探討餐廳員工持續使用E-learning的意願-以王品集團旗下餐廳為例

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摘要

Although e-learning has been prompted to various organizations, limited research effort has been put into investigating the intention of restaurant users to continue using e-learning after initially accepting it. This article synthesizes the expectation-confirmation model (ECM), and the information system (IS) success model to hypothesize a theoretical model to explain and predict the users' intentions to continue using e-learning. The hypothesized model is validated empirically using a sample collected from 277 employees who are working for a restaurant group (i.e., the Wang Group). The results demonstrate that confirmation significantly influences information, system and service quality. System and service quality is positively related with satisfaction; also, satisfaction has significant effect on users' continuance intention. The implications of these findings for e-learning practitioners are discussed at the end of this work.

關鍵字：E-learning; ECM; IS success model; continue using intention