

國立聯合大學  
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碩士論文

探討政府干預危機事件對信任修復影響社群  
成員之行為意圖

Exploring the behavioral intent of the  
government's involvement in the crisis on the  
trust repair of community members

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## 摘要

近年來，由於全球社會、自然環境及科技的快速變遷，所伴隨而來的影響也導致危機事件在我們日常生活中層出不窮，造成人民外在的損失及內心的恐慌，就如同此次全球公共衛生緊急事件—新型冠狀病毒所造成的影響。然而，危機事件的擴大與處理方式影響著各國家及社會的安危，因此社會組織的介入就相當關鍵，我國政府及企業如何在對無法預知的公共安全危機下，找出主因並迅速做出應對策略及協調補償措施，深入探討消費者於虛擬社群中接收相關休閒娛樂資訊對於危機事件所帶來的嚴重影響，是否能重新修復，重拾消費者的信任成為很重要的課題。因此，本研究以歸因理論為基礎，來探討政府干預危機事件對信任修復影響社群成員之行為意圖。

本研究以網路問卷形式進行問卷蒐集，並以「使用虛擬社群接收生活娛樂相關資訊之社群使用者」為研究對象，共蒐集 799 份。研究結果發現：(1)歸因(根源性、控制性、穩定性)不會負向影響協調；(2)政府干預的信任修復方式(情感修復、功能修復、資訊修復)會正向影響協調；(3)協調會正向影響分享；(4)興趣會干擾協調對分享之間的影响效果；(5)社群規範不會干擾協調對分享之間的影响效果。

**關鍵字：**歸因理論、政府干預、協調、興趣、分享

## Abstract

Recently, the impact of rapid changes in the global community, the natural environment and science and technology has also led to the emergence of crisis events in our daily lives, resulting in external loss of people and internal panic, just as this global public health emergency - the impact of the covid-19. However, the expansion and handling of crisis events affect the security of countries and societies, so the involvement of social organizations is very critical, how our government and enterprises in the unpredictable public security crisis, find out the main causes and quickly make response strategies and coordinate compensation measures, in-depth discussion of consumers in the virtual community to receive relevant leisure and entertainment information for the serious impact of the crisis events, whether to repair, regain consumer trust has become an important issue. Therefore, this study is based on attribution theory to explore the behavioral intention of government intervention in crisis events to trust repair affecting members of the community.

This study was collected in the form of an online questionnaire and 799 were collected using virtual communities to receive information about life and entertainment. The results of the study found that: (1) attribution (locus, controllability, stability) isn't negatively related to willingness to reconcile; (2) government involvement (affective repair, functional repair, information repair) is positively related to willingness to reconcile; (3) willingness to reconcile is positively related to sharing; (4) interests is moderate the effects of willingness to reconcile on sharing; and (5) social norms isn't moderate the effects of willingness to reconcile on sharing.

**Keywords : Attribution Theory, Government Involvement, Willingness To Reconcile, Interests, Sharing**