

# 臉書使用者價值與忠誠度關聯研究：網路信任的干擾效果

## The Relationship between Facebook Users' Value and Loyalty: The Moderating Effect on Trust

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劉仲矩<sup>\*</sup>

Chung-Chu Liu

林宜慧<sup>\*\*</sup>

Yi-Hui Lin

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<sup>\*</sup> 國立臺北大學企業管理學系副教授（聯絡作者）  
Associate Professor, Department of Business Administration, National Taipei University.  
(correspondence author).

<sup>\*\*</sup> 國立臺北大學企業管理學系學士  
Bachelor, Department of Business Administration, National Taipei University.

## 摘要

人與人互動的方式，近幾年來隨著網際網路的發展而改變。臉書乘著 2004 年的一波社群網站潮流大肆席捲而來，全世界的人們都已身處於浪潮之中。成立至今，臉書成功吸引了成千上萬的使用者，而在新使用者不斷注入之下，要如何維持並提升舊有使用者的忠誠度是臉書的一大挑戰。本研究以臉書使用者價值為自變數，網路信任為干擾因子，忠誠度為應變數，探討各種臉書使用者價值與忠誠度之差異。本研究回收有效問卷 345 份，研究發現臉書使用者價值與忠誠度有部分顯著關係，網路信任有部分干擾效果。最後，本研究對學術界與業界提出相關建議。

**關鍵字：**臉書使用者價值、忠誠度、網路信任

## ABSTRACT

The contact between people has been changing as the progress of internet in these years. Since 2004, Facebook has changed everyone all around the world. Facebook has successfully attracted tens of thousands of people to use it since it started. As more and more users use Facebook, it is a big challenge for Facebook to maintain and even increase the original Facebook users' loyalty. The purpose of this study is to investigate the relationship between the value of Facebook and the royalties, and explore the moderating roles of the relationship between the value of Facebook and the royalties. A total of 345 valid copies have been used. The results show that there is partial significant in the correlation between the value of Facebook, the royalties and internet trust. Finally, the study provides some suggestions for the academics and companies.

**Keywords:** Facebook users' values, Loyalties, Trust