

論文名稱：IT 虛擬社群會員忠誠度之研究

總頁數：108

— 以藍色小舖為例

校(院)所組別：中國文化大學商學院資訊管理研究所

畢業時間及提要別：97 學年度第 2 學期碩士學位論文提要

研究生：趙昱安

指導教授：黃燕忠

論文提要內容：

在過去的文獻中，許多學者針對虛擬社群以及其忠誠度做研究，但鮮少針對會員忠誠度的量化以及實作進行研究，因此，本研究主要針對量化 IT 虛擬社群的會員忠誠度做研究，研究分法主要為文獻分析法、資料庫分析法、問卷分析法；研究流程主要分為兩個階段，第一階段透過文獻分析法，運用過去的文獻來設計出一個會員忠誠度之量化指標，針對個案-藍色小舖，將其評估會員點數套用在本研究所設計出的會員忠誠度之量化指標上，先檢視藍色小舖的會員忠誠度量化結果；第二階段則先針對藍色小舖的評估會員點數作調整，接著根據本研究所訂定的指標，分析網站的優勢與弱勢，重新規劃網站配置；本研究主要目的在於提升 IT 虛擬社群會員忠誠度，進而創造 IT 虛擬社群之價值。

關鍵字：虛擬社群(Virtual community)，忠誠度(Loyalty)，藍色小舖(Blue Shop)

The Research of Loyalty Research of the Membership in IT  
Virtual Community – example of the Blue Shop

Student: Chao-Yu An

Advisor: Prof . Yann-Jong Hwang

Chinese Culture University

A B S T R A C T

In recent years the virtual community has become an important client source for E-Commerce. When the number of the virtual community members reaches a certain number, the loyalty of the members becomes the most needed thing. Nevertheless, in the past literatures, many scholars geared toward the virtual community and its loyalty during the researches, but few studied the quantification and actual practice of the member loyalty. Therefore, this research mainly discussed the quantification of member loyalty of the IT virtual community. The research methods were literature analysis, data analysis, and questionnaire analysis.

The research procedures were mainly divided into two stages: The first stage used the literature analysis and past literatures to design a quantitative index for the loyalty of the members. Regarding the individual case - Blue Shop, I applied the member points on the quantitative index of member loyalty, which was designed by this research. The purpose was to first examine the quantitative result of the loyalty of the Blue Shop members.

The second stage was first aimed at Blue Shop's member points, and adjustments were made. Then, according to the index set by this research, the advantages and disadvantages of the website were analyzed, and the site arrangement was re-planned. The main purpose of this research was to increase the member loyalty of the IT virtual community, as well as creating the value of the IT virtual community.

Key words: Virtual community, Loyalty, Blue Shop.