

兩岸線上遊戲玩家知覺風險、信任與滿意度對忠誠度影響之研究：以轉換成本為調節變項

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摘要

各家遊戲廠商爭相推出各種類型新遊戲以吸引顧客，或增加故事劇情或資料片以擴充遊戲的發展性等。為了維持顧客或吸引新顧客，檯面上活動包括價格促銷，推出新遊戲，明星代言和配合其他增值活動的促銷等。在檯面下，公司則是致力於技術的提升，如繪圖技術的開發，讓遊戲畫面更生動、更有聲光效果。在安全機制上，為了保護線上玩家的資料安全，也利用許多保密技術，如亂碼計算器。在遊戲順暢度上，企業不只開發繪圖技術，還必須投入大量成本於主機設備上，防止過多玩家同時上線導致遊戲順暢度不足。故本研究主要試著以轉換成本來探討對兩岸玩家遊戲的滿意度與忠誠度之影響。此外，在許多有關電子商務及線上購物研究方面，知覺風險對於顧客的滿意度及再購意願有著重要的決定因素，如安全或隱私問題。故本研究將研究知覺風險是否對於線上遊戲玩家的滿意度及忠誠度有所影響。此外本研究試著將信任加入研究架構中，探討當這樣風險產生時，顧客對於該公司或該線上遊戲的信任是否會有所影響。

關鍵詞：線上遊戲 轉換成本，知覺風險，信任，滿意度，忠誠度

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