

顧客對券商網站品質與網路下單接受程度之研究：以兩岸券商為例

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摘要

近年來，由於資訊科技的發展，網際網路及電子商務的應用已十分普遍。因此，越來越多的公司開始透過網際網路銷售產品並提供服務。在財務金融的領域中，許多證券商為了提升交易流程的效率，已開始提供顧客網路下單的服務。因此，此研究主要探討大陸及台灣證券商網路下單系統的網站品質，對顧客接受意向間的關係。此研究從大陸及台灣分別獲得207份及236份的網路及紙本問卷。剔除無效問卷後，大陸及台灣共分別有151及204份的有效問卷。研究結果顯示出網站品質對於使用者的效性知覺及易用性知覺有顯著影響；而這兩個因素也是預測顧客使用系統的態度及使用行為意向的重要因素。此研究在大陸及台灣均獲得相似的結果。

關鍵詞：科技接受模式；網站品質；網路下單

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