

以體驗價值觀點探討Yahoo!奇摩知識+創作者知識分享之忠誠度研究 = A Study of Yahoo!Kimo Knowledge Creators' Loyalty of Knowl

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摘要

在「知?經濟的時代?」，善加運用知?將為個人與組織帶?競爭優勢(Teece,2000)。於WEB2.0的互動潮流下，「奇摩知識家」是現代社群網路上很重要的知識分享平台。而「奇摩知識家」藉由無償的問答互動方式讓解決個人問題的經驗值被複製、應用，甚至成為跨地域、跨文化的「問答網站」。因此，本研究對哪些因素會促成奇摩知識家的使用者進行知識分享感到興趣。

本研究以滿意模式為理論架構，導入體驗價值變數，探討在奇摩知識家下影響創作編輯者知識分享行為之因素，以問卷調查法收集資料，並對資料進行量化統計的資料分析。研究結果顯示，體驗價值觀點四個構面中，責任價值正向影響忠誠度，工具價值、快樂價值與地位價值並不影響滿意度和忠誠度；滿意度正向影響忠誠度。本研究結果與管理意涵可供國人與企業經營者參考。

關鍵詞：奇摩知識+、體驗價值、知識分享

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