

<b>題目</b>	等待時間資訊、人格特質與服務屬性對消費者等待時間知覺的影響
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<b>摘要</b>	本研究旨在探討等待時間資訊、人格特質與服務屬性對等待時間知覺的影響，以及上述三個自變數間的交互作用情形。本研究採實驗室實驗法 (Laboratory Experimentation) 進行，本文的實驗設計內容為操弄「等待時間資訊(有告知 vs. 無告知)」對消費者等待時間知覺的影響，並將「服務屬性(享樂性 vs. 功能性)」和「人格特質(A 型 vs. B 型人格特質)」當做調節變數，故本文為一個 2x2x2 的完全受試者間設計。本文的研究結果顯示，(1)接受享樂性服務的消費者會比接受功能性服務的消費者有較短的等待時間知覺；(2)有告知等待時間會讓消費者有較短的等待時間知覺；(3)相較於 B 型人格特質的消費者，A 型人格特質的消費者會知覺到較長的等待時間。本文亦有新的研究發現是：(1)在功能性服務下，人格特質與等待時間資訊，對消費者的等待時間知覺具有交互作用；(2)在 A 型人格特質下，服務屬性與等待時間資訊，對消費者的等待時間知覺具有交互作用。
<b>關鍵字</b>	等待時間資訊、人格特質、服務屬性、等待時間知覺
<b>Title</b>	The Effects of Waiting Time Information, Personality Characteristics and Service Attributes on the Waiting Time Perception
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<b>Abstract</b>	<p>This research aims to examine the influences of waiting time information, personality characteristics and service attributes on the waiting time perception, and, the interactions between these three influential factors. The research is based on the laboratory experimentation. In the experiment, we study that whether waiting time information is given or not has influence on consumers' waiting time perception. The personality characteristics (type A and type B) and service attributes (hedonic and utilitarian) are used as moderators in the experiment. This experimental design is a three-way ANOVA analysis.</p> <p>The main conclusions are as follows. First, consumers perceive shorter waiting time when they are given hedonic service than given utilitarian service. Second, consumers perceive shorter waiting time when they are given waiting time information. Third, consumers with type A personality perceive shorter waiting time than those with type B personality. We also have the following new findings. When consumers are given utilitarian service, personality characteristics and waiting time information have interactions on consumers' waiting time perception. For consumers with type A personality, service attributes and waiting time information have interactions on consumers' waiting time perception.</p>
<b>Key Words</b>	Waiting Time Information, Personality Characteristics, Service Attributes, Waiting Time Perception

