



國立高雄科技大學  
企業管理系碩士班  
碩士論文

影響再購意願之因素探討

-自我效能及虛擬社群意識的角色

Factors affecting repurchase intentions-The roles of self-efficacy and sense of  
virtual community

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# 影響再購意願之因素探討- 自我效能及虛擬社群意識的角色

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## 摘要

過去有部分研究探討聯繫強度與價值一致性影響顧客購買決策，但鮮少探討其如何透過虛擬社群意識及在自我效能的干擾下來影響消費者購買行為。本研究主要探討聯繫強度及價值一致性是否透過虛擬社群意識影響再購意願，及自我效能是否干擾虛擬社群對於再購意願之影響？

本研究使用問卷調查法收集資料，以追蹤某品牌六個月以上的 Facebook 粉絲頁按讚的消費者為本研究的研究對象，回收有效問卷共 279 份，並以 Amos 24.0、IBM SPSS 進行資料之分析。研究結果分述如下：(1)聯繫強度及價值一致性顯著影響虛擬社群意識；(2)聯繫強度及價值一致性並無透過虛擬社群意識影響再購意願；(3)自我效能無干擾虛擬社群對於再購意願之影響。根據研究結果，本研究將提出相關建議以供企業作為參考。

關鍵詞：聯繫強度、價值一致性、虛擬社群意識、自我效能、再購意願

# Factors affecting repurchase intentions-The roles of self-efficacy and sense of virtual community.

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## ABSTRACT

Studies have explored that tie strength and value consistency affect purchasing decisions. However, few studies have explored the effect of tie strength and value congruity affect purchase intentions through sense of virtual community, and the moderating role of self-efficacy. Therefore, this study focuses on whether tie strength and value congruity influence repurchase intentions via sense of virtual community, and whether self-efficacy moderates the relationship between sense of virtual community and repurchase intentions. A total of 279 valid copies of the questionnaire answered by the consumers who had followed a Facebook brand fan page more than six months and who also had clicked "like" on it were collected. Data was analyzed with Amos 24 and IBM SPSS. Empirical results suggest that: (1) Tie strength and value congruity significantly affect sense of virtual community. (2) Sense of virtual community hasn't a mediation effect between tie strength and value congruity and repurchase intentions. (3) Self-efficacy does not moderate the relationship between sense of virtual community and repurchase intentions. These findings provide significant theoretical contributions and managerial implications for companies.

Key Words : Tie Strength, Value Congruity, Sense of Virtual Community, Self-Efficacy, Repurchase Intentions