

虛擬社群意識與社群忠誠度對持續使用行為及推薦傾向影響之研究

——以 Facebook 為例

張原誠*

國立台南大學教育系教育經營與管理研究所

摘要

隨著資訊網路快速發展，企業經營型態已產生大幅改變，而虛擬社群提供了網路經營一個重要的溝通管道。本研究欲探討虛擬社群成員的虛擬社群意識與社群忠誠度，對其成員持續使用及推薦傾向之影響為何。研究對象為使用過 Facebook 的大專校院學生，以問卷方式進行調查，其回收之有效問卷為 307 份。並且在研究中發展出「虛擬社群意識量表」，其量表包含支持交換、認同感及歸屬感等三個構面。最後，透過結構方程模式驗證後發現，使用者的虛擬社群意識會正向影響社群忠誠度，且使用者的虛擬社群意識會透過社群忠誠度，增加使用者的持續使用行為及其推薦傾向。

關鍵詞：虛擬社群意識、社群忠誠度、持續使用行為、推薦傾向

*Corresponding author. Email: d09903008@stumail.nutn.edu.tw

The Study among Sense of Virtual Community, Community Loyalty, Continuous Behavioral, and Recommendation Intention—The Case of Facebook

Yuan-Chen Chang *

Graduate Institute of Educational Entrepreneurship and Management,

National University of Tainan

Abstract

With the rapid growth of the Internet, business models are going through massive changes, and virtual community provides an important way of communication for Internet business management. This research aims to study the sense of virtual community and community loyalty of the members of virtual community. The researcher took students in universities, colleges, and junior colleges who had used Facebook as research objects; the research proceeded by way of issuing questionnaire, with 307 valid copies recovered. “Sense of Virtual Community Inventory” was developed in this study, including support exchange, sense of belonging and identification. Finally, through the testifying of Structural Equation Modeling, the study found that users’ sense of virtual community can positively affect community loyalty, and that users’ sense of community will promote users’ behavior of continuous behavioral and their recommendation intention due to community loyalty.

Keywords: Sense of Virtual Community, community loyalty, Continuous behavioral, recommendation intention

*Corresponding author. Email: d09903008@stumail.nutn.edu.tw