

從 PPM 理論探討智慧型手機系統之轉換意圖

摘要

根據 IDC (International Data Corporation) 2017 年調查報告指出，全球手機市場成長趨緩，面對市場逐漸飽和的狀況下，各家廠商所開發的應用 APP 服務與個人化操作介面，逐漸發展出行動裝置的技術創新競爭的局面，使得消費者在購買手機具有多樣的選擇性。因此，為了提高市占率，各家勢必要爭取新客戶，並儘可能保留舊有用戶，對於智慧型手機業者來說，了解消費者之轉換意圖是重要的議題。

本研究目的在探討影響消費者轉換手機作業系統之因素。人口遷徙理論中的 Push-Pull-Mooring (PPM) Model 為主要架構，結合資訊系統成功模式的「資訊品質」、「系統品質」以及「服務品質」等 3 個變數作為影響推力、拉力效應的因素，以「現有系統資訊品質的認知」、「現有系統系統品質的認知」、「現有系統服務品質的認知」、「現有系統的不滿意」、「對替代系統資訊品質的看法」、「對替代系統系統品質的看法」、「對替代系統服務品質的看法」、「替代品吸引力」、「轉換成本」、「主觀規範」、「轉換障礙」等構面，組成綜合研究模型。資料蒐集以使用過 Android 或 iOS 系統之用戶為對象進行實證研究，運用網路問卷方式進行調查，共回收 185 份有效樣本，並以結構方程式進行測量模式與結構模式分析。

研究結論可彙整如下：現有系統的不滿意、替代品吸引力、轉換障礙顯著影響消費者對手機作業系統之轉換意圖，系統品質和服務品質也顯著影響使用者對於現有系統之不滿意程度，且系統品質亦會正向影響使用者對於替代品之吸引力；轉換障礙會負向影響轉換意圖，但是對於推力、拉力效應與轉換意圖之間影響效果的調節作用並不顯著，依據實證之結果，提出客觀之建議予相關手機業者及開發商，加強系統的穩定性與優質的售後服務，以有效「保留舊有用戶、增加新的用戶」之策略。

關鍵詞：人口遷徙理論、PPM 模型、資訊系統成功模式、轉換障礙

Investigating Smartphone System Switching Intention from the Push-Pull-Mooring Model

ABSTRACT

According to the 2017 IDC (International Data Corporation) report, the growth of global smartphone market is slowing. In response to a saturating market, applications and personalized user interfaces developed by different manufacturers have gradually formed a competition of technological innovation for mobile devices, providing consumers with a wider selection of smartphones. Therefore, to increase market share, manufacturers must win over new customers while retaining as many existing users as possible. To smartphone enterprises, understanding consumer switching intention is an important topic.

The research aims to investigate factors which cause customers to switch mobile operating systems. The Push-Pull-Mooring (PPM) Model in the theory of migration serves as the main structure, combined with three variables from the Information Systems Success Model—"information quality", "system quality", and "service quality" serve as push-and-pull factors. Furthermore, the dimensions—"perception towards existing system's information quality", "perception towards existing system's system quality", "perception towards existing system's service quality", "dissatisfaction towards existing system", "perspective on alternative system's information quality", "perspective on alternative system's system quality", "perspective on alternative system's service quality", "the appeal of alternatives", "switching costs", "subjective norm", "switching barriers" form the comprehensive study model. Data collection focuses on smartphone users who have used Android or iOS systems for empirical research. Online questionnaires are also used, with 185 valid samples recovered, followed by use of structural equation modeling to conduct

measurement model and structure model analysis.

Study results as follows: dissatisfaction towards existing system, appeal of alternatives and switching barriers significantly affect consumers' switching intention for mobile operating system; system quality and service quality also significantly affect users' dissatisfaction towards existing systems; with system quality also capable of positively influencing alternatives' appeal to users; switching barriers can negatively affect switching intention, but their moderating effect between push-and-pull effect and switching intention is insignificant. In accordance to the results, the researcher proposes objective suggestions to relevant manufacturers and enterprises so that they may strengthen system stability and provide better rounded after service, realizing the strategy of "retaining existing users while developing new ones".

Keywords: Theory of Migration, Push-Pull-Mooring Model, Information Systems Success Model, switching barriers