URN etd-0407109-183721-1728
Author wang shao hua
Author's Email Address No Public.
Statistics This thesis had been viewed 46 times. Download 0 times.
Department
Year 2004
Semester 1
Degree Master
Type of Document Master's Thesis
Language zh-TW.Big5 Chinese
Title A study on the factors effecting member relationship learning on the virtual community to online user loyalty
Date of Defense 0000-00-00
Page Count 154
Keyword
Sense of Virtual Community Relationship Learning
Information Quality Online’s Loyalty
System Quality

Abstract
Through the technology and the experience on the internet are improving and accumulating, the working model of internet have been evolving to create virtual communities for their customers that differ with the working model of B2B and B2C on the past. But what is this virtual community? These groups are made by that people who have the same interest and background of living. This study purpose focus on that what factors have influenced the interaction relationship between members on the same virtual community. For this, this study have distinguished that two characteristics are the personal sense of virtual community as follow:(trust, belonging, interaction, involvement, infromation) and the quality of web-site as follow:(information quality and system quality) that how to effect the user loyalty on the virtual community through the relationship learning.
The result of this paper are that the personal sense of virtual community and the quality of web-site have a position on the relationship learning, and the relationship learning also has a position on the user loyalty of virtual community.
Advisory Committee - advisor

Files No Any Full Text File.
Date of Submission 2005-08-10