

The Impact of Improving High-Speed Rail Service Quality Management on the Development of Small and Medium-Sized Enterprises in Sichuan

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Abstract: Transportation enabled human-to-human trade, which was essential to the development of civilization. Transportation is crucial for specialization, allowing product production and consumption to occur in different locations. High-speed rail (HSR) enables the movement of people between regions, cities, and countries. The rapid development of global high-speed rail passenger technology plays a vital role in the transportation system. Quality improvement of cities with different priorities will bring about different economic development outcomes. The three objectives are to study and analyze the current situation and characteristics of high-speed rail service quality management, to put forward specific improvement countermeasures, and to promote the development of small and medium-sized enterprises in Sichuan by combining the impact of improving the management level of high-speed rail service quality.

Keywords: High-Speed Rail; Service Quality Management; Small and Medium-Sized Enterprises

1. Introduction

With the rapid development of science and technology, high-speed railways continue to set new records with the help of technology. In addition, with the continuous improvement of people's material living standards, people's demands for travel convenience and service accuracy are also increasing, which puts forward higher requirements for high-speed rail service quality. In the current construction of the "Chengdu-Chongqing Economic Circle," the Chengdu and Chongqing high-speed railways are gradually being called high-speed rail buses. The opening of the high-speed rail accelerates the gathering of people, logistics, capital, and information, enhancing Sichuan's economic development. At the same time, during the economic transformation period of Sichuan Province, small and medium-sized enterprises have become necessary support and the most dynamic economic growth point for "stabilizing growth, adjusting structure, maintaining employment, and increasing efficiency," improving the management of high-speed rail service quality and helping local economic construction and development. To this end, taking the Sichuan area as an example, discussing and studying the impact of improving high-speed rail service quality management on the development of small and medium-sized enterprises in Sichuan can better help the improvement of high-speed rail service quality management in the development of small and medium-sized enterprises.

2. Theoretical Basis

2.1 Theoretical Significance and Value

Combining the characteristics of high-speed rail passenger transportation, the main features of high-speed rail service quality, and the management of high-speed rail service quality, as well as theories and methods such as questionnaire survey methods, this paper focuses on the small and medium-sized enterprises in Sichuan as the sampling area to discuss and analyze the impact of improving high-speed rail service quality management on the development of small and medium-sized enterprises in Sichuan. The influence of high-speed rail service quality management has further enriched the connotation of high-speed rail service quality management theory, which has theoretical significance (Wang: et al. 2019)^[1].

2.2 Practical meaning and value

Quality may include aesthetic, economic, social, political, environmental, human health, public safety, and other issues. It reveals the integrity of a place's physical, sociocultural, perceptual and visual character. High-speed rail (HSR) is expected to impact Sichuan SMEs significantly.

3. Understanding the Impact of Improving High-Speed Rail Service Quality

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in Sichuan

3.1 Research on high-speed rail service quality management

3.1.1 The characteristics of high-speed rail passenger transportation

The construction and operation of high-speed railways can promote foreign trade and population employment in the areas along the lines. Still, they cannot play a significant positive role in the economic growth of the cities along the lines, and the driving effect on the economic development of the entire Sichuan region is not apparent enough. Therefore, it is proposed that Sichuan should strive to tap the potential of high-speed rail, give full play to the advantages of high-speed rail, encourage the active development of tourism, maintain an open and accessible economic policy, and continue to increase the construction of high-speed rail in southern and northern Sichuan to promote the sustainable, stable and healthy growth of the entire regional economy in Sichuan (Chen: et al. 2020)^[2].

3.1.2 The characteristics of high-speed rail service quality

The most prominent features of high-speed railway passenger transportation are fast, punctuality, and convenience. These three characteristics are based on the technological development of high-speed railways and constitute the basic foundation of passenger transportation service.

3.1.3 High-speed rail service quality management

High-speed rail service quality management is providing high-quality services for passengers by combining various means and service methods, adhering to the service concept of "people-oriented, convenient for passengers," and managing the construction, operation, management, and front-line links involved in high-speed rail.

4. The Conceptual Framework for the Research Study

4.1 Research on SMEs relating to high-speed rail development

Organizational commitment is a psychological connection between employees and their organization that reduces the likelihood that employees will leave the organization voluntarily. Organizational commitment has received increasing attention as a predictor of work behavior and behavioral intent.

4.2 Research in the finance sector relating to high-speed rail development

Taking the opening of high-speed rail as an exogenous shock, based on the micro data of Chinese listed companies and the data of urban financial growth, this paper examines the impact of the reshaping of economic and geographic structure on micro-enterprise innovation and points out that the opening of high-speed rail can reshape the financial geographic system and improve the efficiency of spatial allocation of financial resources, promote the financial resources of the financial center

to overflow to peripheral cities, ease the financing constraints of enterprises in peripheral cities, and promote enterprise innovation (Bian 2020)^[3].

4.3 Research on economy relating to high-speed rail development

The mechanism of high-speed railway's impact on the regional economy from three aspects: regional accessibility, spatial structure, and industrial structure, and points out that high-speed railway improves regional accessibility along the line, saving travel time and travel cost; high-speed railway reshapes the line along with the line Regional spatial layout expands the spatial scale; high-speed railway promotes the upgrading of related industries, optimizes the industrial structure, clarifies the relationship between each path (Li: et al. 2020)^[4].

5. The Impact of Improving High-Speed Rail Service Quality Management on the Development of Small and Medium-Sized Enterprises in Sichuan

5.1 High-speed rail service quality management

The opening of high-speed rail has improved the interconnection between different cities, promoted the connection between cities along the line, and expanded the "snowball effect" of the central city on the surrounding cities. The aggregation of these cities has a cumulative effect on surrounding cities, positively impacting their business productivity.

5.2 Benefits to SMEs development

The initial benefit of high-speed rail may be faster travel and greater accessibility; over time, it could encourage industries to come together. This economic agglomeration can reduce production costs, concentrate a group of skilled workers, and stimulate regional economic growth. HSR can have a broader economic impact on cities through its effect on effective employment density, i.e., bringing places of residence and employment closer together by reducing travel time (Li: et al. 2018)^[5].

6. Conclusion

Through the research of this paper, we can analyze the improvement strategies of high-speed rail service quality management and obtain that the impact of improving high-speed rail service quality on the development of small and medium-sized enterprises in Sichuan is positive. The study also assessed the effect of place quality on urban agglomerations and found that urban agglomerations had no significant impact on economic development. However, previous studies have found that urban agglomerations significantly impact economic development. Urban clusters tend to boost economic growth, and high-speed rail can be one of the best tools for local economic growth.

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