以期望確認理論探討顧客購買線上旅遊產品行為之研究

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摘 要

近年來，由於使用旅遊網站購買產品的人數不斷攀升，曾有專家預言，旅遊網站已經成為網路虛擬世界中，少數發展較成功的產業之一(Connolly et al.,1998；Millman, 1998)。1999年國內有高達3700多家旅遊網站的盛況，至今存留繼續經營的已不到50家，除了旅遊網站經營失利外，忽略了顧客再次購買意願的重要性。 過去許多旅遊網站的相關研究中，皆在探討顧客科技接受程度或服務品質滿意度，卻忽略顧客使用購買產品與服務之後的感受及再購買意願。而本研究擬以期望確認理論(Expectation-Confirmation Theory, ECT)為基礎，發展一影響顧客持續使用旅遊網站之行為模式，探究顧客在使用旅遊網站並購買產品與服務之後，期望與實際認知的落差對滿意度是否有顯著影響。 本研究透過電子問卷，收集有效樣本233位曾參與使用購買線上旅遊產品與服務之資料，透過敘述統計、因素及信度分析、路徑分析及T檢定等資料分析工具驗證所提出之理論。研究發現如下： 1. 以期望確認理論為基礎，結合科技接受模式、交易成本、資訊品質、系統品質及服務品質，所建構出的旅遊網站顧客再購意願模式，可以有效解釋旅遊網站中，影響顧客再購買意願之因素。 2. 資訊品質、系統品質的優劣，對顧客使用旅遊網站的實際使用認知有用性、易用性及有趣性會有顯著影響。 3. 服務品質對顧客使用旅遊網站之實際使用認知有顯著影響。 4. 旅遊網站顧客的期望與實際使用認知之間的落差與服務品質，是影響顧客滿意度最重要的因素。 5. 旅遊網站顧客的滿意度對再購意願有顯著影響。

關鍵詞 : 旅遊網站 ; 期望確認理論 ; 交易成本 ; 服務品質 ; 再購買意願

目錄

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