

新竹十七公里海岸線遊客之行為意圖研究

陳堯鈴, 朱達仁, 曾宗德, 李偉伶, 鄒惠貞

休閒遊憩規劃與管理學系

觀光學院

tajen@chu.edu.tw

摘要

The main purpose of this study is to explore the participation in leisure activities for visitors of the behavioral intentions at 17 km coastline scenic area in Hsinchu city, through structural equation modeling to construct the effective relationship with behavioral intentions between tourists' attitude, subjective norm and perceived behavioral control. 300 valid questionnaires had received totally, and further to estimate model parameters, to finger up the integral goodness of fit and model assumptions of the test.

The results of the study as follows: (1) The result of original model was not ideally fitted well, and after modification of the model by using "MI", the results of fitting indexes are $\chi^2 = 562.90$ ($P=0.00016$), $RMSEA=0.031$, $GFI=0.90$, $CFI=0.99$, $SRMR=0.052$, $AGFI=0.87$, it means the theory of model is suitable with the study of leisure activities. (2) Through the theory of planned behavior to research a positive significant impact on the leisure behavior intention that tourists to participate leisure activities with attitudes, subjective norms and perceived behavior control, it shows the assumptions of this study have all been set up. The variables in behavioral intentions of the influence: attitudes account for 29%, subjective norm account for 23% and perceived control of acts account for 40%.

關鍵字: Behavioral intentions、Theory of Planned Behavior、Structural Equation Modeling、17 Km coastline scenic area