

產品特性、消費者特性及服務品質影響國道用路人對電子收費車內單元 (eTag) 使用

意願之研究

陳昭華, 陳銘苑

運輸科技與物流管理學系

管理學院

erchen@chu.edu.tw

摘要

The electronic toll collection system was deployed in the freeway system of Taiwan in 2006 to improve the operations; however, hesitation of customers in using this system still remains. Based on the theories of Innovation Diffusion, Technology Acceptance Model, Perceived Risk, and Involvement Theory this study proposed a framework to investigate the consumers' willingness to use on the on-board unit called eTag. Product characteristics, consumers' characteristics and service quality are the factors constituted in the framework to analyze their effect on the customers' willingness to use.

This study uses independent-sample T-test, analysis of variance and logistic regression model to analyze the effect of the three factors on the willingness to use by questionnaire data. Results indicate that product characteristics, consumers' characteristics and service quality are significantly and partly-correlated with willingness to use on eTag. Further insights regarding how to promote the willingness to use on eTag were also provided.

關鍵字：eTag, technology acceptance model, perceived risk, service quality, willingness to use