

遊戲機使用動機、滿意度與忠誠度之研究

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摘要

本研究主要目的在瞭解遊戲機玩家使用動機、滿意度與忠誠度之關係，並分析不同背景玩家在三個變項上的差異。以使用遊戲主機(XBOX360、Play Station 3、Wii或其他)之玩家為研究對象，利用網路問卷進行資料收集，總計填答463份，扣除無效問卷63份後之有效問卷為400份，有效問卷回收率為86.39%。回收資料以統計套裝軟體SPSS18中文版進行統計分析後，獲得以下結果：(一)遊戲機玩家使用動機為中等偏高程度(M=3.52)，也有中等篇高的滿意程度(M=3.42)，而忠誠度為中等程度(M=3.2)。(二)不同背景變項玩家在使用動機，有部份構面達顯著差異。(三)不同背景變項玩家在滿意度，有部份構面達顯著差異。(四)不同背景變項玩家在忠誠度，有部份構面達顯著差異。(五)遊戲機使用動機能顯著預測使用滿意度；遊戲機使用滿意度能顯著預測忠誠度。最後，根據研究結果提出建議，以供遊戲廠商及未來研究之參考。

關鍵詞：使用動機、滿意度、忠誠度

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