

# 科技部補助專題研究計畫成果報告 期末報告

旅行社網站使用者之知覺情感品質如何助益網站使用者之知覺網站品質與未來購買意願：情感信任與認知信任之調節角色檢驗

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報告附件：出席國際會議研究心得報告及發表論文

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中華民國 104年08月07日

中文摘要：本研究旨在瞭解旅行社網站使用者於旅遊產品所產生之知覺情感品質對其知覺網站品質與購買意願之影響，其中並探討網站使用者之知覺情感信任與認知信任對上述連結關係之干擾影響。為此，本研究以感性工程方法經由多元迴歸之分析，研究結果顯示旅遊網站產品之情感品質（包含內容讓人感覺獨特、內容讓人感覺信任、圖片讓人感覺吸睛、圖片讓人感覺價格優惠及網站設計讓人感覺很完善）對知覺網站品質有正向影響。迴歸分析之結果發現某些特定的知覺情感品質（包含顏色讓人感覺放鬆、圖片讓人感覺吸睛、圖片讓人感覺有主題及網站設計讓人感覺很人性化）對購買意願有正向影響。最後，研究結果發現只有知覺情感信任干擾了知覺情感品質與知覺網站品質間之關係。本研究亦根據研究發現討論相關管理意涵。

中文關鍵詞：旅行社網站、感性工程、知覺網站品質、知覺情感品質、知覺信任

英文摘要：This study aims to explore the effect of website users' perceived affective quality (PAQ) of travel products on their perceived website quality (PWQ) and purchase intention (PI) in the travel agency website context and the moderating roles of website users' perceived affective trust (PAT) and perceived cognition trust (PCT) on the PAQ-PWQ-PI links. To this end, in line with the Kansei engineering approach and through multiple regression analysis, the results showed that the PAQ of travel products (including content feeling unique, content feeling trustworthy, graphic feeling eye-catching, graphic feeling favorable price, and layout feeling comprehensive) has positive effects on PWQ. The regression model results also showed that certain positive PAQs (including color feeling relaxing, graphic feeling eye-catching, graphic feeling topical, and layout feeling humanistic) had positive effects on PI. Finally, the analysis results showed that only PAT has a moderating effect on the relationship between PAQ and PWQ. In light of our findings, managerial implications are discussed as well.

英文關鍵詞：Travel agency website, Kansei engineering, perceived website quality, perceived affective quality,

perceived trust

## 科技部補助專題研究計畫成果報告

(期中進度報告/期末報告)

(旅行社網站使用者之知覺情感品質如何助益網站使用者之知覺網站品質  
與未來購買意願：情感信任與認知信任之調節角色檢驗)

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共同主持人：

計畫參與人員：曹虹如、劉子瑄、江玉婷、郭怡秀

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中華民國 104 年 8 月 5 日

## 專題研究計畫題目與中英文摘要

### 旅行社網站使用者之知覺情感品質如何助益網站使用者之知覺網站品質與未來購買意願： 情感信任與認知信任之調節角色檢驗

摘要：本研究旨在瞭解旅行社網站使用者於旅遊產品所產生之知覺情感品質對其知覺網站品質與購買意願之影響，其中並探討網站使用者之知覺情感信任與認知信任對上述連結關係之干擾影響。為此，本研究以感性工程方法經由多元迴歸之分析，研究結果顯示旅遊網站產品之情感品質（包含內容讓人感覺獨特、內容讓人感覺信任、圖片讓人感覺吸睛、圖片讓人感覺價格優惠及網站設計讓人感覺很完善）對知覺網站品質有正向影響。迴歸分析之結果發現某些特定的知覺情感品質（包含顏色讓人感覺放鬆、圖片讓人感覺吸睛、圖片讓人感覺有主題及網站設計讓人感覺很人性化）對購買意願有正向影響。最後，研究結果發現只有知覺情感信任干擾了知覺情感品質與知覺網站品質間之關係。本研究亦根據研究發現討論相關管理意涵。

關鍵詞：旅行社網站、感性工程、知覺網站品質、知覺情感品質、知覺信任

### **How website users' perceived affective quality contributes to their perception of website quality and future purchase intention in the travel agency website context: examining the moderating roles of affective trust and cognitive trust**

Abstract: This study aims to explore the effect of website users' perceived affective quality (PAQ) of travel products on their perceived website quality (PWQ) and purchase intention (PI) in the travel agency website context and the moderating roles of website users' perceived affective trust (PAT) and perceived cognition trust (PCT) on the PAQ-PWQ-PI links. To this end, in line with the Kansei engineering approach and through multiple regression analysis, the results showed that the PAQ of travel products (including content feeling *unique*, content feeling *trustworthy*, graphic feeling *eye-catching*, graphic feeling *favorable price*, and layout feeling *comprehensive*) has positive effects on PWQ. The regression model results also showed that certain positive PAQs (including color feeling *relaxing*, graphic feeling *eye-catching*, graphic feeling *topical*, and layout feeling *humanistic*) had positive effects on PI. Finally, the analysis results showed that only PAT has a moderating effect on the relationship between PAQ and PWQ. In light of our findings, managerial implications are discussed as well.

KEY WORDS: Travel agency website, Kansei engineering, perceived website quality, perceived affective quality, perceived trust

# 報告內容

## INTRODUCTION

Leisure and tourism activities have proliferated and become important parts of modern life, and the travel agency industry plays a necessary role in the supply and demand of travel products. To date, over 2,400 travel agencies have been established in Taiwan (Taiwan Tourism Bureau, 2014); therefore, competition in the travel-related products market is quite diverse and intense. Travel agencies are traditionally physical operations (i.e., brick and mortar stores). However, in the Internet era, most travel agencies are engaging in and generating business through online operations, and the resulting electronic commerce is having a crucial effect on the travel agency business (Cheng, 2008). Online travel agencies can use the Internet to conduct marketing activities and deliver various travel products and services (e.g., ordering tickets, booking hotels, arranging travel itineraries) to consumers (Banyai & Glover, 2012). Therefore, as stated by Hsu, Shiue, & Jung (2011), the Internet marketing channel can help travel agencies deliver travel products and services at low cost, in a timely manner, and without regard for physical boundaries. This will become one of the major business models in the near future.

The characteristics of travel products are similar to those of most other typical service offerings, and consumers typically cannot experience the travel products in advance, which causes a strong sense of risk and uncertainty during the purchase decision-making process (Chen, 2010). Therefore, beyond the website's functional performance, website users who intend to purchase travel products from a travel agency's website depend heavily on their feelings toward that website to guarantee the success of their travels (Hsu *et al.*, 2011). Accordingly, the *perceived website quality* (labeled as PWQ) of a travel agency website can be evaluated based on the website users' perception of the quality of the information presented on the website (i.e., information quality), the website's information retrieval and delivery performance (i.e., system quality) and the users' overall evaluation and judgment of the online service delivery quality (i.e., service quality) (Hsu, Chang, & Chen, 2012; Lin, 2007; Wen, 2009). Thus, PWQ describes how website users experience the level of website quality attributes offered by companies (Chang, Chen, Hsu, & Kuo, 2012) from a *cognitive* perspective. From an *affective* perspective, the initial emotions generated from an overall impression of a website also influence people's thinking and judgment (Li, Sarathy, & Xu, 2011). Affect is defined as "emotion expressed in language, and affective quality of an environment, as the emotion-inducing quality that persons verbally attribute to that place" (Russell & Pratt, 1980, p. 311-312). Because the display of travel products is the main part of a travel agency website, website users' perception of the specific properties of travel products (e.g., color, graphics, and layout) can generate unique *perceived affective quality* (labeled as PAQ) (e.g., arousal and pleasure) (Huang, 2003; Li & Zhang, 2005), which creates competitive advantage in the online travel agency market.

Previous studies focused on the travel agency website users' cognitive perspective to understand their views on PWQ, which influences their *purchase intention* (labeled as PI) toward the website (e.g., Chang *et al.*, 2012; Hsu *et al.*, 2012). Nevertheless, research exploring website users' perceived inner psychological

states remains relatively scant (Kung, Hsieh, & Yang, 2011). The affective nature refers to “the feelings generated in the consumer, which may be favorable or unfavorable, and vary in intensity” (Sánchez, Callarisa, Rodríguez, & Moliner, 2006, p. 395). Previous studies have demonstrated that website users’ perceived affective quality is an antecedent of cognitive beliefs and behavior intention (Zhang & Li, 2004); affective appraisals occur in the human brain before cognitive appraisals, and individuals evaluate an object even without cognitive stimuli (van der Heijden, 2002; Zajonc, 1980). In this respect, the current study explores how website users’ PAQ of travel products contributes to their PWQ and then influences their purchase intentions toward the travel agency websites. Understanding website users’ PAQ of travel products allows travel agency website operators to transfer website users’ PAQ into website travel product elements that are designed to satisfy the users’ expectations when browsing the website and improve market competitiveness.

Furthermore, accounting for a customer’s perceived trust of a website is an important task because “trust in an e-commerce vendor helps consumers overcome perceptions of risk in web-based interaction and a steady stream of literature has explored the critical role of trust in consumer adoption of the web” (McKnight, Choudhury, & Kacmar, 2002, p. 299). As revealed by Kim, Xu, and Gupta (2012), perceived trust exerted a stronger influence on purchase intentions than perceived price among both potential and repeat customers of an online store. Thus, even if website users consider a website to have high PAQ and PWQ that would influence their future purchase intentions toward that website, this relationship may be moderated by *perceived affective trust* (labeled as PAT) and *perceived cognitive trust* (labeled as PCT) (Johnson & Grayson, 2005). Therefore, it is important to understand how the PAQ-PWQ-PI links are moderated by different levels of PAT or PCT, which is another important contribution of the current study. Thus, website operators can consider whether to enhance the affective or cognitive elements in the design of their website offerings to generate website users’ affective or cognitive trust perceptions toward the website and increase purchase intention.

## **LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT**

### ***The PWQ and PAQ of Travel Products on Travel Agency Websites***

To understand whether website users’ PAQ of travel products, PWQ, and PI were met, they are linked and analyzed using multiple linear regression (Hartono & Chuan, 2011) to examine the relationship between a single dependent variable and a set of independent variables (Hair, Black, Babin, & Anderson, 2010). Given pairs of X and Y variables, regression analysis measures the direction (positive or negative) and rate of change (slope) in Y as X changes, or vice versa (Hair *et al.*, 2010). Thus, the two research questions and regression equations are established as follows.

**Question 1 (Q1):** *Travel agency website users’ certain perceived affective qualities (PAQ) of travel products significantly influence their perceived website qualities (PWQ) in the travel agency website context.* (PWQ =  $\beta_0 + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_n X_n + \epsilon$ ); ( $\beta_0$ =intercept,  $\beta_1 \dots \beta_n$ =regression coefficients,  $X_1 \dots X_n$ =PAQ,  $\epsilon$ =residuals).

**Question 2 (Q2):** *Travel agency website users’ certain perceived affective qualities (PAQ) of travel products*

and perceived website qualities (PWQ) significantly influence their purchase intention (PI) in the travel agency website context. ( $PI = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_n X_n + \epsilon$ ); ( $\beta_0$ =intercept,  $\beta_1 \dots \beta_n$ =regression coefficients,  $X_1 \dots X_n$ =PWQ and PAQ,  $\epsilon$ =residuals).

### ***The Relationships between PAQ, PWQ, and PI behaviors***

Several researchers have argued that affect is formed and expressed only after and as a result of cognitive activity (e.g., Gratch, Marsella, & Petta, 2009; Lin *et al.*, 2007) and that the dominant perspective for explaining user attitudes toward information systems remains cognition-based (van der Heijden, 2002). Nevertheless, as proposed by Li and Zhang (2005), it is possible that a person's first reaction to a stimulus is affective and not associated with cognition. Moreover, Shiv and Fedorikhin (1999) claimed that marketers of affect-laden products (e.g., travel products) could therefore benefit from actions designed to constrain processing resources, such as distracting music or displays in the shopping environment. Consequently, the consumer is more likely to choose the alternative that is superior on the affective dimension but inferior on the cognitive dimension (Shiv and Fedorikhin, 1999). Zhang, Li, and Sun (2006) identified the primitive affective reactions that precede a user's cognitive absorption and holistic experience in the information technology context. The examples they suggested included the influence of a person's attractiveness on people's perception of his or her other attributes and that more attractive university instructors receive higher teaching evaluations. That is, "feeling leads to believing" is the best explanation for this phenomenon (Dunn & Schweitzer, 2005). Accordingly, website users' PAQ of travel products would influence their PWQ of a travel agency website to a certain extent. Thus, the first hypothesis is made as follows:

***H1: Website users' perceived affective quality (PAQ) of travel products has a positive effect on their perceived website quality (PWQ) of a travel agency website.***

As discussed earlier, PWQ is a vital concept in e-commerce. Previous studies have concluded that website users' PWQ plays a key role in online customer satisfaction (e.g., DeLone & McLean, 2003; Roy & Butaney, 2010) and helps improve their purchase intentions (Lee & Lin, 2005; Wen, 2009). In the tourism context, Ho and Lee (2007) also found that e-travel quality has strong predictive capabilities in relation to online customer satisfaction and loyalty intention. Accordingly, the second hypothesis is as follows:

***H2: Website users' perceived website quality (PWQ) of a travel agency website has a positive effect on their purchase intention (PI).***

The affect-as-information model assumes that "emotional feelings serve as affective feedback that guides judgment, decision making, and information processing" (Clore, Gasper, & Garvin, 2001; cf. Li *et al.*, 2011, p. 436). Depending on the feelings generated, behavioral intentions emerge to activate plans for avoiding undesirable outcomes or increasing/maintaining positive outcomes (Bagozzi, 1992; Kim, Chan, & Chan, 2007). Accordingly, emotional impressions are proposed to be related to consumers' purchase decisions



concerning a subject (Llinares & Page, 2011). Specifically, website users' PAQ were assumed to determine purchase intention in several previous studies (e.g., Li *et al.*, 2011, To *et al.*, 2007; Yao & Liao, 2011). The third hypothesis is thus as follows:

**H3:** *Website users' perceived affective quality (PAQ) of travel products on a travel agency website has a positive effect on their purchase intention (PI).*

**The Moderating Roles of Perceived Affective Trust and Perceived Cognitive Trust within the PAQ-PWQ-PI Model**

Thus, as argued by Chen and Barnes (2007), people may have different degrees of online trust toward identical signals, and both cognitive trust and affective trust may have effects on a consumer's anticipation of future interactions (Johnson & Grayson, 2005). This understanding can help travel agency website operators understand website users' psychological interactions when browsing their websites and provide valuable information for the design of their websites. As shown in Figure 1, this study attempts to compare how the relationships between PAQ, PWQ, and PI change according to different levels of PAT and PCT. As a result, the following two hypotheses are proposed:

**H4:** *Website users' perceived affective trust levels moderate the interrelationships among PAQ, PWQ, and PI in the travel agency website context.*

**H5:** *Website users' perceived cognitive trust levels moderate the interrelationships among PAQ, PWQ, and PI in the travel agency website context.*

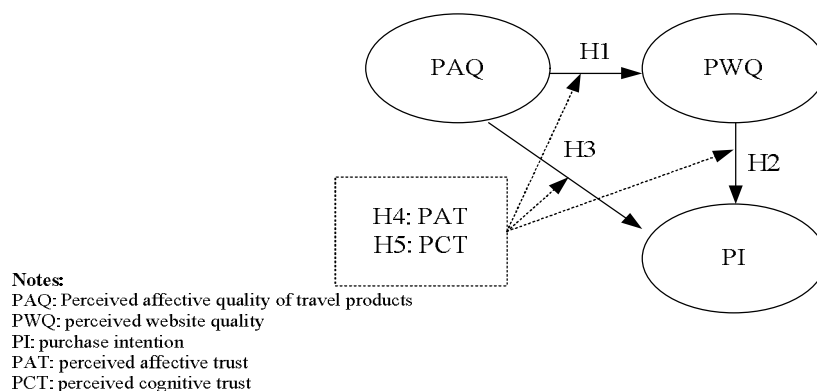


FIGURE 1. The Interrelationships among PAQ, PWQ, and PI and the Moderating Roles of PAT and PCT.

**RESEARCH METHOD**

**The Utilization of Kansei Engineering to Obtain Website Users' PAQ of Travel Products**

Previous studies using Kansei engineering have focused on the design of physical products, such as housing (Llinares & Page, 2011) and cameras (Yang, 2011). To discover the customer-oriented Kansei perceptions of travel products on travel agency websites, consumers' Kansei perceptions of the travel products are converted into words, enabling website users' to evoke their PAQ of the travel products. In the computing environment, researchers have found that certain affective reactions can be evoked by numerous properties of

IT, such as colors, music, shapes, layout, information load, images, graphics, and menu (Li & Zhang, 2005). These properties evoke website users' PAQ of the travel products, and Kansei engineering is suitable for discovering the website users' PAQ derived from the travel products on the travel agency websites.

### ***Sample***

Travel agencies play an important role in the tourism industry (Mamaghani, 2009), and tourism is a key driver of global socioeconomic progress, as proposed by the World Tourism Organization (UNWTO, 2013). In 2012, *Global Views Monthly Magazine* examined the service quality performance of 16 types of service industries (representing 219 companies) in Taiwan. In a series of service quality examinations, three travel agencies were recognized as exhibiting superior quality services among the participating travel agencies (i.e., Perfect Tours agency, Lion Travel agency, and Star Travel agency).

## **DATA ANALYSIS AND RESULTS**

### ***Descriptive Analysis***

A statistical analysis of the collected questionnaires was performed based on the 448 usable responses to the three travel agencies. SPSS 18.0 and AMOS 18.0 statistical software programs were used to conduct the following empirical analyses.

Of these 448 questionnaires, 42.2% of the responses were from male respondents, and 57.8% were from females. A substantial majority of the respondents were between 25 to 44 years of age (55.6%). The largest number of respondents (63.6%) had at least a Bachelor's degree, and self-employed jobs were the most highly represented occupation (27%). Most respondents had more than 8 years of Internet usage experience (69.6%) and spent more than 11 hours per week on the Internet (53.1%). Furthermore, the most frequently reported number of Internet shopping instances was approximately 10-20 instances (24.8%).

### ***Regression Analysis for Q1 and Q2***

The results of the regression analyses show certain key PAQ factors that were found to have significant impacts on the overall PWQ. The regression model indicates that the adjusted  $R^2$ , the degrees of freedom, and the  $F$  value were significant (Kim *et al.*, 2003). The results of the adjusted  $R^2$  and  $F$  value indicate that the overall PWQ can be reliably explained by the selected PAQ..

### ***Estimation of measurement model***

The results of the regression analyses show only key PAQ factors that had significant impacts on PI. The regression model indicates that the adjusted  $R^2$ , the degrees of freedom, and the  $F$  value were significant (Kim *et al.*, 2003). The results of the adjusted  $R^2$  and  $F$  value indicate that PI can be reliably explained by the selected PAQ

### ***Estimation of proposal structural model***

Consequently, all the constructs (i.e., PAQ, PWQ, and PI) were included in the model, and the results are shown in Figure 4. Regarding the model fit, the results show that the chi-square statistic was not significant ( $\chi^2 = 242.042$ ,  $df = 51$ ,  $p < 0.0001$ ) and that the SEM statistics (GFI = 0.915, IFI = 0.911, CFI = 0.910, RMR = 0.027, and CMIN/DF = 4.746) matched most of the suggested requirements for model goodness-of-fit.

The path diagram of the structural model indicates that PAQ was a significant predictor of PWQ (H1 is supported;  $\beta = 0.449, p < 0.001$ ) and PAQ was a significant predictor of PI (H3 is supported;  $\beta = 0.317, p < 0.001$ ). However, the H2 established in this study is not supported.

### ***The Moderating Effects of PAT and PCT***

To identify the moderating effect of PAT and PCT on the relationships among PAQ, PWQ, and PI, a multiple group analysis was employed (Jung & Yoon, 2012). Thus, the data were recoded and divided into high and low PAT and PCT groups based on the K-means clustering method, which can select the necessary seed points randomly from the observations (Hair *et al.*, 2010). Concerning PAT, two groups were classified according to the seed points of 5.30 and 3.67; the former group included 312 data points and the latter included 136 data points. Concerning PCT, two groups were classified according to the seed points of 4.67 and 3.31; the former group included 304 data points and the latter included 144 data points.

In terms of the moderating effect of PAT, the results showed a statistically significant chi-square difference (chi-square difference = 6.913,  $df = 1, p < 0.05$ ) between the unconstrained and constrained models of PAQ and PWQ links. Thus, Hypothesis 4 was partially supported. That is, PAT moderates the relationship between PAQ and PWQ. Although the chi-square difference in the PAQ and PI link was not significant, customers with higher levels of PAT showed greater PI than those with lower levels of PAT.

In terms of the moderating effect of PCT, the results showed that the chi-square differences between the unconstrained and constrained models were not all significant. Thus, H5 was not supported. Nevertheless, customers with higher levels of PCT showed greater PI than those with lower levels of PCT.

## **CONCLUSIONS AND MANAGERIAL IMPLICATIONS**

This study contributes to the understanding of how website users' perceived affective quality of travel products contributes to their perception of website quality and future purchase intention in the travel agency website context and then examines the moderating roles of affective trust and cognitive trust in the PAQ, PWQ, and PI links.

Thus, in terms of Kansei engineering methodology, this study first identifies the four travel product properties (color, content, graphic, and layout) and then collects related affective words from related sources to serve as website users' PAQ of travel products on the websites. Accordingly, the regression analysis used to examine Q1 and the results showed that the perceived affective qualities (including, content feeling *unique*, content feeling *trustworthy*, graphic feeling *eye-catching*, graphic feeling *favorable price*, and layout feeling *comprehensive*) had positive significant effects on PWQ. Moreover, the travel product being *unique* had a greater effect than the other PAQ factors. As proposed by Tang and Jang (2012), website designers must reconsider information quality from the perspective of potential tourists. People who show interest in a destination desire to gain comprehensive knowledge of the destination (such as attractions, dining, shopping, and transportation). However, website design that is intended to make users feel *splendid* about the travel products can generate negative affect due to, for example, "too much color to please website users". This point should be considered by website designers. Mills, Han, and Clay (2008) have suggested that when

designing accessibility of hospitality and tourism websites, website designers should notice when using color to convey information and ensure that the information is also represented in another way, especially for those with visual impairments. Furthermore, Mundorf, Westin, and Dholakia (1993) have found that males showed greater preference for color than females. Accordingly, in terms of managerial insights, for travel agencies, the design of website travel products should attempt to elicit website users' "love at first sight" impression in terms of affective quality (Zhang & Li, 2004). Particularly, at the moment of purchase, the attributes of the tourism product and the price may be determining factors (Sánchez *et al.*, 2006); therefore, promotional strategies should be used to facilitate customers' decision making.

In addition, regression analysis was further employed to examine Q2, and the results showed that the five dimensions of PWQ do not have effects on PI. However, the results showed that only certain PAQs (including color feeling *relaxing*, graphic feeling *eye-catching*, graphic feeling *topical*, and layout feeling *humanistic*) had positive effects on PI. The travel product provided on the website seems to be very important in influencing website users' decision making. From a promotional perspective, marketers for travel products must ensure that an Internet search for information about travel products will lead to useful and favorable information about their companies' product or destination image (Wen, 2009). However, the five dimensions of PWQ have no contributions in the regression model; thus, travel website users are more likely to make decisions based on their affective perceptions. A possible explanation is that in the affective focus condition, evaluations were more congruent with the valence of the affective information than they were in the cognitive focus condition, where evaluations were more congruent with the valence of the cognitive information than they were in the affective focus condition (van den Berg, Manstead, van der Pligt, & Wigboldus, 2006). Accordingly, from a practical perspective, because tourism products are hedonic, the hedonic evaluation captures the feelings or emotions generated by the products or services (Sánchez *et al.*, 2006). Thus, the hedonic evaluation is of an affective nature (Ryu, Han, & Jang, 2010). Therefore, travel agencies should consider more hedonic components when presenting travel products on their websites. For example, our results indicate that website users' view of a product as "eye-catching" is an important PAQ that contributes to both PWQ and PI.

Furthermore, the results found that PAQ has a significant, positive effect on PWQ and PI. These findings are consistent with previous studies (Yao & Liao, 2011; Zhang *et al.*, 2006). Therefore, when website users have positive PAQ of travel products on the websites, they are likely to have positive PWQ of the website and positive purchase intentions toward the websites. However, PWQ does not have a positive effect on PI. Although previous studies have confirmed that PWQ has a direct effect on PI (e.g., Ho & Lee, 2007; Lee & Lin, 2005; Wen, 2009), service quality has less effect on purchasing intentions than consumer satisfaction (Cronin & Taylor, 1992), and PQW has no effect on PI among either buyer or information searchers (Cristobal, Flavián, & Guinalú, 2007). A possible reason is that users emphasize the affective component when producing evaluations that predict consummatory behavior (affectively driven behaviors) but not instrumental behavior (cognitively driven) (Millar and Tesser, 1986). Moreover, another reason is that as suggested by Cristobal *et al.* (2007), website users may not be satisfied with the PWQ, causing the nonsignificant effect on

purchase intention. Thus, from a practical perspective, improving e-service quality (e.g., website design, customer service, or assurance) is important for the generation of higher consumer satisfaction and positive behavioral intentions.

Finally, in terms of the moderating effect of PAT and PCT on the relationships among PAQ, PWQ, and PI, it was verified that there is only a significant moderating effect of PAQ on the relationship between PAQ and PWQ. More specifically, according to the model, when website users have a high level of PAT, their PAQ of travel products has a significantly stronger positive effect on PWQ than when they have a low level of PAT. In the travel agency website context, the travel products are intangible and consumers typically cannot experience the travel products in advance, causing a strong sense of risk and uncertainty during the purchase decision-making process. Therefore, when website users' PAT in terms of feeling secure and comfortable with relying on the trustee (Komiak & Benbasat, 2006), PAT strengthens the relationship between PAQ and PWQ. Although the chi-square difference on the PAQ and PI link was not significant, customers with higher levels of PAT showed greater PI than those with lower levels of PAT. In addition, customers with higher levels of PCT showed greater PI than those with lower levels of PCT. Thus, trust is the most effective uncertainty reduction method in e-commerce and plays a critical role in influencing customers' online travel buying decisions (Wen, 2009). Thus, the feelings as information theory assumes that a person's affective state signals the state of the environment. For instance, a negative mood signals a potentially problematic situation, which requires extra attention. A positive mood, on the other hand, indicates that all is well. The underlying rationale is that different mood states foster different decision strategies. People in a sad mood tend to be more thoughtful and deliberative in their judgments, information processing and decision making (Elen, D'Heer, Geuens, & Vermeir, 2013). Thus, for travel agency website operators, when the travel products of the website can create certain desired feelings for the website users, this can not only attract website users but also further facilitate their purchase intentions.

### **Limitations and Directions for Further Research**

This study's limitations provide directions for future study. First, as suggested by Chang (2013), because corporate reputation is important in shaping customers' perceptions of the firm, it is important to know how it moderates the effect of PAQ and PWQ on customer decision making. Second, as suggested by Cristobal *et al.* (2007) and Wen (2009), future research should examine additional variables (e.g., customer satisfaction, perceived convenience, and perceived transactions) that may mediate the relationships among PAQ of travel products, PWQ, and PI.

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## 科技部補助專題研究計畫成果報告自評表

請就研究內容與原計畫相符程度、達成預期目標情況、研究成果之學術或應用價值（簡要敘述成果所代表之意義、價值、影響或進一步發展之可能性）、是否適合在學術期刊發表或申請專利、主要發現（簡要敘述成果是否有嚴重損及公共利益之發現）或其他有關價值等，作一綜合評估。

1. 請就研究內容與原計畫相符程度、達成預期目標情況作一綜合評估

- 達成目標
- 未達成目標（請說明，以 100 字為限）
- 實驗失敗
- 因故實驗中斷
- 其他原因

說明：

2. 研究成果在學術期刊發表或申請專利等情形：

- 論文：已發表 未發表之文稿 撰寫中 無
- 專利：已獲得 申請中 無
- 技轉：已技轉 洽談中 無
- 其他：（以 100 字為限）

已將本專題計畫予以整理及撰寫，將投稿至期刊發表。

3. 請依學術成就、技術創新、社會影響等方面，評估研究成果之學術或應用價值（簡要敘述成果所代表之意義、價值、影響或進一步發展之可能性），如已有嚴重損及公共利益之發現，請簡述可能損及之相關程度（以 500 字為限）

研究結果顯示旅遊網站產品之情感品質（包含內容讓人感覺獨特、內容讓人感覺信任、圖片讓人感覺吸睛、圖片讓人感覺價格優惠及網站設計讓人感覺很完善）對知覺網站品質有正向影響。迴歸分析之結果發現某些特定的知覺情感品質（包含顏色讓人感覺放鬆、圖片讓人感覺吸睛、圖片讓人感覺有主題及網站設計讓人感覺很人性化）對購買意願有正向影響。最後，研究結果發現只有知覺情感信任干擾了知覺情感品質與知覺網站品質間之關係。本研究亦根據研究發現討論相關管理意涵。

## 科技部補助專題研究計畫出席國際學術會議心得報告

日期：104年8月15日

計畫編號	MOST 103—2410—H—263—004—		
計畫名稱	旅行社網站使用者之知覺情感品質如何助益網站使用者之知覺網站品質與未來購買意願：情感信任與認知信任之調節角色檢驗		
出國人員姓名	張國謙	服務機構及職稱	致理技術學院休閒遊憩管理系 副教授
會議時間	2015年7月22日 至 2015年7月24日	會議地點	日本東京早稻田大學
會議名稱	(中文) 2014 餐旅、休閒、運動及觀光國際研討會 (英文) 2015 International Conference on Hospitality, Leisure, Sports, and Tourism		
發表題目	(中文) 探討整體國家意象及個人經驗期望對來台旅遊之影響—以國父紀念館為例 (英文) Influence of overall country image and individual experience expectations on traveling in Taiwan: A case study on tourists from Mainland China visiting National Dr. Sun Yat-Sen Memorial Hall		

### 一、參加會議經過

2015 International Conference on Hospitality, Leisure, Sports, and Tourism 的舉辦地點位於日本東京早稻田大學內之會議場地，本人於7月22日抵達新加坡，與會期間

除了論文發表並參加相關研討會議，會議為期三天於7月24日結束。

## 二、與會心得

此次所參加之研討會屬於餐旅、休閒、運動及觀光之研討會，而本人發表之論文亦是探討大陸旅客對台灣國家意象及個人經驗期望對其來台旅遊之影響—以國父紀念館為例。此外，此研討會中大部分文章皆是與觀光與餐旅產業有關之論文，有些學者發表與旅館產業有關之綠色經濟議題，亦有學者發表與餐飲產業有關之品牌忠誠度議題，另有學者討論運動休閒與人口統計變數間之關係議題，亦有學者發表旅遊遊客行為之議題。這些議題皆與本人教學研究有相關，經由交流學習，可謂受益匪淺。

再者，參與國際研討會除能加強學術交流外，參與者如何能掌握重點報告是吸引與會者注意的重要關鍵，且如何於固定格式內呈現研究主題重點讓與會者易於瞭解亦是有很大的學習空間，尤其是要掌握回答問題的關鍵是參與國際研討會很重要的練習與收穫。

## 三、發表論文全文或摘要

The purpose of this study was to explore the relationships among country image, experience expectations, visitor satisfaction, and behavioral intention (word-of-mouth, revisit intentions, willingness to pay more, and desired association). Questionnaires were collected from mainland Chinese tourists at the Taiwan National Dr. Sun Yat-sen Memorial Hall, using convenience sampling. A total of 315 questionnaires were returned, and SEM was used to analyze the data.

The results indicate that both country image and experience expectations have a positive impact on satisfaction, while satisfaction has a positive impact on word-of-mouth, revisit intentions, willingness to pay more and desired association. Hence, the findings suggest that in order to enhance the travel intentions of new and repeated visitors, the memorial hall,

government, and related enterprises should develop strategies to improve the satisfaction of those visitors.

#### 四、建議

與提問者之互動需要多加練習。

#### 五、攜回資料名稱及內容

(1)會議章程；(2)論文集



# 科技部補助計畫衍生研發成果推廣資料表

日期:2015/08/05

科技部補助計畫	計畫名稱: 旅行社網站使用者之知覺情感品質如何助益網站使用者之知覺網站品質與未來購買意願: 情感信任與認知信任之調節角色檢驗
	計畫主持人: 張國謙
	計畫編號: 103-2410-H-263-004- 學門領域: 休閒遊憩
無研發成果推廣資料	

103 年度專題研究計畫研究成果彙整表

計畫主持人：張國謙		計畫編號：103-2410-H-263-004-					
計畫名稱：旅行社網站使用者之知覺情感品質如何助益網站使用者之知覺網站品質與未來購買意願：情感信任與認知信任之調節角色檢驗							
成果項目		量化			單位	備註（質化說明：如數個計畫共同成果、成果列為該期刊之封面故事...等）	
		實際已達成數（被接受或已發表）	預期總達成數（含實際已達成數）	本計畫實際貢獻百分比			
國內	論文著作	期刊論文	0	0	100%	篇	
		研究報告/技術報告	0	0	100%		
		研討會論文	0	0	100%		
		專書	0	0	100%		
	專利	申請中件數	0	0	100%	件	
		已獲得件數	0	0	100%		
	技術移轉	件數	0	0	100%	件	
		權利金	0	0	100%	千元	
	參與計畫人力（本國籍）	碩士生	0	0	100%	人次	
		博士生	0	0	100%		
博士後研究員		0	0	100%			
專任助理		0	0	100%			
國外	論文著作	期刊論文	0	1	100%	篇	文章撰寫中準備投稿至國外期刊
		研究報告/技術報告	0	0	100%		
		研討會論文	1	1	100%		
		專書	0	0	100%		章/本
	專利	申請中件數	0	0	100%	件	
		已獲得件數	0	0	100%		
	技術移轉	件數	0	0	100%	件	
		權利金	0	0	100%	千元	
	參與計畫人力（外國籍）	碩士生	0	0	100%	人次	
		博士生	0	0	100%		
博士後研究員		0	0	100%			
專任助理		0	0	100%			

<p style="text-align: center;">其他成果</p> <p>(無法以量化表達之成果如辦理學術活動、獲得獎項、重要國際合作、研究成果國際影響力及其他協助產業技術發展之具體效益事項等，請以文字敘述填列。)</p>	<p style="text-align: center;">無</p>
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	成果項目	量化	名稱或內容性質簡述
科 教 處 計 畫 加 填 項 目	測驗工具(含質性與量性)	0	
	課程/模組	0	
	電腦及網路系統或工具	0	
	教材	0	
	舉辦之活動/競賽	0	
	研討會/工作坊	0	
	電子報、網站	0	
	計畫成果推廣之參與(閱聽)人數	0	

# 科技部補助專題研究計畫成果報告自評表

請就研究內容與原計畫相符程度、達成預期目標情況、研究成果之學術或應用價值（簡要敘述成果所代表之意義、價值、影響或進一步發展之可能性）、是否適合在學術期刊發表或申請專利、主要發現或其他有關價值等，作一綜合評估。

1. 請就研究內容與原計畫相符程度、達成預期目標情況作一綜合評估

達成目標

未達成目標（請說明，以 100 字為限）

實驗失敗

因故實驗中斷

其他原因

說明：

2. 研究成果在學術期刊發表或申請專利等情形：

論文： 已發表  未發表之文稿  撰寫中  無

專利： 已獲得  申請中  無

技轉： 已技轉  洽談中  無

其他：（以 100 字為限）

3. 請依學術成就、技術創新、社會影響等方面，評估研究成果之學術或應用價值（簡要敘述成果所代表之意義、價值、影響或進一步發展之可能性）（以 500 字為限）

研究結果顯示旅遊網站產品之情感品質（包含內容讓人感覺獨特、內容讓人感覺信任、圖片讓人感覺吸睛、圖片讓人感覺價格優惠及網站設計讓人感覺很完善）對知覺網站品質有正向影響。迴歸分析之結果發現某些特定的知覺情感品質（包含顏色讓人感覺放鬆、圖片讓人感覺吸睛、圖片讓人感覺有主題及網站設計讓人感覺很人性化）對購買意願有正向影響。最後，研究結果發現只有知覺情感信任干擾了知覺情感品質與知覺網站品質間之關係。本研究亦根據研究發現討論相關管理意涵。