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(elaboration likelihood model, ELM) PZB

: (knowledge network community) ; (ELM) ; (service quality)

Jordan, T. (2003) : ( ) : (1999)

(2001) : (2003)

(2004)

(TWNIC)

http://www.twnic.net.tw/download/200307/200307index.shtml (2009 3 21) (2005) :

(2000) (2005)

SPSS : (2) : (2000) :

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