

# 探討學校入口網站顧客忠誠度之成功關鍵因素

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## 摘要

隨著少子化的影響，使得相關產業面臨前所未有的挑戰，另外，科技的日新月異，使得網路已成為生活的一部份，也因此行銷方式也隨之而改變。而在教育最前線—小學，也在經營上越顯困難，所以需要思考如何將學校推銷給大眾知道。本研究以學校入口網站服務品質做為學校行銷方法—網際網路行銷，發展出適合學校入口網站使用之服務品質量表。再者，本研究利用科技模式，解釋使用者對於學校入口網站的接受程度以及使用行為，得出結果如下：(一)學校入口網站服務品質可由內容有用性、資訊適當性、適用性、接近性、互動性、網站美學六構面形成。(二)學校入口網站服務品質各構面均對認知有價值、信任有正向影響效果，而在服務品質各構面中，以內容有用性有更顯著的影響效果。(三)在服務品質各構面中，網站美學構面相對於其他變數而言，對認知有價值或信任影響較小。(四)認知有價值以及信任對於顧客滿意度有正向影響效果，而顧客滿意度與習慣會直接影響顧客忠誠度。

關鍵詞：入口網站，顧客忠誠度，服務品質，顧客滿意度

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