



國立高雄應用科技大學  
企業管理系碩士班  
碩士論文

探討影響共同生產強度之前因及後果變數—  
以經濟價值及享樂價值為干擾變數

Antecedents and Consequences of Coproduction Intensity :  
Moderators of Economic Value and Hedonic Value

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# 探討影響共同生產強度之前因及後果變數— 以經濟價值及享樂價值為干擾變數

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## 摘 要

本研究發現過去探討影響共同生產強度因素的文章較少，亦即忽略了共同生產的負面效果，甚至未曾探討共同生產強度之前因變數，因此本研究以自我效能為自變數，而以再購意願為依變數，來探討三者變數之間的關係。由於近年來越來越多自助服務/產品的興起，故聚焦此情境來進行消費者實證，並加入經濟價值及享樂價值作為干擾變數進行實證。

本研究採用問卷調查法收集資料，以使用/購買自助服務/產品的消費者為研究對象，回收有效問卷共 279 份，並以 IBM SPSS、Hayes (2013) PROCESS 進行資料分析。研究結果分述如下：(1)自我效能對於共同生產強度有顯著負向影響；(2)自我效能對於再購意願有顯著正向影響；(3)經濟價值弱化干擾共同生產強度與再購意願之間的關係。根據研究結果，本研究提出相關建議以供自助服務/產品企業作為參考。

關鍵字：再購意願、共同生產強度、自我效能、經濟價值、享樂價值

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**ABSTRACT**

In the past, many studies have less focused on the factors affecting co-production intensity, and ignored the negative effects of coproduction. In this study, self-efficacy and repurchase intention are separately setted as the independent variable and the dependent variable. Since self-service/production has been increasingly prevalent in recent years, the study tries to explore the antecedent and consequences of co-production intensity. Furthermore, economic value and hedonic value are viewed as the moderating variables.

A total of 279 valid copies of the questionnaire answered by customers who had used/purchased self-service/production were collected. Data was analyzed with IBM SPSS for Hayes (2013) PROCESS. Empirical results suggest that: (1) self-efficacy has a negative effect on coproduction intensity; (2) self-efficacy has a positive effect on repurchase intention; (3) Economic value negatively moderates the relationship between coproduction intensity and repurchase intention. These findings provide significant theoretical contributions and managerial implications.

Keywords : Repurchase Intention 、 Coproduction Intensity 、 Self-efficacy 、 Economic Value 、 Hedonic Value