

企業形象、知覺價值和網站品質對旅遊網站忠誠度之影響

The Influence of Corporate Image, Perceived Value and Website Quality on The Consumer Loyalty to Travel Website

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摘要

2012 年台灣網路購物中雖有近 50%的金額為購買旅遊商品，而且多數為重複性的購買行為，但少有文獻探討網站使用者忠誠度之前因變項。而就實務面而言，網路消費者受限於服務產品購前無法體驗之限制，因此對商品公司之企業形象與知覺價值，往往是其進行購買行為之重要關鍵因素。而網站之品質是否穩定，亦會影響消費者是否願意在該網站進行購物行為。

本研究以台灣營業額最大、營收成長最快速的旅遊網站，易遊網，為研究標的，探討旅遊網站的企業形象、知覺價值與網站品質對消費者忠誠度的影響。本次研究共回收了 220 份有效問卷，經過進行相關分析與迴歸分析後，結果顯示：企業形象、知覺價值和網站品質皆會對消費者對該網站忠誠度產生正向而顯著的影響。旅遊網站業者除了須確保其網站品質外，尚可加強塑造企業形象，並開發物超所值的旅遊行程以增加消費者之忠誠度。

關鍵字：企業形象、知覺價值、網站品質、忠誠度

ABSTRACT

Although travel related products constituted nearly 50% of the Taiwan online shopping revenue in 2012 and most consumers are repeat customers, few researches have used travel websites as the study objectives to research the impact of the website quality on consumer loyalty. It is even rarer researches about the corporate image and perceived value have any impact on the consumer loyalty. Since online consumers are not able to experience products before buying, they often made the buying decision based on the corporate image and perceived value of the goods. The website quality also affects consumers' willingness to buy products on the website.

This research used the travel website, ezTravel, as the study objective to explore the impact of travel sites' corporate image, perceived value and site quality on the customers' loyalty. A total of 220 valid samples were collected. The analysis results indicated that corporate image, perceived value and site quality have significant positive relation to the consumer's loyalty. Travel website operators shall ensure the quality of the website, strengthen and shape the corporate image, and develop value for travel products to enhance the consumers' loyalty. In particular, the corporate image had the most influenced on the consumers loyalty; travel website operators have to plan a lot of effective activities to enhance customers' brand image.

Keywords: Corporate image, Perceived value, Website quality, Loyalty