

智慧型手機使用者從手機通話轉換行動即時通訊軟體之決定因素研究

林子詩、吳為聖

E-mail: 365052@mail.dyu.edu.tw

摘要

智慧型手機與行動網路的快速發展，帶動行動應用軟體(mobile app)的開發風潮。在智慧型手機上安裝行動即時通訊軟體即可與他人通訊，因此，使用者面臨從手機通話轉換到行動即時通訊的抉擇。為能瞭解使用者欲從手機通話移轉到行動即時通訊服務的影響因素，本研究旨在探討影響使用者採用行動即時通訊的決定因素。有別於過去研究採用社會心理取向模式分析使用者採用新科技之意圖，本研究從人口遷徙觀點探索行動即時通訊的採用意圖，包含推力、鎖住力與拉力等三種影響力。根據信效度較佳的相關量表建立測量工具，經網路方式調查有使用行動即時通訊經驗者的意見，共收集549份有效樣本。利用結構方程模式檢定研究模型與假設，研究結果顯示智慧型手機使用者從手機通話轉換至行動即時通訊的決定因素包括：推力的相對優勢、相容性、可試用性及服務滿意度；拉力的替代吸引力及主觀規範；鎖住力的轉換成本。其中，推力是轉換意圖最主要的決定因素，尤其是行動即時通訊相對手機通話的優勢，其次是拉力及鎖住力，而且研究模型具有良好的解釋力。建議電信業者強化手機通話的通訊與服務品質，防止客戶流失。行動即時通訊開發商則應持續改善軟體的互動性與使用性，擴大使用人口以取代手機通話。

關鍵詞：行動即時通訊、遷徙理論、轉換意圖

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