

To Use D&M Model to Confer IS User Satisfaction and Intention to Use

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ABSTRACT

With the rapid development of the Internet, the portal site has become an integral part of the modern type of web site, we have every day on various portal send and receive E-mail, browse news, search for information. The purpose of this study to investigate the general success of the portal factors to DeLone and McLean in 2003 published the information system framework for the success of that model based on information system user satisfaction with the intent to use. Information quality, system quality, service quality and brand equity of the new four exogenous variables affect whether and how the information system user satisfaction, with the intent to use the net benefits. This study is the survey through the Internet, a portal site targeted at users. Ask them to the most commonly used entrance of the site is used, respondents. A total of 233 valid questionnaires were to structural equation modeling(SEM)conducted test, Amos 7.0 as analytical tools, test the model with moderate and the dimensions of the relationship between. According to data analysis, the user satisfaction with a direct impact on the use of intent, information quality, quality and service quality system on the use of user satisfaction with the intention of both significant and positive impact on the quality of information on the use of the intended effect of the strongest, and Impact of user sat-isdiction is the main factor service quality. Finally, conclusions and practical recom-mendations.

Keywords : portal site ; information quality ; system quality ; service quality ; brand equity

Table of Contents

中文摘要	iii	英文摘要	iii
iv 誌謝辭	v	內容目錄	v
vi 表目錄	viii	圖目錄	viii
ix 第一章 緒論	1	第一節 研究背景與動機	1
1 第二節 研究問題與目的	4	第三節 研究範圍與限制	4
5 第四節 研究流程	6	第二章 文獻探討	7
7 第一節 DeLone and McLean資訊系統成功模式	7	第二節 資訊品質	7
13 第三節 系統品質	16	第四節 服務品質	16
18 第五節 品牌權益	23	第六節 入口網站	23
30 第七節 D&M資訊系統成功模式與入口網站之關係	33	第三章 研究方法	33
35 第一節 研究架構與假說	35	第二節 構面定義與衡量	35
38 第三節 分析方法	41	第四章 研究結果分析	41
58 第一節 樣本結構分析	58	第二節 敘述性統計分析	58
60 第三節 研究模式的檢驗	64	第四節 結構模式分析	64
69 第五節 研究假說驗證	73	第六節 效果分析	73
75 第五章 結論與建議	78	第一節	78
78 第二節 實務上建議	80	第三節	80
82 未來研究	82	參考文獻	83
83 研究問卷	95	附錄	83

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