

論文名稱：網路開店平台評估模式

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論文提要內容：

網路時代電子商務快速發展，使大眾消費者的消費習慣已逐漸轉變為線上購物，許多傳統商店看見網路購物市場的龐大潛力，紛紛投入以拓展新的商機。然而，在網路商店不斷蓬勃發展之下，如何選擇適當的網路開店平台變得極為重要。

另外，各家平台業者在提供開店平台服務內容也各有差別，如何協助平台業者改善平台功能也為本研究之目的。由於在過去的研究中較少提到評估網路開店平台的關鍵因素，因此，本研究希望能透過建立評估模式，提供傳統的中小企業主或網路創業者選擇適當的網路開店平台。

本研究是透過層級分析法(analytic hierarchy process)，建立網路開店平台評估模式，由過去相關文獻與現有平台服務內容建立主要評估指標與次準則，最後針對目前國內較知名的網路開店平台業者(Yahoo!奇摩超級商城、PChome 商店街、樂天市場)為評估對象，提供開店店家選擇合適的平台。

結果本研究發現，交易安全性為網路開店店家較重視的評估構面，因此，平台業者應朝向提升交易安全機制，防止資料外洩的方式；另外，金流的服務內容也相當受到店家的重視，完善的金流服務能便利且快速的增加顧客購買意願。

關鍵詞：網路開店(online store)、層級分析法(analytic hierarchy process)、網路購物(online shopping)

Online store platform evaluation model

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ABSTRACT

The rapid development of e-commerce Internet age, so that the mass consumer spending habits have been gradually transformed into online shopping, online shopping in many traditional shops to see the huge potential market, have invested to develop new business opportunities. However, in the online store after another, how to select the appropriate online shop platform becomes very important.

In addition, each platform, including the provision of services also have their own shop platform differences, how to help platform for industry to improve the function of the platform is also the purpose of this study. As mentioned in previous studies, assessment of small online shop platform, a key factor, therefore, this study is to assess the model by creating, providing a traditional small business owners or internet entrepreneurs shop online to select the appropriate platform .

The study was through the AHP (Analytic Hierarchy Process), to create a network platform to assess the model shop, from the previous relevant literature and existing platform services to establish the main evaluation index and sub-criteria, and finally for the more well-known domestic online shop platform operators (Yahoo! Kimo Super Mall, PChome shopping street, Lotte market) for the assessment of the object, choose the right stores to provide a platform shop.

The results of this study found that transaction security for the online shop store more emphasis on the assessment of dimensions, so the industry should be directed to enhance the platform transaction security mechanism, a way to prevent data leakage; In addition, the cash flow of the services has gained quite a store attention, improve cash flow services to increase customer convenience and fast purchase intention.

Keyword: Online store 、 AHP 、 Online shopping