

# 以體驗價值觀點探討影響Facebook使用者黏性之研究 = Exploring Facebook User's Stickiness to Websites from the Perspective of

蔡翔詒、包冬意

E-mail: 352611@mail.dyu.edu.tw

## 摘要

「Facebook」，原是大學等學校用來讓新成員認識團體的一種工具，後來被一位哈佛大學的學生編寫成網路上的社群網站。本研究利用體驗價值觀點來探討與瞭解Facebook提供哪些價值決定了使用者持續使用的行為。並試圖以人際關係理論的投資模型，探討影響使用者的網站黏性之前置因素。

本研究以正在使用繁體中文版Facebook的使用者為受測對象，透過網路問卷收集305份有效問卷再予以分析。經由SPSS及LISREL分析的結果，本研究發現了，替代方案品質會負向影響使用者的承諾之關係；投資規模會正向影響使用者承諾之關係；體驗價值中，正向影響使用者承諾之關係的為快樂價值；而工具價值、地位價值與責任價值則為負向的影響；承諾則會正向影響使用者的黏性意圖。

關鍵詞：臉書、體驗價值、承諾、關係、黏性意圖

## 目錄

中文摘要 . . . . .	iii
英文摘要 . . . . .	iv
誌謝辭 . . . . .	v
內容目錄 . . . . .	vi
表目錄 . . . . .	vii
圖目錄 . . . . .	viii
第一章 緒論 . . . . .	1
第一節 研究背景與動機 . . . . .	1
第二節 研究目的 . . . . .	4
第三節 研究流程 . . . . .	5
第四節 研究架構 . . . . .	7
第二章 文獻探討 . . . . .	8
第一節 Facebook . . . . .	8
第二節 體驗價值 . . . . .	12
第三節 黏性 . . . . .	21
第四節 關係理論 . . . . .	22
第三章 研究方法 . . . . .	26
第一節 研究模型與假說 . . . . .	26
第二節 操作性定義 . . . . .	30
第三節 問卷調查對象與方式 . . . . .	31
第四節 問卷發展 . . . . .	32
第五節 統計分析方法 . . . . .	37
第四章 資料分析 . . . . .	39
第一節 樣本基本資料分析 . . . . .	39
第二節 信效度之檢驗 . . . . .	42
第三節 結構化方程模型 . . . . .	47
第五章 結論與建議 . . . . .	52
第一節 研究結論 . . . . .	52
第二節 研究建議 . . . . .	54
第三節 研究限制 . . . . .	55
參考文獻 . . . . .	56
附錄A 研究問卷 . . . . .	63

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