

## 線上遊戲設計因素與使用者滿意度關聯性研究

*A Study of the Impaction of On-line Game Designing Issues on sers' Satisfaction*

張甘青\*

### 摘要

本研究以線上遊戲之軟體設計因素與使用者滿意度之關係進行實證分析，萃取編劇、美術、使用者介面與資訊安全四個軟體設計構面和使用者的滿意度與動機之相關性，經由統計分析項目包括：次數分配、敘述性分析、信度分析、相關性分析、強迫迴歸分析、逐步迴歸分析等六大統計分析方法，來針對線上遊戲之軟體設計及滿意度之問卷調查結果加以分析。積差相關係數分析可得知，編劇、美術、使用者介面與資訊安全四個構面與滿意度具有顯著正相關。本研究迴歸分析顯示，首先由強迫進入法來進行迴歸方程式的建立模式，結果發現四個自變項與動機對於滿意度的影響，具有高度的解釋力，整體的 $R^2$ 高達0.323、0.376、表示四個自變項可以解釋滿意度與動機32.3%及37.6%的變異量。進一步對於個別自變項進行事後考驗，係數估計結果指出，編劇、資訊安全具有最佳的解釋力，Beta係數達0.356及0.215顯示編劇、資訊安全愈高，滿意度愈高。

**關鍵詞：**線上遊戲設計因素、滿意度、玩家行為、動機

### Abstract

The development and maturity of on-line game industry in Taiwan, domestic on-line game producers are losing their own competition while compare to other nations, especially the Korean competitors. The purpose of this study is to find out factors of on-line game designing that can improve players' satisfaction and provide foundation for domestic producers to defend against foreign competitors. The regression model test and co-relationships test were employed to confirm the purpose, Results from the study and scholar literature revealed that the designing factors we concluded have positively significant influence without considering satisfaction and user' s behavior as well. The findings also showed the strong and significant relationships between independent factors and dependant facts.

**Key words :** Online-game Designing, Satisfaction, User' s Behavior, Motivations

---

\* 中州科技大學時尚創意設計與管理系專任講師