

摘要

由於醫療技術的發展進步快速，國人的平均壽命長期呈上升趨勢，導致整體的人口結構快速趨向高齡化，而此現象也代表罹患多重慢性疾病及長照需求者的快速增加。為此，建立完善的長照體制是目前臺灣完備社會安全體系的關鍵。過去較少探討臺灣民眾對於機構式長期照顧服務的認知、態度與行為意圖之間關係的研究，為彌補前述之研究缺口，本研究將以計畫行為理論作為理論基礎，針對長照服務潛在需求者：30 至 69 歲之中華民國國民，調查其不同世代背景下生長的民眾，對於機構式長期照顧的態度及行為意圖是否不同。本研究以 TPB 作為理論基礎設計研究模型，將世代差異與計畫行為理論架構結合；採用李克五點量表設計問卷進行問卷調查，透過敘述性統計分析、探索性因素分析及變異數分析，驗證研究假設。結果顯示，臺灣民眾對機構式長照的主觀規範、態度與知覺行為控制對行為意圖有顯著影響，代表消費者對機構式照顧的主觀規範、態度及知覺行為控制皆會正向影響對機構式照顧的購買行為意圖；分析也指出臺灣民眾對機構式長照的主觀規範與態度對於行為意圖的影響不受到世代差異的干擾，但知覺行為控制對行為意圖的影響顯著受到世代差異的干擾，其中年紀越輕者，知覺行為控制對行為意圖的影響越低，反之年紀越高者，知覺行為控制對行為意圖有越高的正向影響。根據本研究結果，此量表能有效的衡量消費者對於機構式長照的行為意圖，有利於往後的研究，再根據研究結果可知，未來政府與長照機構欲推動較高年齡層受眾選擇機構式長照時，應更著重於傳遞有助於受眾做決策之資訊傳遞，例如：服務方案介紹的主動推播、政策補助方案的訊息宣傳、優化相關資訊的關鍵字搜尋等等。

關鍵字：世代、計畫行為理論、長照機構、機構式照護

Abstract

Establishing a comprehensive long-term care system is the key to completing Taiwan's social security system. There has been limited research on the relationship between Taiwanese people's perception, attitude, and behavioral intentions towards institutional long-term care services. To fill this research gap, this study adopted the theory of planned behavior and conducted a survey using questionnaires for Taiwanese nationals from different generational backgrounds. The results showed that subjective norms, attitudes, and perceived behavioral control positively influenced purchase intentions towards institutional care among Taiwanese people. The analysis also indicated that the influence of subjective norms and attitudes on behavioral intentions towards institutional long-term care was not affected by generational differences, but the impact of perceived behavioral control on behavioral intentions was significantly affected by generational differences. Specifically, younger people were less influenced by perceived behavioral control, while older people were more positively influenced by it. Based on the results of this study, the questionnaire used in this research was effective in measuring consumers' behavioral intentions towards institutional long-term care and can be useful for future research. Additionally, the study results suggest that the government and long-term care institutions should focus on providing decision-making information for older audiences when promoting institutional long-term care services in the future.

Keywords: generation, theory of planned behavior, long-term care institutions, institutional care.