

婦女對乳房攝影車服務之滿意度與持續使用意圖

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摘要

目的：本研究主要探討婦女對乳房攝影車之滿意度與持續使用意圖。

方法：採橫斷性設計，以立意取樣的方式以接受乳房攝影巡迴車之婦女為研究對象，採問卷訪談方式收集資料，共計有效問卷為 408 份。

結果：1. 受訪者對於乳房 X 光攝影車的認知與期望相當高，平均值為 4.12 分；2. 受訪者對於乳房 X 光攝影車的整體滿意度相當高，平均值為 4.01 分； 3. 受訪者對於乳房 X 光攝影車的持續使用意圖達 4.08 分。4. 使用乳攝車婦女之已婚者，其持續使用意圖較高。5. 使用乳攝車之婦女其滿意度與持續使用意圖具有顯著相關。

結論：本研究結果可提供健康管理相關政策之參考，有效提昇乳癌防治服務品質。

關鍵詞：乳房攝影巡迴車、認知與期望、滿意度、持續使用意圖

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Exploring the Satisfaction and Continuous Usage Intention of Digital Mammography Car Service in women

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Abstract

Purpose : The present study aims to study the satisfaction and continuous usage intention of digital mammography car service in women.

Methodology : The study uses a cross-sectional survey design to examine the hypothesis. The purposeful sampling technique is administered to select women who accept digital mammography car service. Data was collected by questionnaire, a total of 408 valid surveys were collected for analysis.

Result : 1. Participants' perceptions and expectations with digital mammography car service is very high, with an average of 4.12 points ; 2. Participants' overall satisfaction with digital mammography car service is very high, with an average of 4.01 points ; 3. Participants' continuous usage intention with digital mammography car service is very high, with an average of 4.08 points ; 4. Continuous usage intention of the married women who use digital mammography car service is higher ; 5. Satisfaction is statistically significant related to continuous usage intention for women who use digital mammography car service.

Conclusion : The result of this study can be used for setting health management policies and improving service quality of breast cancer prevention and treatment.

Keyword : Digital Mammography Car Service, Perceptions and expectations, Satisfaction, Continuous usage intention