

明新科技大學

企業管理系

畢業專題研究報告

影響消費者使用蝦皮智取店因素之研究

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中華民國一百一十五年六月

摘要

本研究主要探討影響消費者使用蝦皮智取店的因素。隨著電子商務的快速發展，消費者在選擇物流服務時，除了重視配送速度外，也越來越重視取貨的便利性與整體體驗。本研究以蝦皮智取店為例，分析配送速度、便利性、環境友善以及社交迴避等因素，對使用意願的影響。研究透過問卷方式蒐集資料並以 SmartPLS 和 JASP 進行分析。結果顯示，便利性對蝦皮智取店使用意願有明顯影響，環境友善與社交迴避亦有顯著影響，但配送速度之影響則未達顯著。研究結果可作為電商平台在規劃物流服務與提升使用體驗時的參考依據。

【關鍵詞】：蝦皮智取店、便利性、配送速度、環境友善、使用意願

ABSTRACT

This study aims to examine the factors influencing consumers' intention to use Shopee smart pickup stores. With the rapid growth of e-commerce, consumers not only focus on delivery speed but also pay increasing attention to convenience and overall user experience. This research analyzes the effects of delivery speed, convenience, environmental friendliness, and social avoidance on usage intention. Data were collected through questionnaires and analyzed with SmartPLS and JASP. The results show that convenience have significant impacts on usage intention, while environmental concerns and social avoidance also have moderate effects. However, the effects of deliver speed was insignificant. The findings can serve as a reference for e-commerce platforms to improve logistics services and enhance user experience.

Keywords: Shopee Self-service pickup store, Convenience, Delivery Speed, Environmental Friendliness, Usage Intention