

以D&M模型探討資訊系統使用者滿意度與使用意圖

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摘要

隨著網際網路的快速發展，入口網站已成為現代人不可或缺的網站類型，我們每天都要上各種不同的入口網站收發E-mail、瀏覽新聞、搜尋資料等。本研究之主要目的在探討一般型入口網站成功之影響因素，以DeLone and McLean於2003年發表的資訊系統成功修正模式為架構基礎，探討資訊系統使用者滿意度與使用意圖。以資訊品質、系統品質、服務品質與新增的品牌權益四項外生變數是否及如何影響資訊系統使用者滿意度、使用意圖與淨利益。本研究是透過網路問卷調查的方式，以入口網站的使用者為對象。請他們以最常使用之入口網站的使用情形，進行填答。共得有效問卷233份，以結構方程模式(SEM)進行檢定，Amos 7.0作為分析工具，檢定整個模式之配適度與各構面間之關係。根據資料分析發現，使用者滿意度直接影響使用意圖，資訊品質、系統品質與服務品質對使用意圖與使用者滿意度皆有顯著且正向的影響，其中資訊品質對使用意圖的效果最強，而影響使用者滿意度的主要因素則是服務品質。最後提出結論與實務上的建議。

關鍵詞：入口網站；資訊品質；系統品質；服務品質；品牌權益

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