

# 通路整合、顧客服務整合、顧客價值、 使用態度與使用意願之研究

## RESEARCH ON CHANNEL INTEGRATION, CUSTOMER SERVICE INTEGRATION, CUSTOMER VALUE, USAGE ATTITUDE AND USAGE WILLINGNESS

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### 摘要

本研究係以便利商店業者使用移動裝置應用程式（簡稱APP）為例，探討通路整合、顧客服務整合、顧客價值、使用態度與使用意願之間的關聯性。本文採用問卷調查法，共計回收有效問卷350份，有效回收率90.67%。

研究結論發現：一、通路整合分別對顧客價值、使用態度、使用意願具正向的影響；二、顧客服務整合分別對顧客價值、使用態度、使用意願具正向的影響；三、顧客價值對使用態度具正向的影響；四、使用態度對使用意願具正向的影響。

**關鍵字：**通路整合、顧客服務整合、顧客價值、使用態度、使用意願

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## **ABSTRACT**

Technological advances have made internet services more mature, and enterprises need to apply competitive advantages and industry expertise to develop new business strategies facing a rapidly changing digital environment to be sustainable. This study is to solve the fraud caused by third-party payment in-game treasure transactions, and carried out system process design. We combined with LINE ChatBot to develop the system to make buyers and sellers can use the consistently used Apps for executing transactions to make the process smoother. This “transaction system using communication platform” has been successfully certificated by U.S. provisional application new and inventions patents, the launch has effectively achieved the effect of transaction security, which shows that enterprises can integrate with new technology to create a business model. In the future with more transaction experience, this system can be used for more diverse markets and serve as a reference for digital strategy for related industries.

**Keywords:** Third-party Payment, Process Design, ChatBot, Business Model