

購物網站之線上消費者接受模式

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摘要

隨著資訊科技的進步與電子商務市場日趨成熟，各國使用線上購物的人口比率逐年增加，國內的網路購物市場亦擁有可觀的成長潛力，而購物網站發展成功的關鍵在於網站品質與使用者的接受度。自資訊系統成功模型發展以來，已成為現行資訊系統基礎，為符合電子商務商業型態，以網站品質探討使用者滿意度與藉由使用者滿意度探究實際使用之電子商務資訊系統成功模型，已受許多專家學者支持。然而，這些研究皆忽略了使用者行為意圖，而直接以使用者滿意度預測使用者實際使用行為，造成衡量的偏誤與經營成效不彰。有鑑於此，本研究嘗試以電子商務成功模型為基礎，加入理性行為理論，建構購物網站之線上消費者接受模式。以國內使用過購物網站之線上消費者為對象，以結構方程模式探討網站品質與線上消費者行為模式之關聯，以及線上消費者使用購物網站後獲取的價值。本研究經實證分析後得到以下發現：第一、購物網站之網站品質會影響線上消費者態度/滿意度，第二、購物網站之網站品質會影響線上消費者獲取的價值，第三、線上消費者態度/滿意度會透過行為意圖有效預測實際使用，最後、線上消費者獲取的價值會對態度/滿意度產生影響。

關鍵詞：資訊系統成功模型；滿意度；行為意圖；理性行為理論

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