

# 以信任和技术接受觀點探討影響部落格讀者忠誠度之因素

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## 摘要

部落格是近年來最受到重視的網路新興現象，嗅覺靈敏的行銷公司自然不會放過這塊深具潛力的市場。讀者可從部落格上獲得獨特的新聞以及觀點，以最快速度的到最新的消息以及趨勢，部落格的重要性，可見一般。部落格漸漸成為一種新的趨勢，也有許多研究針對部落格在許多方面的應用，但是鮮少有證實研究以信任為主要觀點來加以探討影響部落格讀者忠誠度的因素。另一方面，忠誠度的研究大多應用於購物意或傳統行銷上，顯少有針對部落格的研究。本研究整理影響忠誠度相關文獻，依據資訊理論中的「科技接受模式(TAM)」為理論基礎，提出八個影響因素來做為研究模型，探討這些因素對於部落格忠誠度的影響關係。透過網路問卷，有效收集211位使用者資料，並以SPSS12.0統計軟體分析影響忠誠度之因素。研究結果指出，相對有用性、易用性、相容性、滿意度與偏好會正向影響使用者參與部落格的情感忠誠度，信任則透過滿意( $R^2=0.501$ )與偏好( $R^2=0.292$ )對忠誠度也有正向影響。此外，情感忠誠對意圖忠誠也有顯著相關，解釋能力達50%。期許研究結果對相關學術研究有所貢獻，並且提供部落格管理者在部落格管理策略上的規劃。

關鍵詞：部落格;信任;忠誠度

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