

摘要

在現代社會中，手機已成為人們不可或缺的生活工具，並隨著社群媒體的不斷發展，成為日常生活的重要一環。社群媒體的崛起改變人們的溝通方式，促進訊息的傳播和交流，成為社交、娛樂和資訊獲取的主要平台。TikTok 是一個社群平台，最初以 15 秒內的短影音而聞名。抖音和 TikTok 差異在於抖音只有中國人可以下載，TikTok 是屬於非中國人使用的版本。因此，本研究選擇目前最流行的短影音—TikTok 進行研究，將 Oliver (1980)提出的期望確認理論與 Bhattacharjee (2001b)修正後的接受後持續使用模式做結合，並加上從眾行為作為干擾變數，來探討使用者使用 TikTok 後感到滿意之程度為何，進而影響持續使用意圖，並將從眾行為作為干擾變數，探討知覺有用性與持續使用意圖是否會受到從眾行為之干擾影響。本研究採用便利抽樣法進行問卷調查，透過網路發放問卷，利用 LINE 社群與 Facebook 問卷社團發放問卷，研究對象為曾經使用過 TikTok 或是現在仍持續使用 TikTok 的使用者，採用 SPSS 22 及 AMOS 22 統計軟體作為資料分析工具，並利用結構方程模式進行假設驗證。

本研究驗證(1)期望對確認程度具有正向影響；(2)確認程度對知覺有用性與滿意度皆具有正向影響；(3)知覺有用性對滿意度具有正向影響；(4)知覺有用性對持續使用意圖不具有正向影響；(5)滿意度對持續使用意圖具有正向影響；(6)從眾行為對知覺有用性與持續使用意圖不具有干擾影響；(7)研究發現確認程度對期望與知覺有用性、滿意度具有完全中介效果；(8)知覺有用性對確認程度與持續使用意圖不具有中介效果；(9)知覺有用性對確認程度與滿意度具有部分中介效果；(10)滿意度對知覺有用性與持續使用意圖具有完全中介效果；(11)滿意度對確認程度與持續使用意圖具有完全中介效果。

關鍵詞：期望確認理論、接受後持續使用模式、從眾行為、TikTok

Abstract

In modern society, mobile phones have become indispensable tools for people's daily lives. With the continuous development of social media, they have become an essential part of everyday life. The rise of social media has changed the way people communicate, facilitating the dissemination and exchange of information, and becoming the primary platform for social interaction, entertainment, and information acquisition. TikTok is a social platform initially known for its 15-second short videos. The difference between Douyin and TikTok is that Douyin can only be downloaded by Chinese users, while TikTok is the version used by non-Chinese users. Therefore, this study chooses the currently most popular short video platform—TikTok—for research. It combines Oliver's (1980) Expectation Confirmation Theory with Bhattacharjee's (2001b) revised Post-Acceptance Model of IS Continuance and includes herd behavior as a moderating variable to explore the extent to which users feel satisfied after using TikTok, and how this affects their intention to continue using the platform. The study also investigates whether perceived usefulness and the intention to continue using the platform are influenced by herd behavior. The research adopts a convenience sampling method for the questionnaire survey, distributing the questionnaires online through LINE communities and Facebook questionnaire groups. The research subjects are users who have used TikTok or are currently using TikTok. SPSS 22 and AMOS 22 statistical software are used as data analysis tools, and Structural Equation Modeling (SEM) is employed to test the hypotheses.

This study verifies that (1) expectations have a positive impact on confirmation; (2) confirmation has a positive impact on perceived usefulness and satisfaction; (3) perceived usefulness has a positive impact on satisfaction; (4) perceived usefulness does not have a positive impact on the intention to continue use; (5) satisfaction has a positive impact on the intention to continue use; (6) conformity behavior does not have a moderating effect on perceived usefulness and the intention to continue use; (7) the study finds that confirmation has a full mediating effect between expectations and perceived usefulness, and satisfaction; (8) perceived usefulness does not have a mediating effect between confirmation and the intention to continue use; (9) perceived usefulness has a partial mediating effect between confirmation and satisfaction; (10) satisfaction has a full mediating effect between perceived usefulness and the intention to continue use; (11) satisfaction has a full mediating effect between confirmation and the intention to continue use.

Keywords: ECT, A-Post Acceptance Model of IS Continuance, Herd Behavior, TikTok