231		1	0.2%
FT232		1	0.2%
FT233		1	0.2%
FT234		1	0.2%
FT235		1	0.2%
FT236		1	0.2%
FT237		1	0.2%
FT238		1	0.2%
FT239		1	0.2%
FT240		1	0.2%
FT241		1	0.2%
FT242		1	0.2%
FT243		1	0.2%
FT244		1	0.2%
FT245		1	0.2%
FT246		1	0.2%
FT247		1	0.2%
FT248		1	0.2%
FT249		1	0.2%
FT250		1	0.2%
FT251		1	0.2%
FT252		1	0.2%
FT253		1	0.2%
FT254		1	0.2%
FT255		1	0.2%
FT256		1	0.2%
FT257		1	0.2%

File : data

id: 編號

Value	Label	Cases	Percentage
FT258		1	0.2%
FT259		1	0.2%
FT260		1	0.2%
FT261		1	0.2%
FT262		1	0.2%
FT263		1	0.2%
FT264		1	0.2%
FT265		1	0.2%
FT266		1	0.2%
FT267		1	0.2%
FT268		1	0.2%
FT269		1	0.2%
FT270		1	0.2%
FT271		1	0.2%
FT272		1	0.2%
FT273		1	0.2%
FT274		1	0.2%
FT275		1	0.2%
FT276		1	0.2%
FT277		1	0.2%
FT278		1	0.2%
FT279		1	0.2%
FT280		1	0.2%
FT281		1	0.2%
FT282		1	0.2%
FT283		1	0.2%
FT284		1	0.2%
FT285		1	0.2%
FT286		1	0.2%
FT287		1	0.2%
FT288		1	0.2%
FT289		1	0.2%
FT290		1	0.2%
FT291		1	0.2%
FT292		1	0.2%
FT293		1	0.2%
FT294		1	0.2%
FT295		1	0.2%
FT296		1	0.2%
FT297		1	0.2%
FT298		1	0.2%
FT299		1	0.2%
FT300		1	0.2%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

File : data

a1: (一)1. 請問您此次結伴同行者為?

Information [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]

Statistics [NW/ W] [Valid=600 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	獨自一人	84	14.0%
2	家庭旅遊(家人親戚)	162	27.0%
3	同學、朋友或同事	232	38.7%
4	情侶	53	8.8%
5	學校或公司團體出遊	50	8.3%
6	自行車協會同伴	16	2.7%
7	其他	3	0.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a2: (一)2. 您的婚姻狀況為?

Information [Type= discrete] [Format=numeric] [Range= 1-4] [Missing=*]

Statistics [NW/ W] [Valid=600 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	未婚	412	68.7%
2	已婚	175	29.2%
3	離婚	10	1.7%
4	喪偶	3	0.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a3: (一)3. 您有幾個小孩?

Information [Type= discrete] [Format=numeric] [Range= 0-6] [Missing=*]

Statistics [NW/ W] [Valid=600 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0		427	71.2%
1		67	11.2%
2		63	10.5%
3		33	5.5%
4		7	1.2%
5		2	0.3%
6		1	0.2%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a4: (一)4. 您目前的職業為?

Information [Type= discrete] [Format=numeric] [Range= 1-12] [Missing=*]

Statistics [NW/ W] [Valid=600 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	學生	193	32.2%
2	軍公教	28	4.7%
3	商業	66	11.0%
4	農業	22	3.7%
5	工業	53	8.8%
6	服務業	131	21.8%

File : data

a4: (一)4. 您目前的職業為?

Value	Label	Cases	Percentage
7	醫療業	27	4.5%
8	自由業	36	6.0%
9	家管	12	2.0%
10	設計業	12	2.0%
11	無工作者(待業、退休)	19	3.2%
12	其他	1	0.2%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a5: (一)5. 您的最高學歷為?

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=600 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	小學	24	4.0%
2	國中	52	8.7%
3	高中/高職	191	31.8%
4	大學/專科	283	47.2%
5	研究所以上	50	8.3%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a6: (一)6. 請問您此次前來(八里左岸/金色水岸)自行車道所從事的主要活動為?

Information	[Type= discrete] [Format=numeric] [Range= 1-15] [Missing=*]
Statistics [NW/ W]	[Valid=600 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	騎乘自行車	211	35.2%
2	散步	150	25.0%
3	健走	35	5.8%
4	慢跑	29	4.8%
5	溜滑板、直排輪	11	1.8%
6	遛狗	26	4.3%
7	放風箏	1	0.2%
8	垂釣	0	
9	玩遙控模型	1	0.2%
10	品嚐美食	74	12.3%
11	探訪古蹟	4	0.7%
12	車道沿岸景觀欣賞	35	5.8%
13	攝影	8	1.3%
14	路過	15	2.5%
15	其他	0	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a7: (一)7. 您是否曾以騎乘自行車或步行之方式,遊憩整條(八里左岸/淡水金色水岸)自行車道?

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=600 /-] [Invalid=0 /-]

File : data

a7: (一)7. 您是否曾以騎乘自行車或步行之方式, 遊憩整條(八里左岸/淡水金色水岸)自行車道?

Value	Label	Cases	Percentage
0	否	318	53.0%
1	是	282	47.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

i1: (二)1. 我覺得自行車道空氣清新, 環境優雅很重要

Information	[Type= continuous] [Format=numeric] [Range= 20-100] [Missing=*]
Statistics [NW/ W]	[Valid=600 /-] [Invalid=0 /-] [Mean=81.817 /-] [StdDev=14.719 /-]

i2: (二)2. 我覺得自行車道周遭環境整潔很重要

Information	[Type= continuous] [Format=numeric] [Range= 15-100] [Missing=*]
Statistics [NW/ W]	[Valid=600 /-] [Invalid=0 /-] [Mean=82.492 /-] [StdDev=14.057 /-]

i3: (二)3. 我覺得自行車道周邊生態景觀與景點很重要

Information	[Type= continuous] [Format=numeric] [Range= 13-100] [Missing=*]
Statistics [NW/ W]	[Valid=600 /-] [Invalid=0 /-] [Mean=81.217 /-] [StdDev=13.326 /-]

i4: (二)4. 我覺得自行車道的長度與寬度很重要

Information	[Type= continuous] [Format=numeric] [Range= 14-100] [Missing=*]
Statistics [NW/ W]	[Valid=600 /-] [Invalid=0 /-] [Mean=77.783 /-] [StdDev=16.231 /-]

i5: (二)5. 我覺得自行車道的坡度與彎度很重要

Information	[Type= continuous] [Format=numeric] [Range= 10-100] [Missing=*]
Statistics [NW/ W]	[Valid=600 /-] [Invalid=0 /-] [Mean=77.313 /-] [StdDev=16.823 /-]

i6: (二)6. 我覺得在自行車道上活動的安全性很重要

Information	[Type= continuous] [Format=numeric] [Range= 9-100] [Missing=*]
Statistics [NW/ W]	[Valid=600 /-] [Invalid=0 /-] [Mean=84.405 /-] [StdDev=13.995 /-]

i7: (二)7. 我覺得自行車道的路面平整度很重要

Information	[Type= continuous] [Format=numeric] [Range= 28-100] [Missing=*]
Statistics [NW/ W]	[Valid=600 /-] [Invalid=0 /-] [Mean=81.237 /-] [StdDev=14.008 /-]

i8: (二)8. 我覺得自行車道上的指示標誌很重要

Information	[Type= continuous] [Format=numeric] [Range= 5-100] [Missing=*]
Statistics [NW/ W]	[Valid=600 /-] [Invalid=0 /-] [Mean=77.533 /-] [StdDev=13.733 /-]

i9: (二)9. 我覺得自行車道旁休息區與盥洗設備的設置地點很重要

Information	[Type= continuous] [Format=numeric] [Range= 20-100] [Missing=*]
Statistics [NW/ W]	[Valid=600 /-] [Invalid=0 /-] [Mean=78.067 /-] [StdDev=12.711 /-]

i10: (二)10. 我覺得自行車道上觀景台的視野與位置很重要

Information	[Type= continuous] [Format=numeric] [Range= 20-100] [Missing=*]
Statistics [NW/ W]	[Valid=600 /-] [Invalid=0 /-] [Mean=74.008 /-] [StdDev=15.753 /-]

i11: (二)11. 我覺得容易取得自行車道的相關資訊很重要

Information	[Type= continuous] [Format=numeric] [Range= 10-100] [Missing=*]
Statistics [NW/ W]	[Valid=600 /-] [Invalid=0 /-] [Mean=73.613 /-] [StdDev=16.25 /-]

File : data

i12: (二)12. 我覺得提供自行車道附近內容詳細, 易了解的觀光導覽地圖很重要

Information [Type= continuous] [Format=numeric] [Range= 10-100] [Missing=***Statistics [NW/ W]** [Valid=600 /-] [Invalid=0 /-] [Mean=75.268 /-] [StdDev=16.517 /-]

i13: (二)13. 我覺得自行車道附近停車或轉乘設施方便性很重要

Information [Type= continuous] [Format=numeric] [Range= 10-100] [Missing=***Statistics [NW/ W]** [Valid=600 /-] [Invalid=0 /-] [Mean=79.537 /-] [StdDev=14.952 /-]

q1: (二)14. 建議

Information [Type= discrete] [Format=numeric] [Range= 0-999] [Missing=***Statistics [NW/ W]** [Valid=600 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0		24	4.0%
999		576	96.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

p1: (三)1. 我覺得車道上空氣清新, 環境優雅

Information [Type= continuous] [Format=numeric] [Range= 15-100] [Missing=***Statistics [NW/ W]** [Valid=600 /-] [Invalid=0 /-] [Mean=77.91 /-] [StdDev=14.306 /-]

p2: (三)2. 我覺得自行車道的環境很整潔

Information [Type= continuous] [Format=numeric] [Range= 10-100] [Missing=***Statistics [NW/ W]** [Valid=600 /-] [Invalid=0 /-] [Mean=76.625 /-] [StdDev=14.432 /-]

p3: (三)3. 我認為自行車道的生態景觀與周邊景點很吸引人

Information [Type= continuous] [Format=numeric] [Range= 10-100] [Missing=***Statistics [NW/ W]** [Valid=600 /-] [Invalid=0 /-] [Mean=76.263 /-] [StdDev=14.914 /-]

p4: (三)4. 我覺得自行車道的長度與寬度很恰當

Information [Type= continuous] [Format=numeric] [Range= 14-100] [Missing=***Statistics [NW/ W]** [Valid=600 /-] [Invalid=0 /-] [Mean=75.06 /-] [StdDev=15.467 /-]

p5: (三)5. 我覺得自行車道的坡度與彎度很恰當

Information [Type= continuous] [Format=numeric] [Range= 15-100] [Missing=***Statistics [NW/ W]** [Valid=600 /-] [Invalid=0 /-] [Mean=75.462 /-] [StdDev=14.222 /-]

p6: (三)6. 我覺得在自行車道上活動很安全

Information [Type= continuous] [Format=numeric] [Range= 10-100] [Missing=***Statistics [NW/ W]** [Valid=600 /-] [Invalid=0 /-] [Mean=75.083 /-] [StdDev=13.99 /-]

p7: (三)7. 我覺得自行車道的路面平整度很夠

Information [Type= continuous] [Format=numeric] [Range= 17-100] [Missing=***Statistics [NW/ W]** [Valid=600 /-] [Invalid=0 /-] [Mean=76.022 /-] [StdDev=13.353 /-]

p8: (三)8. 我覺得車道上的指示標誌設置位置很恰當

Information [Type= continuous] [Format=numeric] [Range= 10-100] [Missing=***Statistics [NW/ W]** [Valid=600 /-] [Invalid=0 /-] [Mean=74.725 /-] [StdDev=14.172 /-]

p9: (三)9. 我覺得車道旁的休息區與盥洗設備設置地點很恰當

Information [Type= continuous] [Format=numeric] [Range= 10-100] [Missing=*/999]

File : data	
# p9: (三)9.我覺得車道旁的休息區與盥洗設備設置地點很恰當	
Statistics [NW/ W]	[Valid=336 /-] [Invalid=264 /-] [Mean=74.324 /-] [StdDev=15.904 /-]
# p10: (三)10.我覺得觀景台的視野與位置很好	
Information	[Type= continuous] [Format=numeric] [Range= 20-100] [Missing=*/999]
Statistics [NW/ W]	[Valid=298 /-] [Invalid=302 /-] [Mean=74.03 /-] [StdDev=14.961 /-]
# p11: (三)11.我很容易可以取得自行車道的資訊	
Information	[Type= continuous] [Format=numeric] [Range= 10-100] [Missing=*/999]
Statistics [NW/ W]	[Valid=275 /-] [Invalid=325 /-] [Mean=71.996 /-] [StdDev=16.768 /-]
# p12: (三)12.我覺得自行車道附近地區的觀光導覽地圖內容詳細,易了解	
Information	[Type= continuous] [Format=numeric] [Range= 10-100] [Missing=*/999]
Statistics [NW/ W]	[Valid=286 /-] [Invalid=314 /-] [Mean=73.311 /-] [StdDev=15.315 /-]
# p13: (三)13.我覺得自行車道附近的停車或轉乘設施方便性令人滿意	
Information	[Type= continuous] [Format=numeric] [Range= 20-100] [Missing=*/999]
Statistics [NW/ W]	[Valid=294 /-] [Invalid=306 /-] [Mean=76.238 /-] [StdDev=15.72 /-]
# q2: (三)14. 整體而言,我對此次的遊憩體驗感到滿意	
Information	[Type= continuous] [Format=numeric] [Range= 20-100] [Missing=*]
Statistics [NW/ W]	[Valid=600 /-] [Invalid=0 /-] [Mean=80.332 /-] [StdDev=12.135 /-]
# ia1: 重要度	
Information	[Type= continuous] [Format=numeric] [Range= 73.3133-84.405] [Missing=*]
Statistics [NW/ W]	[Valid=13 /-] [Invalid=587 /-] [Mean=78.484 /-] [StdDev=3.66 /-]
# pa1: 表現度	
Information	[Type= continuous] [Format=numeric] [Range= 71.9964-77.91] [Missing=*]
Statistics [NW/ W]	[Valid=13 /-] [Invalid=587 /-] [Mean=75.158 /-] [StdDev=1.542 /-]