

# 探討使用者對智慧型手機系統持續使用之研究

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## 摘要

智慧型手機全球銷售量在這兩年內快速地成長，但是手機系統市佔率卻重新洗牌，有了明顯的變化。根據各種市調機構市場調查結果發現，智慧型手機的作業系統已經成為使用者重要考量因素。因此，本研究探討手機業者要如何吸引使用者持續性使用該智慧型手機作業系統，而不讓客戶流失。本研究探討智慧型手機使用者使用系統的分佈、使用情形與影響使用者持續使用之因素，因此根據資訊系統成功模型與延伸期望確認模式為基礎進行延伸，加入使用者涉入與主觀規範兩項因素，對智慧型手機使用者持續使用手機系統因素進行調查。採用網路問卷蒐集樣本資料，在各大網路論壇、bbs或blog等進行問卷發放，再進一步研究分析驗證模型圖。研究結果發現，系統品質、確認、有用性、易用性、使用者涉入這五項因素，對使用者之滿意度扮演重要的角色，主觀規範對智慧型手機使用者滿意度意外地並無顯著的影響。當使用者滿意度越高，則持續使用該系統的機會也就越大。本研究意涵與討論期望能提供給智慧型手機業者及系統開發商在發展趨勢上的參考。

關鍵詞：智慧型手機、持續意圖、資訊成功模式、期望確認理論、使用者涉入、主觀規範

## 目錄

內容目錄	中文摘要	i	英文摘要	i	
	ii 致謝		iii 內容目錄		
	iv 表目錄		vi 圖目錄		
	vii 第一章 緒論	1	第一節		
研究背景	1	第二節 研究動機與目的	6	第三節	
第一節 研究流程	8	第二章 文獻探討	10		
第一節 智慧型手機	10	第二節 期望確認理論			
14	第三節 資訊系統成功模型	18	第四節 使用者涉入		
22	第五節 主觀規範	24	第三章 研究模型與假說		
27	第一節 研究模型	27	第二節 研究假說		
28	第四章 研究方法	36	第一節 研		
研究程序	36	第二節 問卷設計	36	第三節	
第一節 問卷蒐集	40	第四節 研究分析方法	40		
第五章 資料分析與結果	43	第一節 樣本基本資料分析			
43	第二節 測量模型之信度與效度檢定	50	第三節 研究結果		
54	第六章 結論	61	第一節 研究發現		
61	第二節 研究貢獻	64	第三節 研究限制		
65	第四節 後續研究與建議	65	參考文獻		
66	附錄一 測試問卷	78			

部分 拓墾產業研究所, <http://www.topology.com.tw/tri/> 維基百科, <http://zh.wikipedia.org/zh-tw/> 數位之牆, <http://www.digitalwall.com/> 電信蜂, <http://www.beehone.com.tw/> Nielsen 尼爾森市調公司, <http://www.nielsen.com/content/corporate/us/en.html> IDC 國際數據資訊有限公司, <http://www.idc.com.tw/> Gartner 國際研究暨顧問機構, <http://www.gartner.com/technology/home.jsp> iSuppli, <http://www.isuppli.com/Pages/Home.aspx> 王文彥(2002), 知識分享內外動機與知識分享行為之研究-以A公司為例, 國立中央大學人力資源管理研究所未出版之碩士論文。林郁雯(2008), 部落格使用者忠誠度之研究: 以資訊系統品質、社會影響和分享動機觀點, 逢甲大學企業管理所未出版之碩士論文。郭庭伊(2009), 探討部落客持續使用部落格之因素, 銘傳大學學資訊管理研究所未出版之碩士論文。顏誌廷(2006), 台灣智慧型手機產業關鍵成功因素之研究, 長榮大學經營管理研究所未出版之碩士論文。何政浩(2010), 信任、主觀規範、涉入程度與知覺價值之研究-以電視關鍵字搜尋廣告為例, 國立屏東商業技術學院行銷與流通管理系碩士班未出版之碩士論文。二、英文部分 Ajzen, I. (1985). A Theory of Planned Behavior, ActionControl: From Cognition to Behavior. Springer, Heidelberg, pp.1139. Aderson, J.C., & Gerbing, D.w.(1988). Structural Equation Modeling in Practice: A review and Recommended two-step approach. Psychological Bulletin, 103(3), p 12. Bailey, J.E., & Pearson, S. W. (1983). Development of a tool

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