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Abstract
With the perfecting and ongoing development of the Internet, Internet tax-filing users are increasing yearly to show one of the future trends. From the user-oriented point of view, this study probes into the user's recognitions from personal, task, and technology three levels by Task-Technology Fit theory; it tries to understand what recognition factor would influence the flow experience most, thus, to facilitate the flow experience to bring out the best effect, and then to influence the willingness of utilizing; therefore, it can be references for national tax administration to increase the Internet Tax-Filing utilizing rate. For verifying the structure model, this study aimed at the real Internet Tax-Filing users to conduct the survey sampling, testing, and analyzing. The effective samplings were 1094. We conducted the empirical study to test and to verify each proposed hypothesis by using of the Descriptive Statistics, Factor Analysis, Correlation Analysis, Reliability Analysis, ANOVA, Multiple-Regression Analysis, and LISREL analysis separately.

Overall, the global model fit is acceptable. It means this theoretical model existed influences indeed. The results also showing the general structure relationships are supported. It's proved that when public using the Internet tax-filing, the recognitions (such as service quality, task-technology fit, and utilization) will have the direct influence on the flow experience; besides, these recognitions will generate positive direct effect on the utilizing willingness via the flow experience.

From the above mentioning, it shows the experiential marketing has coming; to understand the true feelings of user's using experience become the key for national tax administration to do the strategic thinking; as a result, the offered suggestions would benefit for the Internet services planning afterwards.
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