

# The effect of web service quality , relationship value on behavioral intentions in Taiwan and Mainla

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## ABSTRACT

The portal is the starting point of network users accessing to the Internet point. Most users require the portal as a gateway to the Internet. And the portal is also the important source of the data the user searching for. This research is oriented to preference of cross-strait users, it focused on how portal service quality, the quality of the relationship, the value of the relationship to change user 's behavior, this research provides new opinion for understanding the interface preference well. So web site designers can modulate the design according to the needs of users. Research findings: 1. The portal service quality on the relationship between the value of quality has significant positive impact. 2. The portal relationship value on the relationship between quality has significant positive impact. 3. The relationship between quality portal on behavioral intention has significant positive impact. 4. The portal relationship value on behavioral intention has significant positive impact. 5. The portal service quality on the relationship between quality has significant positive impact. Finally, I hope that the result of the research is available to consumers, portal services, and business officers, in order to promote the development of the cross-portal services.

Keywords : service quality 、 relationship value、 relationship quality、 behavioral intention

## Table of Contents

內容目錄 中文摘要	iii 英文摘要
iv 誌謝辭	v 內容目錄
vi 表目錄	viii 圖目錄
ix 第一章 緒論	1 第一節 研究背景與動機
二節 研究目的	3 第三節 研究範圍與限制
	4 第四節 研究程序
	7 第一節 網站服務品質
	7 第二節 關係品質
	11 第三節 關係價值
13 第四節 行為意向	14 第五節 各變項間之關係
16 第三章 研究方法	20 第一節 研究架構
節 建立研究假設	21 第三節 研究模式構念之變數定義
	23 第四節 研究設計
	27 第五節 資料分析與統計方法
	29 vii 第四章 實證分析
	31 第一節 研究樣本描述性資料分析
	31 第二節 因素分析與效度分析
	35 第三節 相關分析
	43 第四節 回歸分析
	45 第五節 研究假設驗證彙總
	50 第五章 結論與建議
52 第一節 研究結論	52 第二節 研究意涵
究限制	54 第三節 研
	56 第四節 後續研究之建議
	57 參考文獻
	59 附錄 A 問卷設計版
	72 附錄 B 問卷發放版
統計	23 表 4-1 問卷回收率
之KMO值與Bartlett的球形檢定效度分析	32 表 4-3 服務品質
35 表 4-4 服務品質之因素分析	36 表 4-5 關係價值
之KMO值與Bartlett的球形檢定效度分析	38 表 4-7 關係品質
37 表 4-6 關係價值之因素分析	39 表 4-9 行為意向
之KMO值與Bartlett的球形檢定效度分析	40 表 4-11 各構面信
38 表 4-8 關係品質之因素分析	43 表 4-13 服務品
之KMO值與Bartlett的球形檢定效度分析	44 表 4-12 各構面相關分析
39 表 4-10 行為意向之因素分析	45 表 4-14 客製與易用對關係價值之迴歸分析
度分析	46 表 4-16 關係價值對關係品質之迴歸分析
質對關係價值之迴歸分析	48 表 4-18 關係價值對行為意向之迴歸分析
與內容對關係價值之迴歸分析	49 表 4-20 客製與易用對關係品質之迴歸分析
係品質對行為意向之迴歸分析	49 表
服務品質對關係品質之迴歸分析	50 表 4-22 本研究假設實證結果彙整
4-21 互動與內容對關係品質之迴歸分析	50 表

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