

以分解式計劃行為理論探討行動加值服務使用意願之研究

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摘要

近年來隨著資訊科技的發展，第三代行動通訊寬頻傳輸(third generation, 3G)、WiFi、WiMax等其他通訊技術興起，電信市場上由單一的語音服務朝向以行動加值服務方向發展。但就目前市場上，行動加值服務項目雖然多，但在消費者使用方面上並不如預期。本研究主要從行為意願的角度，分解式計畫行為理論為研究基礎，來建構行動加值服務模型(MVSM)，以結構方程模式為分析方法，針對257位行動電話用戶為對象，進行問卷調查。研究結果發現，行為意願會受到態度、主觀規範及認知行為控制正向影響；其中，態度影響程度最大，其次為認知行為控制，最後為主觀規範；態度會受認知有用性、認知易用性及相容性正向影響；主觀規範會受到人際與外部正向影響；認知行為控制會受自我效能及助益條件正向影響。本研究結果或可做為國內電信業者在經營策略上的參考。

關鍵詞：行動加值服務，分解式計劃行為理論，結構方程模式

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