

Combinate ELM and PZB Model to Explore Loyalty of Knowledge Network Community

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ABSTRACT

In recent years, with the use of Internet to increasing population, order to promote the development of e-commerce. The network filled with a wide range of thematic groups. How to run a successful network of community knowledge is an important is-sue. In this study, combining ELM and PZB model to establish theoretical frame-work, discussion the interaction between quality of Service, Community cohesion, and community loyalty in the knowledge network community. In this study, information value and reliability of information sources are consideration the possibility of the the-ory of ways. Quality of service mode by following the literature review; measure qual-ity of Service with "convenience", "reactive", "empathy", "security" and "reliability". The study found that the quality of community services "reactive", "empathy", "security" and "reliability" will be a positive impact"community cohesion" of the form, and to "reactive" effects of the highest ; network quality of service the community of knowledge "empathy", "security" and "reliability" will be a positive impact on user loy-alty, and to "empathy" of the highest impact; and the level of community cohesion Community will be a positive impact on the formation of loyalty degree

Keywords : knowledge network community ; Elaboration Likelihood Model ; service quality

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