

An Empirical Investigation of Determinants of Relationship Quality in Internet Shopping

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Abstract

The purpose of this study is to investigate the determinants of relationship in the internet shopping. Through the relationship quality the study intends to explore the casual relationship among website characters, customer attributes, image strategy, relationship quality, and purchase intention. The linear structure relationship indicates that the website characters, customer attributes, and image strategy have positive influences on satisfaction and trust. Meanwhile, the purchase intention would be positively influenced by customer satisfaction through the moderating variable of trust.

Keywords: relationship quality, website characters, purchase intention

影響購物網站關係品質因素之研究

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摘 要

本研究主要以探討購物網站關係品質，受到網站特性、顧客特性與形象策略的影響程度。本研究以購物網站購物顧客為實證對象，探討網站特性、顧客特性、形象策略、關係品質與購買意願之間的因果關係。根據線性結構關係模式之分析(LISREL)網站特性對關係滿意、顧客特性對關係滿意與信任與形象策略對於顧客關係信任與承諾皆有增強的效果，關係滿意與信任對購買意願有增強的效果，顧客對購物網站會透過中介變數信任，正面強化購買意圖。

關鍵字：關係品質、網站特性、購買意圖

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