

兩岸Google搜尋網站使用者產品涉入與信任對網站忠誠度影響之研究

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摘要

本研究主要探討Google搜尋網站使用者涉入程度與信任對網站忠誠度有何影響，且探討信任之干擾效果。本研究以便利抽樣方式，於上海及台灣各處發放問卷，共發出650份問卷，有效問卷共有558份。台灣地區發放350份，回收310份問卷，有效問卷298份，回收率為88.6%，問卷有效率為96.1%；大陸地區發放300份，回收280份問卷，有效問卷260份，回收率為93.3%，問卷有效率為92.9%。本研究結果發現，台灣及大陸地區：一、使用者產品涉入對網站忠誠度有正面之顯著影響。二、信任對網站忠誠度有正面之顯著影響。三、使用者產品涉入因信任而增強其網站忠誠度。

關鍵詞：產品涉入；網站忠誠度；信任

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