

# 社交網站上應用程式使用對網站黏性之研究

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## 摘要

WEB2.0興起，FACEBOOK在短短數年間已成為社交網站龍頭，然而調查指出，有使用者因「覺得浪費時間」而放棄使用之。因此，如何提高使用者的黏性是重要課題，黏性是網站能吸引並留住使用者的能力，只要留住人潮，便能創造錢潮。而從創市際(2009)的數據發現，利用應用程式增加使用者對社交網站黏性為可行之策略。本研究以TAM模型為架構，從消費者行為觀點導入認知價值構面來取代認知有用性，作為探討社交網站上影響意圖的前置因子，並試圖以社會支持作為干擾變數，對社交網站進行調查，希望找出增強使用者網站黏性的因素為何，以提供應用程式開發者與社交網站管理者設計及決策依據。研究結果顯示：(1) 認知價值和偏好會正向影響網站黏性；(2) 認知價值和認知易用性會正向影響偏好；(3) 認知易用性會正向影響認知價值；(4) 使用不同類型應用程式會影響網站黏性；(5) 使用者的網站黏性會因社會支持程度高低而有所差異。本研究發現提供實務參考如下：(1) 管理者應掌握目標市場；(2) 增加應用程式的使用彈性；(3) 應用程式提升使用者停駐率；(4) 優質應用程式吸引錢潮

關鍵詞：社會支持、網站黏性、認知價值、應用程式、FACEBOOK

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[http://mag.udn.com/mag/digital/storypage.jsp?f\\_ART\\_ID=298948](http://mag.udn.com/mag/digital/storypage.jsp?f_ART_ID=298948) 遊戲基地-臉書基地，  
<http://facebook.zone.gamebase.com.tw/zone/facebook/> 維基百科，Facebook，  
<http://zh.wikipedia.org/wiki/Facebook#.E7.B6.B2.E7.AB.99.E5.8A.9F.E8.83.BD>