

知價值觀點探討影響線上遊戲玩家滿意度與忠誠度之研究

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摘要

線上遊戲的產值龐大，受到各方的重視，引發學界研究方面也有很多研究相繼探討線上遊戲議題，目前線上遊戲相關研究較少針對線上遊戲玩家對線上遊戲認知價值的原因做探討。因此本研究以認知價值、滿意度與忠誠度的文獻為基礎，透過文獻及資料的收集，並以線上遊戲玩家為主要研究對象，進一步從認知價值觀點探討其影響線上遊戲玩家滿意度、忠誠度之效果。本研究採用網路問卷調查方式，共回收313份有效問卷，採用SmartPLS進行分析。研究結果針對線上遊戲使用線上遊戲產品與服務的因素提出驗證中發現，線上遊戲使用者對於遊戲產品的系統品質、以及遊戲提供的安全性都具有相當的影響力；情緒價值層面，結果表示，線上遊戲使用者使用線上遊戲產品的因素以較偏好某款線上遊戲以及利用遊戲來達到打發時間是為較大影響。從經濟價值構面與社會價值層面來看，可以發現線上遊戲使用者對於玩家之間的利益交流以及使用線上遊戲產品所能獲得的報酬或獎勵可以滿足線上遊戲使用者對遊戲產品的期待；透過線上遊戲交友與其他玩家交流意見、訊息或是共同達到某一個目標，並在遊戲團體中找到歸屬感，都是使用線上遊戲產品的因素。

關鍵詞：線上遊戲、認知價值、滿意度、忠誠度

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