**Quantification of Relationship between Image of Urban Railway Services
and Residential Location Preference**

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Railway operators are endeavoring to improve the people's image of their services in order to gain more residents nearby. However, there are no studies focusing on the relationship between image of railway services and residential location preference in urban areas. In this study, a questionnaire survey on urban railways was conducted. We applied factor analysis to the collected data, and aspects of the image were integrated into four categories. Next, we developed a regression model to quantify the relationship between categories of image aspects and residential location preference. The model enables railway operators to improve residential location preference in terms of image of their services.