

# Exploring the Voices of Uber Users in Taiwan

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## Abstract

The motivation of the current study originated from the fact that the population of Uber users has been increasing in Taiwan. Thus, the study was conducted to explore the voices of 247 people (M=105; F=142) who had experience of using Uber transportation services in Taiwan. The research question was: What attitudes did Taiwanese people with the experience of taking Uber rides hold toward Uber from the perspectives of all the participants, age, career, education, monthly income, and vehicle ownership? Data were collected via an online questionnaire and analyzed through Excel. The results of the study indicated that (a) Uber users tended to have strongly positive attitudes towards Uber, (b) More female than male participants used Uber, but their attitudes towards Uber were the same or similar, (c) In terms of career, businesspersons' and homemakers' satisfaction ratings of Uber were less than the other career groups', (d) The group aged between 51 and 60 and that aged over 60 had less Uber satisfaction than the other age groups, (e) Participants with higher education status tended to have stronger positive attitudes towards Uber than those with lower education status, (f) Up to 90%, with the average percentage of all the items, of the group who earned less than NT\$20,001 per month tended to be satisfied with Uber, and (g) The participants who owned their own vehicles and those who did not own their own vehicles had the same or similar Uber satisfaction.

**Keywords:** online questionnaire, Uber, Uber user, Taiwan

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# 台灣優步使用者對優步的看法

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## 摘 要

本研究動機源於這個現況:台灣搭乘優步(Uber)的人口持續成長。因此本研究藉由線上問卷,調查 247 名有搭乘過優步經驗的台灣民眾對於優步的想法(男性=105;女性=142)。研究問題為:從整體受訪者、性別、年齡,職業別、教育程度、個人月收入、與有無個人車輛來看,有搭乘優步經驗的台灣民眾對於優步的看法為何?本研究結果指出:(一)有搭乘優步經驗者對優步持有正面的態度。(二)搭乘優步的女性多於男性,且雙方對於優步的態度都是相同或相似。(三)商業與家管這兩種職業對優步的滿意度比其他職業別低。(四)這兩個年齡層一五十歲至六十歲及六十歲以上一對優步滿意度比其他年齡層低。(五)優步使用者的學歷越高,對於優步的態度傾向越正面。(六)月收入兩萬以下的民眾對於優步的滿意度,各項總平均達到九成。(七)擁有自己車輛的受訪者與沒有車輛的受訪者對優步的態度都是相同或相似。

**關鍵字:** 線上問卷; 優步(Uber); 優步使用者; 台灣

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