

# 網路購物信任感認知對顧客滿意度影響之研究

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## 摘要

網路購物是一種現代化的經營模式，藉由電腦網路將購買與銷售、產品與服務等商業活動結合，如此一來可以滿足組織與消費者的需要，目前網路購物已漸成趨勢，而對於交易安全之風險議題卻仍是消費者擔心的問題。本研究的目的是在於釐清網路購物信任感認知對顧客滿意度影響之研究，其研究探討問題如下：

一、網路購物信任感認知對顧客滿意度有正向影響。

二、知覺風險越高時，使信任感認知對顧客滿意度有負向影響

本研究，以隨機取樣方法進行問卷之發放，共計發出問卷發放520份，問卷回收490份，剔除其中因題目漏答、重複作答及勾選不合理等70份無效問卷，有效問卷420份。在分析方法上採用迴歸分析進行各變數間關係探討。經由統計研究結果發現信任認知及其構面(信任傾向、被信任者特徵、值得信任)對顧客滿意度於 $\beta$ 歸係數中呈正向影響，知覺風險高時使，信任傾向、被信任者特徵、值得信任對顧客滿意度具干擾效果。

關鍵詞：網路購物信任感、知覺風險、顧客滿意度

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