

兩岸軌道運輸乘客知覺努力與推斷動機對購買意願影響之研究

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摘要

本研究主要說明了軌道運輸乘客的努力知覺是否會影響其推斷動機，乘客的推斷動機是否會影響其對軌道運輸公司的態度，乘客對軌道運輸公司的態度是否會影響其購買意願，乘客的努力知覺是否會影響其對軌道運輸公司的態度，乘客的推斷動機是否會影響其購買意願。而這項研究期望能幫助軌道運輸業者明瞭如何能增加乘客的購買意願。本研究是採用量化方法去進行本研究的資料分析，「兩岸軌道運輸乘客努力知覺與推斷動機對購買意願影響之研究」去進行問卷之調查，並且是以兩岸軌道運輸之乘客為研究的對象，去探討各變項間是否有相關性。本研究是採取隨機抽樣，於台灣及上海是以發放問卷之方式去進行研究，合計共取得491份問卷，有效之問卷共433份，回收率為98%；並以AMOS結構方程式去檢驗假設關係。而研究結果表示乘客的努力知覺對其推斷動機有正向之影響，其推斷動機會對軌道運輸公司的態度產生負向的影響，而乘客對軌道運輸公司的態度對其購買意願有正向之影響。

關鍵詞：努力知覺、推斷動機、對賣方態度、購買意願

目錄

中文摘要 I 英文摘要 III 誌謝辭 IV 內容目錄 VI 表目錄 IX 圖目錄 XI 第一章 緒論 1 第一節 研究背景與動機 1 第二節 研究問題與目的 5 第三節 研究範圍與流程 7 第二章 文獻探討 9 第一節 兩岸軌道運輸產業概況 9 第二節 知覺努力 14 第三節 推斷動機 17 第四節 對賣方態度 21 第五節 購買意願 24 第六節 各變項間之關係 27 第三章 研究方法 36 第一節 研究架構 37 第二節 研究假設 38 第三節 變項之操作性定義與衡量 39 第四節 問卷設計與資料蒐集 44 第五節 資料分析方法 45 第四章 資料分析結果 50 第一節 樣本敘述性統計 51 第二節 信度分析 57 第三節 效度分析 60 第四節 獨立樣本t檢定和單因子變異數分析 65 第五節 各變項上之相關分析 74 第六節 結構方程式之建立與分析 76 第五章 結論與建議 85 第一節 研究結論 85 第二節 理論意涵 88 第三節 實務意涵 92 第四節 研究限制 94 第五節 未來研究建議 95 參考文獻 96 附錄A 繁體版問卷 105 附錄B 簡體版問卷 108

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