

The Study of User's Intention and Satisfaction for Mobile Game

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ABSTRACT

During the vigorous development in the mobile gaming, mobile game has become the major add-on service in Mobile industry in Taiwan. Around the world, the mobile game sales only was 21.3 million US dollars in 2006, it was only reached 1.8% of entire net profit of World Mobile Services Markets. The numbers shows here indicate a huge portion to grow in the mobile game market in the future. MIC predicted the market would grow to 31.5 million US dollars around the world in 2007. This study, base on the original information system success model including in-formation quality and system quality, researched the structure of quality in mobile gaming that effect the user satisfaction. System and information quality in mobile gaming are the primary factors to effect users' acceptance and satisfaction. This sutdy is based on the extensibilities of Technology acceptance model and Theory of Planned Behavior, also combinded Delone and McLean Information System Successv Model to discuss what effect to users' intention and satisfaction in Mobile Gaming. System Quality and Information Quality in mobile gaming are the primary factors to effect users' acceptance and satisfaction. By understanding users' intention in using Mobile Gaming would help industry development and growth. The results can be used for further study by manufactures to concerning the im-provement and success in mobile game. Further improves player's gaming experience.

Keywords : mobile game, theory of planned behavior, technology acceptance model

Table of Contents

中文摘要	iii	英文摘要	iii
iv 誌謝辭	iv	內容目錄	vi
vii 表目錄	vii	圖目錄	ix
xi 第一章 緒論	1	第一節 研究背景	1
2 第二節 研究動機	5	第三節 研究目的	5
7 第四節 研究範圍	8	第五節 研究步驟	8
9 第六節 研究限制	11	第二章 文獻探討	11
12 第一節 科技接受模式	12	第二節 計畫行為理論	12
17 第三節 資訊系統成功模式	19	第四節 滿意度	19
22 第五節 行動通訊發展	24	第六節 行動遊戲服務	24
27 第三章 研究方法	36	第一節 理論推演	36
36 第二節 研究架構	43	第三節 研究假設	43
45 第四節 研究變數的定義與衡量	50	第四章 研究設計	50
65 第一節 資料搜集	65	第一節 問卷設計	65
65 第二節 調查步驟	68	第二節 前側施行與結果分析	68
69 第五節 統計與資料分析	73	第六節 結構方程模式	73
77 第五章 研究分析	77	第一節 基本資料分析	77
81 第二節 敘述性統計分析	81	第二節 第一節 基本資料分析	81
84 第三節 結構化模式分析	90	第三節 結構化模式分析	84
96 第五節 假設驗證	99	第四節 測量模式分析	96
104 第六章 結論與建議	108	第五節 假設驗證	104
108 第一節 研究發現	108	第六節 研究結果	108
110 第二節 後續研究建議	110	第一節 研究發現	110
110 第三節 管理實務建議	110	第二節 後續研究建議	110
112 第四節 討論	112	第三節 管理實務建議	110
113 第五節 小結	112	第四節 討論	112
113 參考文獻	113	第五節 小結	112
		參考文獻	113

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