

消費者在線上忠誠度因素之研究:以資訊服務業為例

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摘要

本研究的主要目的是要探討在資訊服務業類別網站中消費者線上忠誠度的因素，經由相關的文獻探討，透過以資訊與商務服務網站類型的需求劃分，經由商務服務網站類型文獻探討取得忠誠度因素量表，將來衡量資訊類型網站，觀察這些因素影響消費者的忠誠度，並經由問卷調查資料的分析結果，發現偏好性與方便性此兩因素，將是影響到此類網站消費者忠誠度最重要的層別，此將可做為網站經營對消費者衡量服務的參考指標。最後，本文對研究結果對於實務界的意涵解釋說明並且對學術界作出的一些後續性的研究建議。

關鍵詞：電子商務；資訊服務業；網站類型；線上忠誠度

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