

以關係強度為干擾變數探討個人專業對國際搜尋引擎之網路中程度的影響

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摘要

網際網路為快速成長的媒介，顧客運用線上搜尋引擎尋找產品資訊，搜尋引擎內含大量的資訊，顧客藉由其專業而使用喜愛的搜尋引擎，所以對於搜尋引擎的網路忠誠度之重要性是不言而喻的。此研究調查人際關係中的個人專業之溝通過程，在內文中，個人專業包含傳播者專業與接收者專業，且人際關係是隱含著關係強度。一般來說，口碑是由以上變數所組成，因為口碑是一種社會行為，在現實或虛擬環境中，顧客會與朋友互相影響對方，且顧客的想法或購買意願將會被他們親近的朋友而影響。因此，本研究的目的將是證明關係強度的重要性。研究的結論是傳播者專業與接收者專業能夠提升網路忠誠度，且關係強度能夠干擾接收者專業與網路忠誠度之間的作用。

關鍵詞：網路忠誠度；關係強度；專業程度

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