

# 消費者對旅館與網站的信任與惠顧意願

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## 摘 要

旅館業者以網站內容提供資訊供消費者參考，而消費者對此旅館業者的信任程度，是影響惠顧意願的重要考量。有許多因素可能會影響消費者對網站業者的信任，例如旅館的口碑、聲譽、網站的易用性與安全性。雖然已有許多研究探討影響信任的因素，但是少有研究對台灣旅館業者同時探討口碑、聲譽、網站易用性，與知覺安全性、信任、及惠顧意願的關係。

本研究目的在於探討正面口碑、聲譽、網站易用性，對知覺安全性、信任程度、及惠顧意願的關係。問卷回收 324 筆資料，研究結果顯示，聲譽、網站易用性，對知覺安全性、信任有正向的顯著影響，但正面口碑則無顯著影響；而消費者對旅館業者的信任程度則會影響其惠顧意願。

**關鍵詞：**聲譽、易用性、知覺安全性、信任、惠顧意願。

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# **Trust and Patronage Intention about the Hotels and Websites**

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## **Abstract**

The Internet offers a great opportunity for tourism organizations, in particular hotels, to market and promote their products and services via websites. Trust is a critical factor in stimulating purchases over the Internet. Trust can be influenced by many factors such as word-of-mouth, reputation, usability of websites, and perceived security. Although many studies have been conducted to examine the factors influencing trust, very few studies have investigated the relationships of word-of-mouth, reputation, usability, perceived security, trust, and patronage intention in Taiwan.

The purpose of this research is to examine the relationships between positive word-of-mouth, reputation, usability, perceived security, trust, and patronage intention. A survey was conducted to examine these relationships and a total of 324 responses were collected and analyzed. The results indicated that reputation and usability, were positively associated with perceived security and trust. But, positive word-of-mouth was not associated with perceived security and trust. Moreover, trust was positively associated with patronage intention.

**Key words: Reputation, Usability, Perceived Security, Trust, Patronage Intention.**

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