

數位產品網路行銷環境之顧客資訊滿意度衡量模式

摘要：

網際網路開創了數位資訊時代的來臨，造就了數位化之產品交易與配送型態，並促成了網路行銷新典範的建立。網路行銷不只造成了行銷模式的變革，也導致了傳統「顧客滿意度」(Customer Satisfaction)衡量方式之改變。「顧客滿意度」是企業主管制定行銷及服務策略之重要資訊，其將直接對企業之顧客忠誠度、市場佔有率、獲利率與競爭態勢造成重大影響。企業若無法有效衡量顧客滿意度，將嚴重影響其行銷策略之擬定，並對企業造成重大之生存危機。由於數位產品本質上是一種資訊導向的產品，而數位產品網路行銷特性與傳統行銷或實體商品行銷特性有極大的不同，其強調整個行銷過程都可以透網際網路或網站來進行，省卻了物品與人員的流通活動，這使得傳統「顧客滿意度」的衡量方式在概念上與操作上必須重新定義，亦即傳統「顧客滿意度」的衡量工具已無法適用於數位產品網路行銷的相關研究。考量了數位產品的「資訊與資訊處理」本質，以及網路行銷方式的「資訊系統內容及資訊介面」本質，本研究提出「顧客資訊滿意度」的構念，用來區別傳統行銷方式中「顧客滿意度」的概念。再則，由於傳統行銷中的「顧客滿意度」研究著重於顧客滿意度的心理決定過程(formation)及決定因素(determinants)，而對顧客滿意度的衡量方式大多以單一問項(single-item)測量或利用未經嚴謹信度與效度分析的測量工具來進行。針對傳統「顧客滿意度」構念在數位產品網路行銷環境中的不適用性，以及其測量工具的缺失，本研究的目的是要在概念上(conceptually)及操作上(operationally)建立一個適用於數位產品網路行銷之「顧客資訊滿意度」衡量工具。由於網路行銷中的顧客資訊滿意度構念所含蓋層面非常廣泛，因此第一步驟，本研究參酌了網路行銷、數位產品、使用者資訊滿意度、以及傳統顧客滿意度等領域的相關文獻，歸納出初步的「顧客資訊滿意度測量構面」，其中包括「數位產品/服務品質構面」、「網路銷售活動構面」、「資訊系統構面」、「顧客支援與售後服務構面」、以及「公司文化構面」等五個理論性構面。第二步驟，本研究並進一步發展一個「數位產品網路行銷之顧客資訊滿意度量表建構模式」，此模式不僅有助於數位產品業者發展本身的「顧客資訊滿意度」測量工具；然而，對於研究顧客資訊滿意度與其他消費者行為變數關係的研究人員而言，本模式正可以提供其在發展顧客資訊滿意度量表時之參考流程。第三步驟，本研究依據先前所提出的顧客資訊滿意度量表建構模式，進一步運用各種統計分析方法來檢驗量表的信度與效度，最後則是建構出一個適

用於數位產品網路行銷之「顧客資訊滿意度」測量工具。本研究所發展出的顧客資訊滿意度測量工具，不僅有助於數位產品業者有效評估其顧客滿意程度，更可以作為學術界建立網路行銷與資訊系統理論的測量工具。

關鍵字：網路行銷，數位產品，顧客滿意度，使用者資訊滿意度，顧客資訊滿意度

一、研究背景與動機

網路化與全球化市場的來臨，突破了傳統企業經營範圍之限制，對目標顧客市場之爭奪與固守已為現代企業生存發展之重要課題，而提昇顧客滿意度已是未來企業成功之關鍵要素(Muller 1991)。是故，「顧客滿意度」是企業主管制定行銷及服務策略之重要資訊，其將直接對企業之顧客忠誠度、市場佔有率、獲利率與競爭態勢造成重大影響(Cavallo and Joel 1989; Goodman 1989; Oliver 1980; Bearden and Teel 1983; Anderson and Sullivan 1993; Kolter 1991; Anderson et al. 1994)。網際網路的發達，開創了電子數位時代的來臨，由於「全球資訊網」具備跨平台、多媒體、互動式與操作簡單等特性(Molenaar 1995)，因而造成了數位產品(Digital Goods)線上交易之蓬勃發展，並促成了電子行銷新典範之建立。傳統以實體產品(Physical Goods)為標的之行銷研究，因未考量網路媒體可數位化之特性，故已未能完全適用於此數位網路時代，而傳統行銷環境中「顧客滿意度」的衡量在概念上及操作上亦必須重新檢討。

二、顧客資訊滿意度構念(construct)之提出

數位產品本質上是一種「資訊導向」的產品，例如：電子報、隨選視訊等，其可以透過網際網路來傳輸，而數位服務本質上是一種「資訊處理導向」的服務，例如：證券交易、電子銀行、基金購買、轉帳等，其亦可以完全透過網際網路或網站來進行服務的處理，因此數位產品網路行銷特性與傳統行銷或實體商品行銷特性有極大的不同，其強調整個行銷活動及價值創造的過程(如查詢、訂購、送貨、付款等)都是透過網際網路或網站來進行，省卻了商品的實體流通及人員的流通與接觸活動，因此數位產品網路行銷方式本質上是透過「資訊系統」來進行所有的行銷活動，而「資訊系統內容」與「資訊系統介面」將是決定數位產品網路行銷方式中顧客滿意度的重要測量構面，這也與傳統顧客滿意度測量構面存在極大的差異。因此，傳統「顧客滿意度」的衡量方式在概念層次上(conceptually)及操作層次上(operationally)必須重新定義，亦即傳統「顧客滿意度」的衡量工具與方法已無法

適用於數位產品網路行銷的相關研究中。是故，考量了數位產品或服務的「資訊與資訊處理」本質，以及網路行銷方式的「資訊系統內容及資訊介面」本質，本研究在概念層次上重新定義「顧客滿意度」，提出適用於數位產品網路行銷中的「顧客資訊滿意度」構念，用來區別傳統行銷方式中的「顧客滿意度」構念，並強調數位產品網路行銷中「資訊」、「資訊處理」、「資訊系統」、「資訊介面」的重要性。

三、傳統顧客滿意度在操作化及測量工具驗證上的缺失

傳統「顧客滿意度」之測量大多以單一問項(single-item)的測量方式為之，亦即利用簡單的「非常滿意—非常不滿意」的四等分到七等分的量表，再者，很多顧客滿意度的研究使用自行設計的量表，卻沒有進行測量工具的驗證工作(Westbrook 1980a, p.68)。依據測量理論的研究顯示，多問項(multi-item)的測量工具比單問項測量工具更佳，且使我們可以計算測量工具的 alpha 信度係數(Churchill 1979; Nunnally 1978)。因此，針對傳統「顧客滿意度」構念在數位產品網路行銷環境中的不適用性(inadaptability)，以及傳統「顧客滿意度」測量工具的缺失，本研究的主要目的不僅是要在概念化層次上(conceptually)區別傳統「顧客滿意度」與網路行銷中的「顧客資訊滿意度」，並且在操作化層次上(operationally)，必須避免傳統顧客滿意度測量工具的缺失，建立一個具有信度與效度且適用於數位產品網路行銷之「顧客資訊滿意度」衡量工具。

四、發展「顧客資訊滿意度」構念測量在理論建構上的重要性

「顧客滿意度」是目前網路行銷以及消費者行為研究中重要的構念，然而現行有關顧客滿意度方面的研究著重於二個方向，第一是從心理學的層面來探討顧客滿意度的決定過程理論(Oliver 1980; Churchill and Surprenant 1982; Bearden and Teel 1983; Oliver and DeSarbo 1988; Tse and Wilton 1988; Oliver and Swan 1989; Mano and Oliver 1993; Oliver 1993; Spreng et al. 1996)，例如：探討期望(expectation)、認知績效(perceived performance)、期望不符合(disconfirmation)等變數，如何影響「顧客滿意度」；第二就是探討「服務品質」、「顧客滿意度」、「顧客忠誠度」、「抱怨」等構念之間的因果關係，然而，在發展「顧客滿意度構念」定義與衡量工具的基礎研究卻極為缺乏，如此一來，使得不同的顧客滿意度研究文獻之間，都使用不同的顧客滿意度概念性及操作性定義(Giese and Gote 2000)，承如 Peterson and Wilson(1992)所述，「顧客滿意度研究最大的特徵就是缺乏定義與方法論上的

標準」；Bacharach(1989)綜合前人的研究(例如：Dubin 1969; Nagel 1961; Cohen 1980 等)認為，「理論是實證世界中不可觀察的構念之間及可觀察的變數之間的關係描述」，雖然理論的發展必須建立在構念之間的因果關係研究，但是在未具備有效的「顧客滿意度」測量工具之前，就貿然進行構念間因果關係的研究，將使得理論的發展產生嚴重的問題，承如 Peter(1981)所述，有效的測量是理論發展與檢驗的基礎，是故在進行因果關係研究之前，必須先進行構念測量工具之基礎研究。針對這個問題，Giese 與 Gote(2000)亦認為目前「顧客滿意度」構念尚未建立一個一般可接受的定義方式，因而使得顧客滿意測量工具的發展受到限制，進一步造成顧客滿意理論發展受到限制，而且由於不同的研究人員使用自行設計且未經驗證的滿意度測量工具，這也使得不同的研究成果之間缺乏一個共同比較的基礎。

五、顧客資訊滿意度構念之定義與測量構面(dimension)

本研究參考使用者資訊滿意度的相關文獻以及 Giese & Gote(2000)對於「顧客滿意度定義」上的研究，在概念化層次上將「顧客資訊滿意度」定義為：「顧客在消費後，對於透過網路取得資訊、數位產品、服務、進行交易、以及消費經驗等層面所感受到不同程度的彙總性情感反應」；而在操作化層次上，顧客資訊滿意度可以透過不同的測量構面(dimensions)與屬性(attributes)來衡量；本研究從「網路行銷」、「數位產品」、MIS 學域中的「使用者資訊滿意度」、以及「傳統顧客滿意度」四個層面來進行探討，而依據上述的文獻歸納整理，本研究將數位產品網路行銷的「顧客資訊滿意度」測量構面，分為「數位產品/服務品質構面」、「網路銷售活動構面」、「資訊系統構面」、「顧客支援與售後服務構面」、以及「公司文化構面」等五個理論性構面。「數位產品/服務品質構面」是指顧客對於數位產品或服務本身所感受到的品質滿意程度；「網路銷售活動構面」是指在公司在進行網路廣告、促銷、定價、報價、接訂單、送貨、及付款結清等銷售活動過程中，顧客感受到的滿意程度；「資訊系統構面」是指顧客對於網站資訊內容與使用者介面所感受到的滿意程度，這構面主要是參考使用者資訊滿意度層面的因素，包括「網站資訊內容的正確性」、「網站資訊內容的可靠性」、「網站資訊內容的及時性」、「網站符合使用者需求」、「顧客對網站系統的信心」、「網站的安全性」、「網站資訊內容輸出格式品質」、「網站使用者介面」、「網站容易操作使用程度」、「網站對顧客所提供的輔助支援」、「網站資訊內容品質」、「顧客容易在網站上找到所需資訊」等；「顧客支援與售後服務構面」是指公司在支援售後服務、退貨、回饋與賠償等活動過程中，顧客感受到的滿意程度。「公司文化構面」是指顧客對

於正式與非正式公司形象所感受到的滿意程度。本研究所歸納出的這五個理論性構面，可以作為學術界與數位產品業者發展顧客資訊滿意度量表及問項之參考依據。本研究的流程如圖 1 所示。

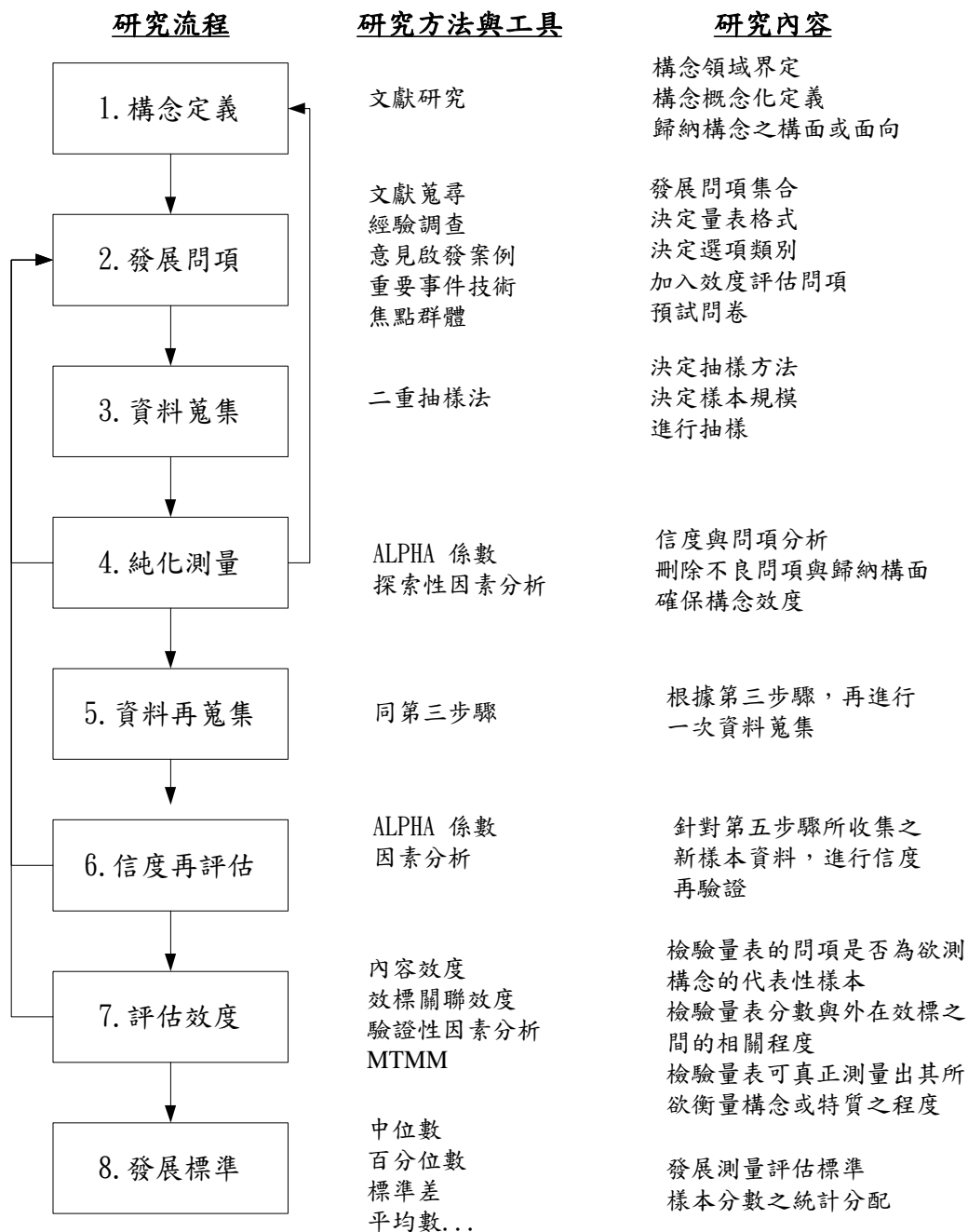


圖 1：數位產品網路行銷之顧客資訊滿意度量表建構模式

六、研究成果

本研究主要目的為：發展出有效的「數位產品網路行銷之顧客資訊滿意度量表」，以作為學術界研究數位產品消費者行為議題之測量工具，並提供數位產品業者評估其顧客滿意度之參考。因此本研究之成果共有下列三項：

- 1.分析數位產品網路行銷與傳統行銷或實體商品行銷特性的不同，在概念層次上提出不同於傳統「顧客滿意度」構念的「顧客資訊滿意度」構念，並從網路行銷、數位產品、使用者資訊滿意度、以及傳統顧客滿意度等領域的相關文獻中，歸納出適用於數位產品網路行銷環境的「顧客資訊滿意度衡量構面」。
- 2.根據文獻的歸納整理，提出一個「數位產品網路行銷之顧客資訊滿意度量表建構模式」，以作為實務界與學術界發展量表之準則與參考流程。
- 3.依據上述的量表建構模式，發展出適用於數位產品網路行銷之「顧客資訊滿意度量表」（如表 2 所示），表 1 為探索性因素分析後的因素負荷，圖 2 為二階驗證性因素分析的結果。此量表不僅有助於數位產品業者有效評估其顧客資訊滿意程度，更可以做為學術界在研究顧客資訊滿意度構念與其他消費者行為構念之間關係時的測量工具。

表 1：探索性因素分析結果

問項 碼	Customer Support	Security	Ease of Use	Digital Products/ Services	Transaction and Payment	Information Content	Innovation
CS1	.893						
CS2	.879						
CS3	.824						
CS4	.639						
SE1		.930					
SE2		.856					
SE3		.844					
EU1			.920				
EU2			.889				
EU3			.851				
DP1				.867			
DP2				.845			
DP3				.740			
TP1					.860		
TP2					.857		
TP3					.740		
IC1						.860	
IC2						.778	
IC3						.777	
IV1							.901
IV2							.852

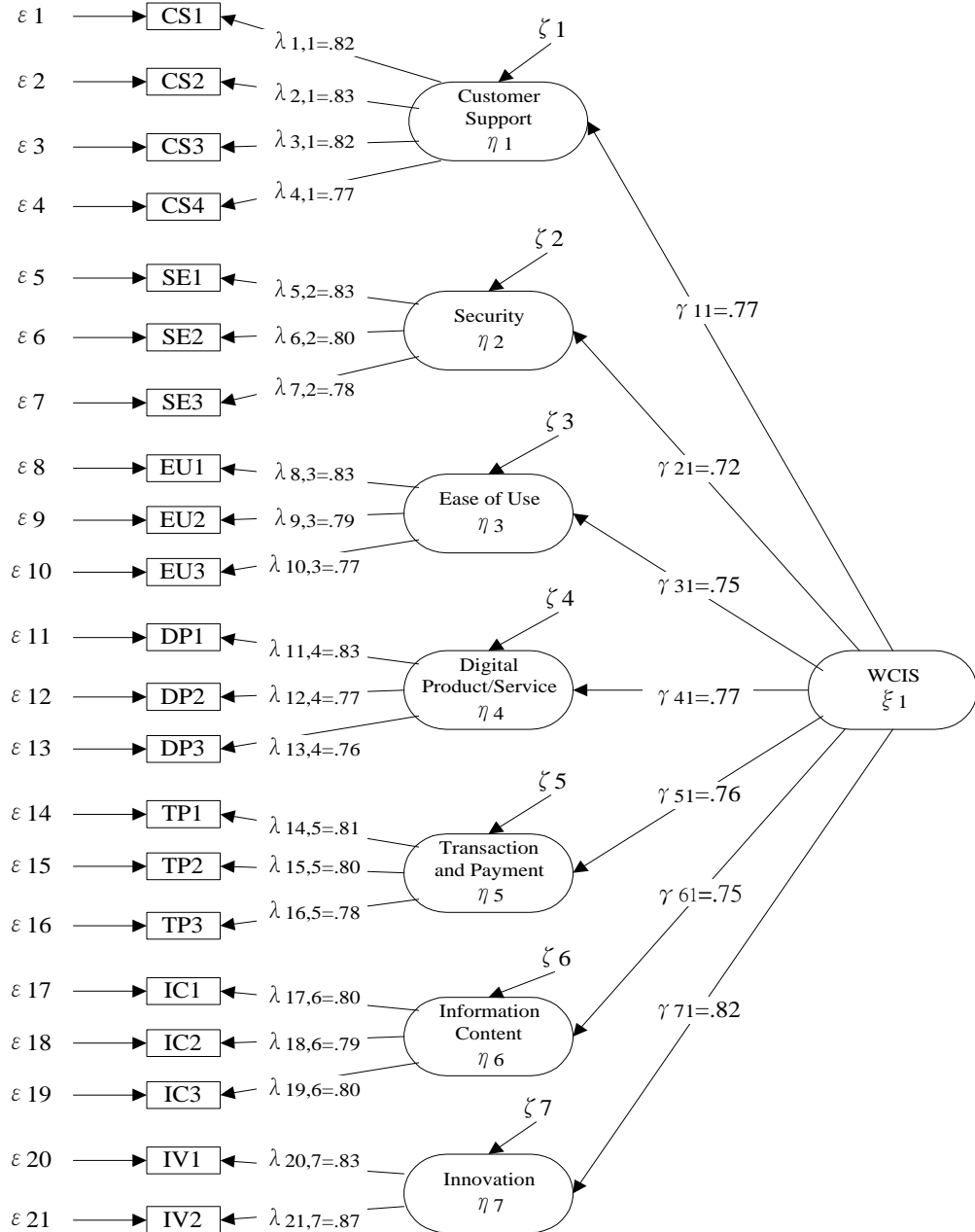


圖 2：二階驗證性因素分析結果

表 2：顧客資訊滿意度量表問項

問項碼	問項描述
CS1	該網站提供完整的顧客支援及售後服務項目
CS2	該網站提供高品質的顧客支援及售後服務
CS3	該網站能夠友善的了解您的問題及服務需求
CS4	該網站能夠快速的處理您的問題及服務需求
SE1	該網站對於顧客隱私資料提供安全的保護
SE2	該網站提供安全的線上交易環境
SE3	我覺得該網站是安全的
EU1	該網站提供友善的的操作方式
EU2	該網站輸出的格式容易閱讀
EU3	該網站容易操作與使用

DP1	該網站提供多樣的產品或服務
DP2	該網站提供的數位產品或服務符合我的需求
DP3	該網站提供高品質的數位產品或服務
TP1	該網站提供方便的付款方式
TP2	該網站提供順暢的訂購交易流程
TP3	該網站對價格及交易資訊能充分揭露
IC1	該網站提供正確的資訊
IC2	該網站提供充足的資訊
IC3	該網站提供可靠的資訊
IV1	該網站提供創新的數位產品或服務
IV2	該網站提供最新的資訊

七、本研究的貢獻

本研究對於學術界及實務界具有如下幾點貢獻：

- 1.釐清傳統行銷環境及數位產品網路行銷環境下，兩者在顧客滿意度構念及測量構面上的差異性，除了在概念層次上提出不同於傳統「顧客滿意度」構念的「顧客資訊滿意度」構念外，並從文獻中歸納出的「顧客資訊滿意度衡量構面」，這可以作為學術研究人員與實務工作者在發展顧客資訊滿意度測量工具時的參考構面。
- 2.本研究所提出的「量表建構模式」，可以作為網路行銷與資訊管理研究人員，發展有效測量工具的準則與參考流程，提升學術研究中測量工具的信度與效度，並確保研究結果的正確性。
- 3.本研究依上述的量表建構模式，發展出適用於數位產品網路行銷之「顧客資訊滿意度量表」，此量表可作為後續研究人員發展網路行銷與資訊系統理論時的測量工具，使用經驗證過的滿意度量表，除了讓不同研究成果之間具有一個可以相互比較的基礎，更可以使網路行銷與資訊系統理論發展更為穩定且健全。

八、研究範圍與限制

由於不同產業的產品特性及消費者特質存在著極大的差異，因此本研究僅針對數位產品網路行銷環境來發展「顧客資訊滿意度」測量工具，而無法發展適用於所有產品及行銷環境下的一般化顧客滿意度量表，這不僅是本研究的主要範圍與限制，也是考量理論與實證問題後的必然結果。另外，本研究所指的數位產品網路行銷，在本質上是指「付費的數位產品行銷行為」，而不包含「免費的數位產品傳播行為」，這除了考量廠商行銷行為具有付費經濟的本質之外，最主要是考量網路上「免費的數位產品傳播」與「付費的數位產品

行銷」兩者在顧客資訊滿意測量構面上具有一定程度的差異性。是故，本研究是針對具有金錢交易行為的數位產品網路行銷環境，來發展顧客資訊滿意度量表，而排除免費的數位產品傳播環境，這亦是本研究的範圍與限制之一。

九、結論

由於傳統「顧客滿意度」的衡量工具已無法適用於數位產品網路行銷環境，為了使網路行銷與資訊系統理論發展更為健全，本研究考量了數位產品的「資訊與資訊處理」本質，以及網路行銷方式的「資訊系統內容及資訊介面」本質，提出「顧客資訊滿意度」的構念，用來區別傳統行銷方式中「顧客滿意度」的概念。再則，由於傳統行銷中的「顧客滿意度」研究著重於顧客滿意度的心理決定過程(formation)及決定因素(determinants)，而對顧客滿意度的衡量方式大多以單一問項(single-item)測量或利用未經嚴謹信度與效度分析的測量工具來進行。針對傳統「顧客滿意度」構念在數位產品網路行銷環境中的不適用性，以及其測量工具的缺失，本研究的目的是要在概念上(conceptually)及操作上(operationally)建立一個適用於數位產品網路行銷之「顧客資訊滿意度」衡量工具。由於網路行銷中的顧客資訊滿意度構念所含蓋層面非常廣泛，因此第一步驟，本研究參酌了網路行銷、數位產品、使用者資訊滿意度、以及傳統顧客滿意度等領域的相關文獻，歸納出初步的「顧客資訊滿意度測量構面」，其中包括「數位產品/服務品質構面」、「網路銷售活動構面」、「資訊系統構面」、「顧客支援與售後服務構面」、以及「公司文化構面」等五個理論性構面。第二步驟，本研究並進一步發展一個「數位產品網路行銷之顧客資訊滿意度量表建構模式」，此模式不僅有助於數位產品業者發展本身的「顧客資訊滿意度」測量工具；然而，對於研究顧客資訊滿意度與其他消費者行為變數關係的研究人員而言，本模式正可以提供其在發展顧客資訊滿意度量表時之參考流程。第三步驟，本研究依據先前所提出的顧客資訊滿意度量表建構模式，進一步運用各種統計分析方法來檢驗量表的信度與效度，最後則是要建構出一個適用於數位產品網路行銷環境之「顧客資訊滿意度」測量工具。本研究發展出的顧客資訊滿意度測量工具，不僅有助於數位產品業者有效評估其顧客滿意程度，更可以作為學術界建立網路行銷與資訊系統理論的測量工具。

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