

題目	探討影響串流影音服務訂閱者的體驗及其持續訂閱意願的因素
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摘要	<p>因為 2020-2022 三年的疫情以及 5G 無線通訊科技的發展，全球串流影音市場在過去幾年經歷了一段快速的成長期，但最近的調查顯示，全球串流影音市場的成長開始趨緩，在許多已開發國家由於訂閱率已經很高，因此其市場不但已經是成熟、更開始出現飽和的現象，現有的研究絕大多數都在於探討影響一般大眾使用或訂閱串流影音服務的因素，這些研究的受測者包括了付費與未付費的觀看者，而本研究專注於探討串流影音平台訂閱者的使用體驗、滿意度和持續付費訂閱意願，經由採用使用與滿足理論為理論基礎，納入使用者體驗、滿意度和持續訂閱意願於研究架構中，研究結果顯示：便利性對於付費訂閱者來說，已不在是一個有顯著影響的因素，娛樂性雖然仍是一個顯著影響的因素，但影響力遠不如社群影響、內容豐富度以及社會臨場感，所有的發現和意涵都在研究中有詳細敘述，研究結果希望能有助於串流影音平台經營者策略性地強化所提供的服務，也希望對訂閱經濟有所助益。</p>
關鍵字	訂閱經濟、串流影音服務、使用者體驗、持續訂閱
Title	Factors influencing subscribers' experiences with video streaming services and their willingness to continue paid subscriptions
Author	Chian-Son, Yu (Professor, Department of Information Technology and Management, Shih Chien University)
Abstract	<p>With the expansion of 5G and the COVID-19 pandemic during 2020–2022, the global over-the-top (OTT) video market has experienced rapid growth. However, recent surveys have indicated a slowing subscription growth rate in this market, suggesting market maturity in developed countries. Extant studies have primarily explored factors influencing OTT video platform usage among unpaid and paid viewers. By contrast, the present study investigated factors influencing users' experiences with OTT video services by focusing specifically on paid subscribers. This research developed a research framework based on uses and gratification theory and incorporating the concepts of user experience, satisfaction, and continued subscription willingness. The results indicated that although entertainingness had a slight but significant effect on user experience, convenience does not significantly influence user experience. However, content diversity, social presence, and social influence considerably influenced user experience. Furthermore, we noted a significant relationship between user experience and satisfaction, which in turn influenced willingness for continued subscription. Findings and implications had been discussed and might help OTT video platform owners strategically enhance their offerings and services as well as contribute to subscription economy.</p>
Keyword	Subscription economy, video streaming service, user experience, continuous subscription