

# 影響即時通訊軟體使用者關係維繫之因素對忠誠度影響之研究：以信任為中介變項

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## 摘要

隨著網際網路蓬勃發展，依據相關調查，台灣目前最熱門的網路活動是即時通訊，幾乎占電子商務九成市場。而在這競爭的電子商務環境中，企業如何與使用即時通訊軟體的顧客建立與維繫良好關係是日漸重要的議題。本研究以關係行銷理論應用到電子商務市場，探討影響即時通訊軟體使用者關係維繫之因素，及如何以信任為中介變數獲致顧客忠誠度。藉由調查469位有效問卷後，結果發現：

一、關係維繫因素包含網站專業知識、隱私權的重視、關係特定投資、顧客專業知識、社會束縛、互動頻次、終止成本及互動滿意度。

二、三大構面「網站本身因素」、「顧客本身因素」、「互動本身因素」對信任有顯著影響。

三、信任對忠誠度有顯著影響。

四、信任在關係維繫因素與忠誠度間扮演中介角色。

若企業界能瞭解維繫顧客關係的因素，則本研究結果可作為企業界訂定網站關係行銷政策之參考。

關鍵詞：關係行銷、關係維繫、信任、忠誠度

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