

Influencing Factors for Virtual Community Users' Satisfaction and Loyalty-a Case Study of Auction Website

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ABSTRACT

The evolution of the information technologies and internet has stimulated the growth of e-commerce; auction website is one of the popular on-line transaction modes, and provides free of charge service to attractive new users to join this transaction environment. However, on April 2004, Yahoo! Auctions Taiwan started to charge for users' posters, then its users were so enraged that they tried to find the other websites to instead. The auction website relies on the huge user groups to acquire the advertisement fee, and charges for their services as the next step. Therefore, it is a critical issue to increase users' loyalty for auction websites. Owing to the characteristics of the C2C auction websites, a large number of their posters is easily to create the phenomenon of pseudo-loyalty of auction website. In this study, therefore we utilize the partnership relationship theory to construct the framework of influencing factors for users' satisfaction and loyalty of auction website. This study use internet-based questionnaire to collect auction website users' opinion. According to empirical study, we find that "information sharing", "promise", "complaint", and "stickiness" are positively to influence users' satisfaction. And users' loyalty is positively influenced by asset specificity, stickiness and users' satisfaction.

Keywords : Virtual community, partnership relationship theory, stickiness, asset specificity, satisfaction, loyalty.

Table of Contents

封面內頁 簽名頁 授權書.....	iii	中文摘要.....	v	英文摘要.....	v
要.....	vi	誌謝.....	vii	目錄.....	viii
錄.....	viii	圖目錄.....	xi	表目.....	xii
錄.....	xii	第一章 緒論.....	1	1.1 研究背景.....	1
景.....	1	1.2 研究動機.....	3	1.3 研究目的.....	6
的.....	6	1.4 研究範圍與限制.....	7	1.5 研究流程.....	8
程.....	8	第二章 文獻探討.....	10	2.1 虛擬社群.....	10
群.....	10	2.1.1 虛擬社群定義.....	11	2.1.2 虛擬社群的種類.....	12
類.....	12	2.1.3 虛擬社群成員的發展階段.....	16	2.1.4 虛擬社群的價值.....	18
值.....	18	2.2 拍賣網站.....	21	2.2.1 拍賣的型式.....	24
式.....	24	2.2.2 拍賣網站的類型.....	25	2.3 夥伴關係(partnership relationship).....	26
relationship).....	26	2.3.1 夥伴關係衡量構面.....	32	2.4 黏度.....	34
度.....	34	2.4.1 黏度衡量構面.....	36	2.5 專屬資產(asset specificity).....	37
.....	37	2.5.1 專屬資產衡量構面.....	38	2.6 滿意度(satisfaction).....	39
度(satisfaction).....	39	2.6.1 滿意度衡量構面.....	41	2.7 忠誠度(loyalty).....	42
度(loyalty).....	42	2.7.1 忠誠度衡量構面.....	44	第三章 研究方法.....	46
法.....	46	3.1 統計與分析方法.....	46	3.1.1 敘述統計分析.....	46
析.....	46	3.1.2 因素分析.....	47	3.1.3 信度分析.....	47
析.....	47	3.1.4 路徑分析.....	48	3.2 研究假說與模型.....	49
型.....	49	3.2.1 夥伴關係與滿意度之關連.....	49	3.2.2 黏度與滿意度及忠誠度之關連.....	50
度之關連.....	50	3.2.3 滿意度與忠誠度之關連.....	50	3.2.4 專屬資產和忠誠度之關連.....	51
連.....	51	3.2.5 研究模型.....	51	3.3 變數與操作型定義.....	54
義.....	54	3.4 研究對象.....	55	3.5 問卷設計與前測分析.....	55
析.....	55	3.5.1 問卷設計與預試.....	55	3.5.2 前測分析結果.....	56
果.....	56	第四章 統計分析.....	59	4.1 樣本特性分析.....	59
析.....	59	4.2 因素分析.....	61	4.3 信度分析.....	65
析.....	65	4.4 路徑分析.....	66	4.5 討論.....	70
論.....	70	第五章 結論與建議.....	74	5.1 結論與建議.....	74

議.....	74	5.2 後續研究建議.....	77	參考文
獻.....	79	附錄A.....	90	附錄B
.....	93	圖目錄 圖 1.1 研究架構與研究流程.....	9	圖 2.1 社群經營成長三階段
理論.....	17	圖 2.2 虛擬社群成員發展的四個階段.....	17	圖 2.3 虛擬社群之價值創造模
式.....	21	圖 2.4 e B a y 交易社群.....	23	圖 2.5 影響夥伴關係成功的因素.....
2.6 以強權政治以及社會交換理論探討夥伴關係.....	30	圖 2.7 夥伴關係品質研究模型.....	31	圖 2.8 夥伴關係
研究模型.....	32	圖 2.9 黏度的構成要素.....	35	圖 3.1 研究模型.....
4.1 研究結果.....	73	表目錄 表 2.1 虛擬社群之定義.....	12	表 2.2 拍賣型
式.....	24	表 2.3 拍賣網站的類型.....	25	表 2.4 夥伴關係定義.....
2.5 夥伴關係變數對夥伴關係成功的影響.....	29	表 2.6 夥伴關係衡量構面.....	33	表 2.7 黏度衡量構
面.....	36	表 2.8 專屬資產衡量構面.....	39	表 2.9 滿意度衡量構面.....
2.10 忠誠度的定義.....	43	表 2.11 忠誠度衡量構面.....	45	表 3.1 研究假說彙
整.....	52	表 3.2 研究變數與操作型定義.....	54	表 3.3 問卷預試分析結果.....
表 4.1 樣本基本資料分析.....	60	表 4.2 夥伴關係因素分析結果.....	62	表 4.3 黏度因素分析結
果.....	63	表 4.4 專屬資產因素分析結果.....	64	表 4.5 滿意度因素分析結果.....
表 4.6 忠誠度因素分析結果.....	65	表 4.7 各構面信度分析結果.....	66	表 4.8 路徑效果分
類.....	67	表 4.9 估計與檢定結果.....	68	表 4.10 研究假說檢定結果分析.....
表 4.11 夥伴關係影響忠誠度總效果.....	69			

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