

# 擁擠知覺與休閒者人格特質對舊地重遊意圖之影響

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## 摘要

因近年來國內旅遊人數增加，而休閒、遊憩和觀光已成為現代人生活中不可或缺的部分，因此，本研究以曾進行過國內旅遊活動的一般大眾為研究對象，探討擁擠知覺對舊地重遊意圖之影響效果，最後探討休閒者之內外控人格特質對擁擠知覺與舊地重遊意圖關係之調節效果。本研究以問卷調查，發放問卷500份，回收有效問卷466份，並採簡單隨機抽樣，以信度分析、因素分析、迴歸分析及層級迴歸分析探討各變數之間之影響與調節效果。研究結果發現擁擠知覺對舊地重遊意圖造成負向顯著影響，也顯示了多數人還是願意選擇在擁擠的時刻舊地重遊，而人格特質對擁擠知覺與舊地重遊意圖間不具顯著調節作用。

關鍵詞：人格特質、擁擠知覺、重遊意圖

## 目錄

封面內頁	簽名頁	中文摘要	iii	英文摘要	iv	誌謝	v	目錄	vi	圖目錄	viii	表目錄	ix	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 研究問題	4	第四節 解釋名詞	4	第二章 文獻探討	5	第一節 擁擠知覺相關理論	5	第二節 人格特質相關理論	9	第三節 舊地重遊意圖相關理論	14	第四節 擁擠知覺、人格特質和舊地重遊意圖相關的實證研究	15	第三章 研究方法	24	第一節 研究架構	24	第二節 定義變數與研究假設	25	第三節 研究對象	26	第四節 研究工具	27	第五節 資料分析方法	28	第六節 初測的信效度分析	29	第四章 研究結果之分析與討論	34	第一節 正式問卷的信效度分析	34	第二節 樣本背景概況分析	36	第三節 擁擠知覺對舊地重遊意圖之分析	43	第四節 人格對擁擠知覺與舊地重遊意圖間之調節效果分析	44	第五節 研究假設驗證結果	44	第五章 研究結論與建議	45	第一節 研究結論	45	第二節 研究建議	46	第三節 研究限制	47	第四節 後續研究建議	47	參考文獻	49	附錄問卷	61	圖目錄	圖3-1 研究架構圖.....	24	表目錄	表2-2-1 人格特質理論類型	11	表2-4-1 擁擠知覺相關文獻	15	表2-4-2 人格特質相關文獻	18	表2-4-3 重遊意圖相關文獻	21	表3-1 各項變數之操作型定義	25	表3-2 人格特質題目	30	表3-3 擁擠知覺信度檢驗表	31	表3-4 舊地重遊意圖信度檢驗表	32	表3-5 擁擠知覺-KMO與Bartlett檢定	32	表3-6 舊地重遊意圖-KMO與Bartlett檢定	33	表4-1 內外控人格特質量表得分次數分配表	35	表4-2 樣本之性別分佈	36	表4-3 樣本之婚姻分佈	37	表4-4 樣本之年齡分佈	38	表4-5 樣本之職業分佈	39	表4-6 樣本之教育程度分佈	40	表4-7 樣本之收入分佈	40	表4-8 樣本之居住地區分佈	42	表4-9 擁擠知覺對舊地重遊意圖之迴歸分析	43	表4-10 擁擠知覺*人格特質對舊地重遊意圖之層級迴歸分析	44	表4-11 研究假設驗證結果彙整表	44
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