

行動app研究 amos分析：以tam模型為例

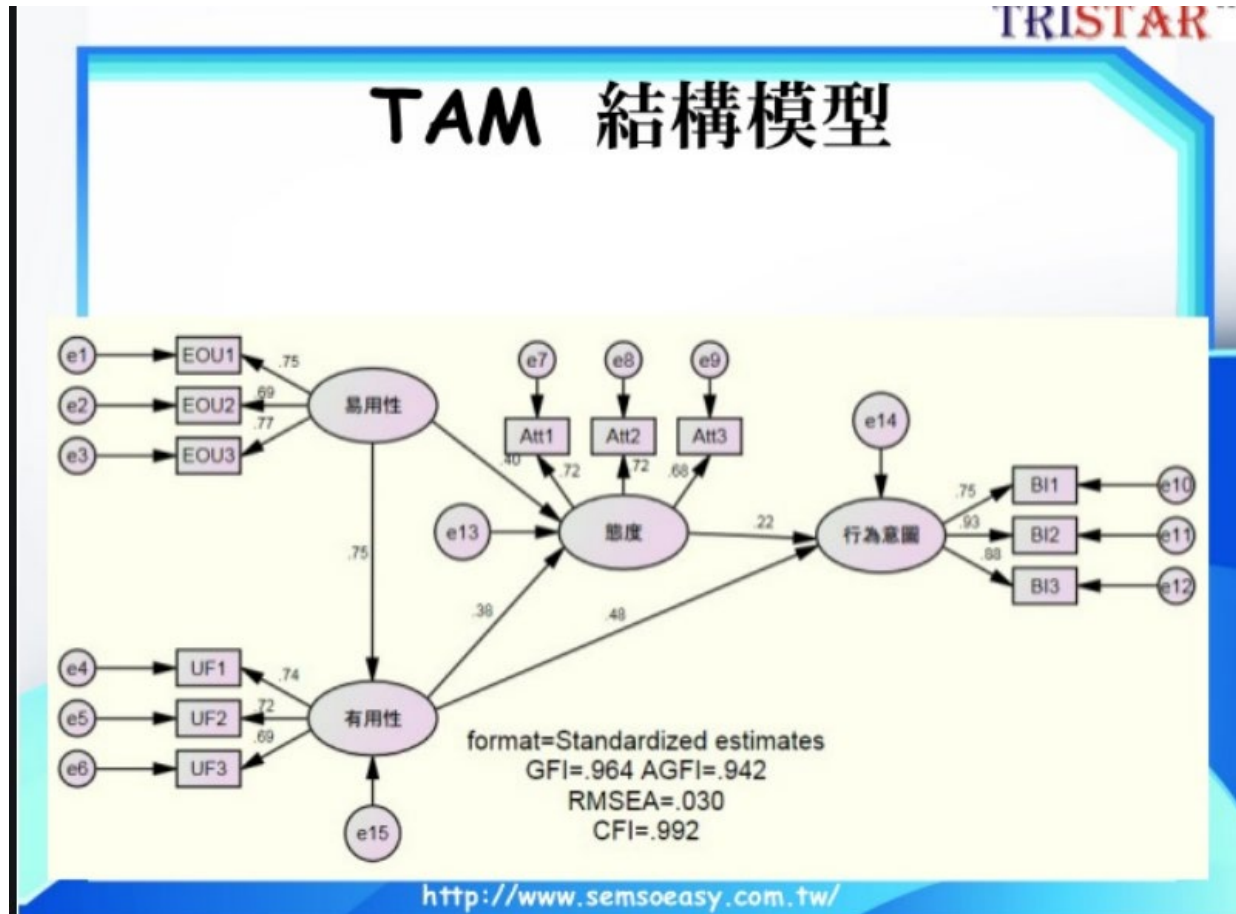
吳智鴻 教授

國立臺中教育大學 數位內容科技學系

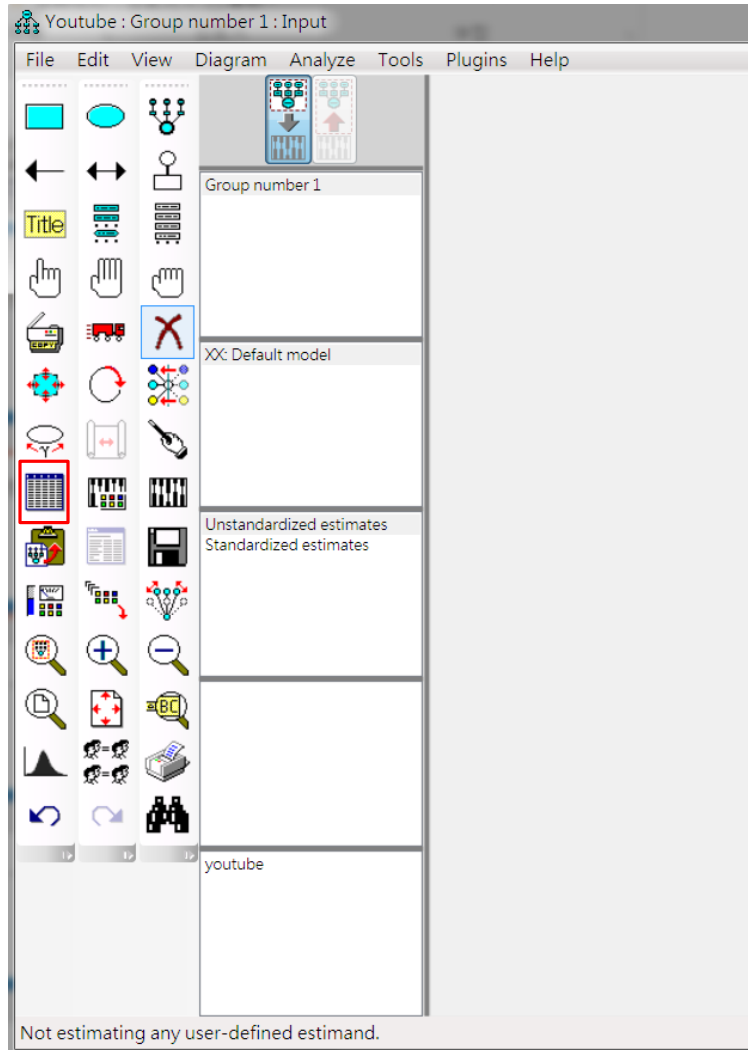
EMAIL: CHWU@MAIL.NTCU.EDU.TW

WEBSITE: CHWU.WEEBLY.COM

TAM model in AMOS

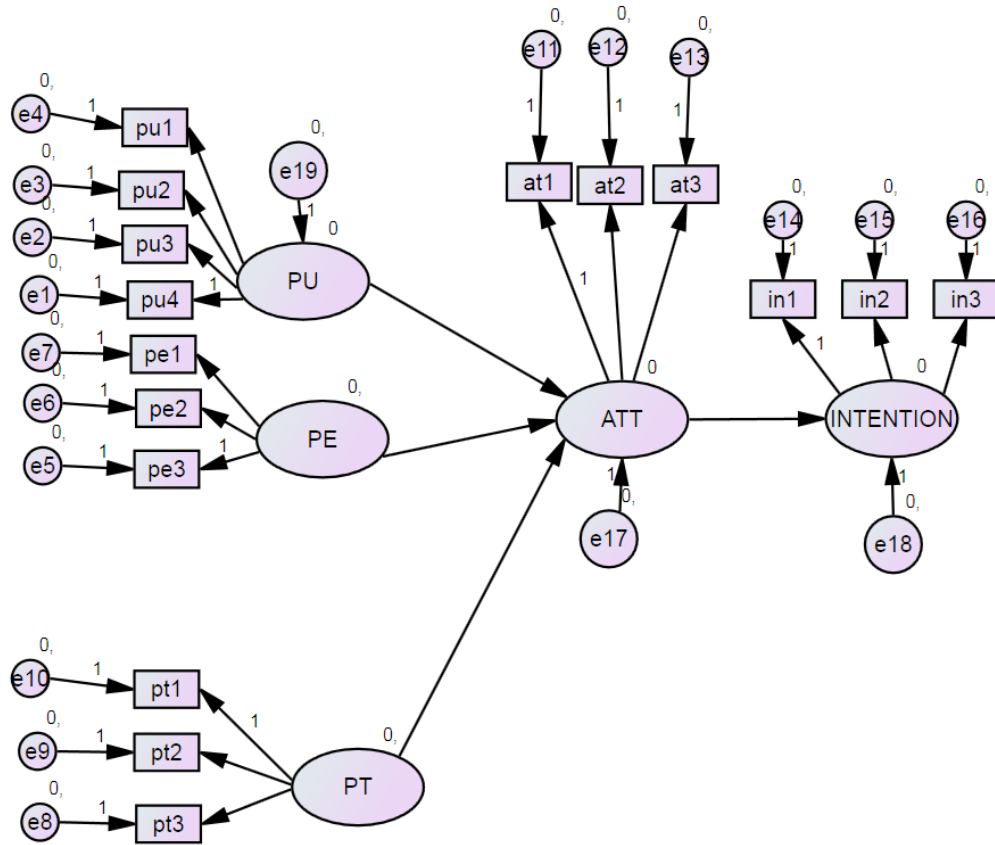


匯入資料檔



Exercise#1 簡單模型(Model#1)

在amos裡面繪製這個圖形



Calculation

Youtube : Group number 1 : Input

File Edit View Diagram Analyze Tools Plugins Help

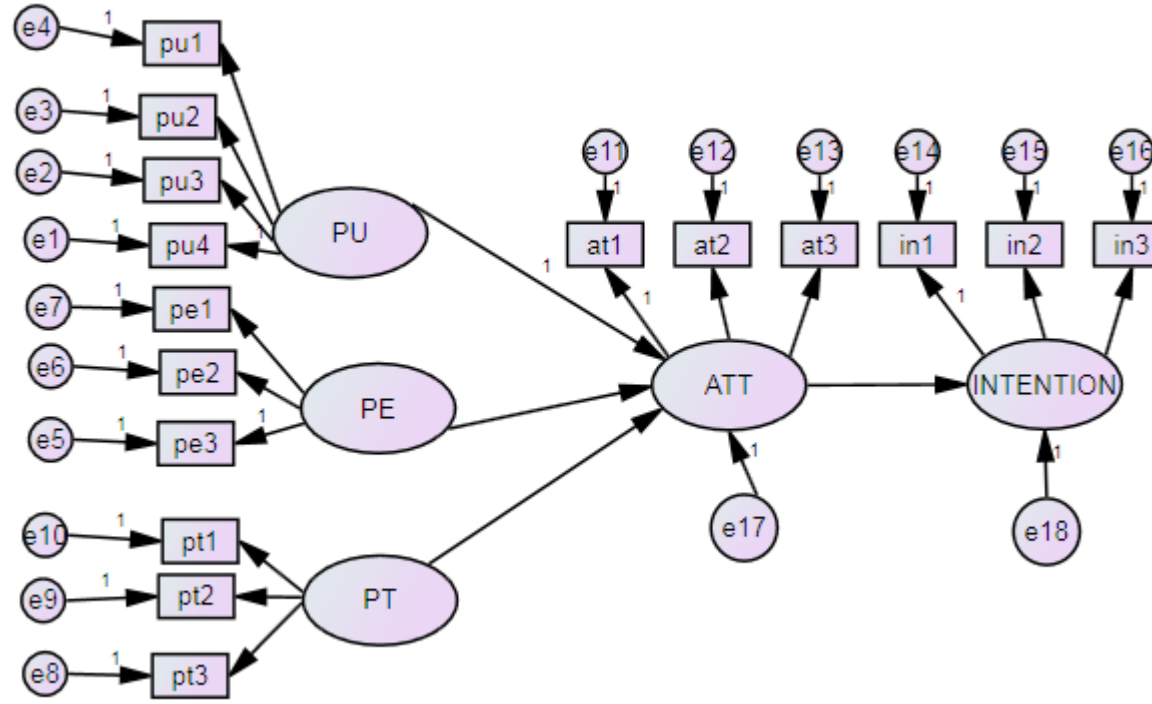
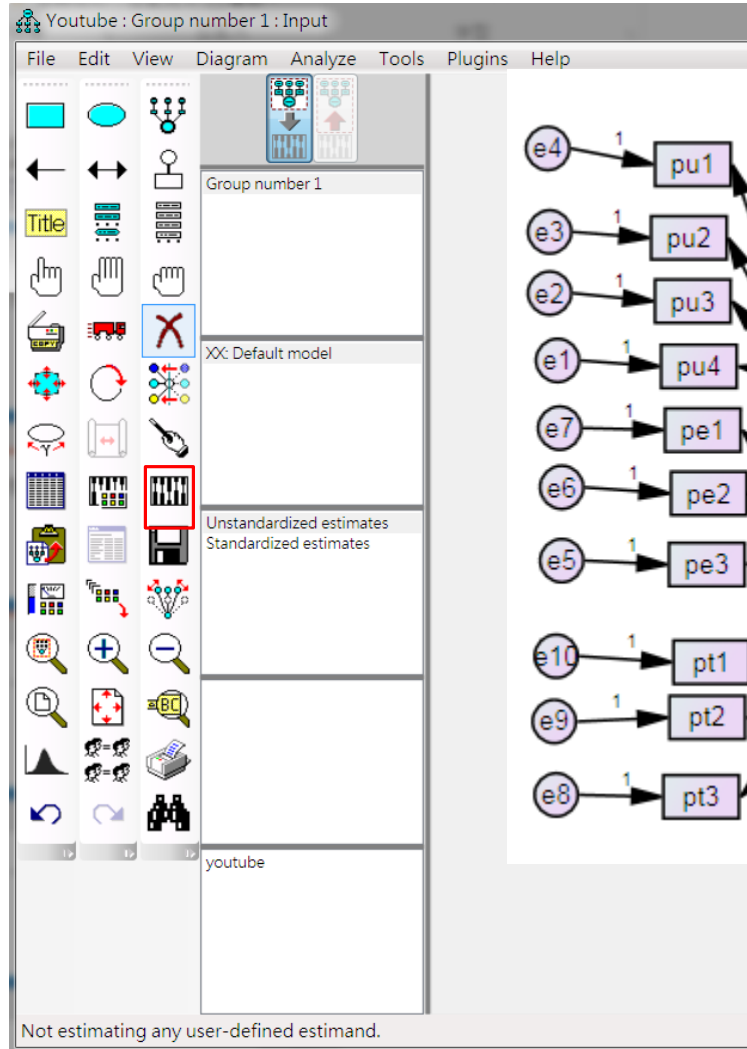
Group number 1

XX: Default model

Unstandardized estimates
Standardized estimates

youtube

Not estimating any user-defined estimand.



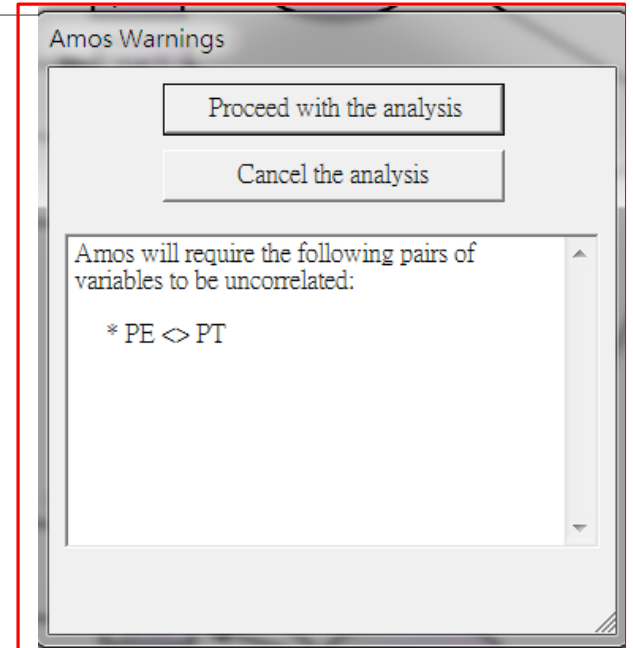
Amos Warnings

Proceed with the analysis

Cancel the analysis

Amos will require the following pairs of variables to be uncorrelated:

- * PE \leftrightarrow PT



Model 1 結果

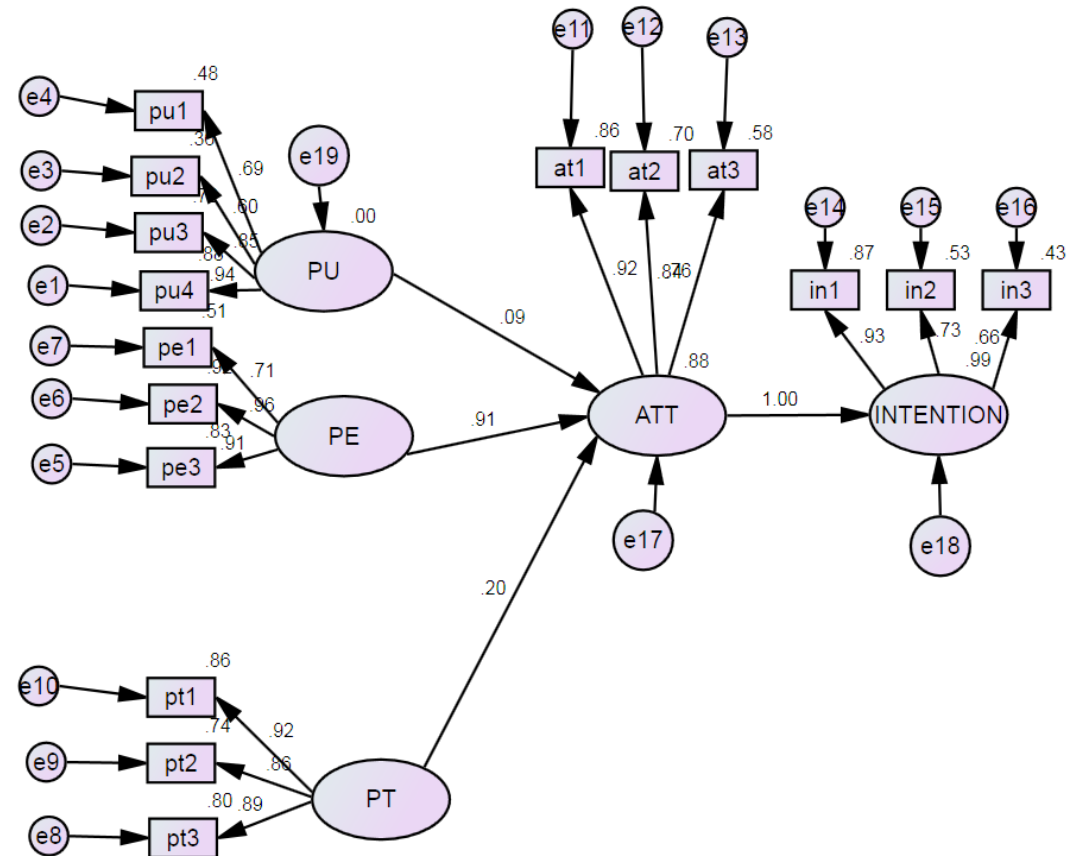
PU -> ATT 不顯著

PE -> ATT 顯著

PT -> ATT 顯著

ATT -> IN 顯著

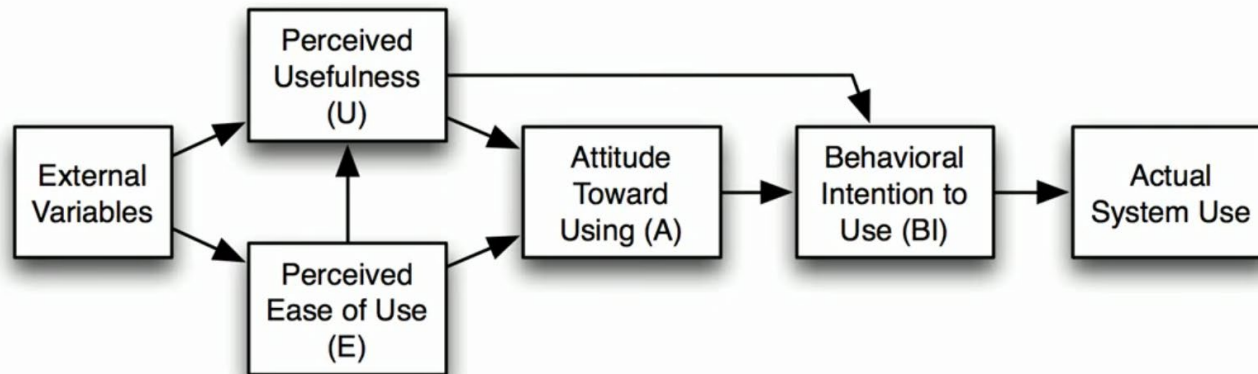
不是一個很好的結果



Exercise#2 進階模型Model#2

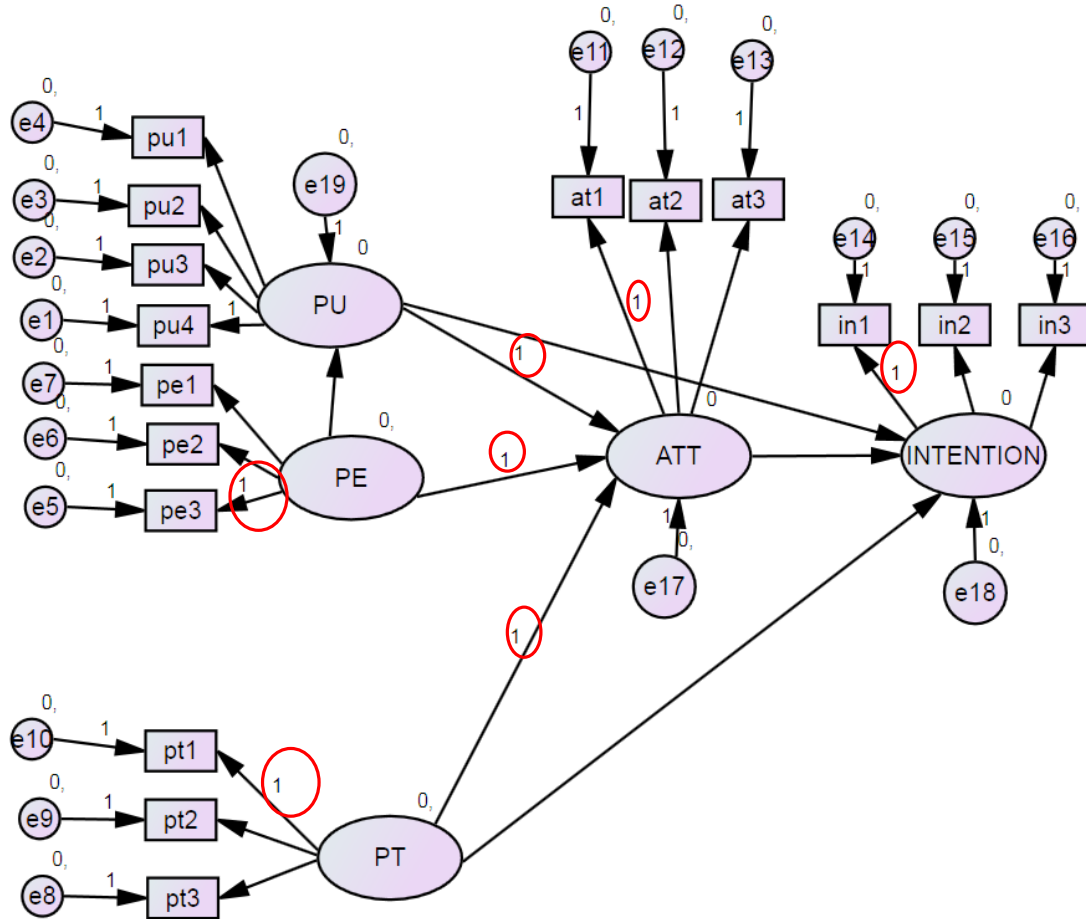
試著依照理論繪製圖形

Technology acceptance model

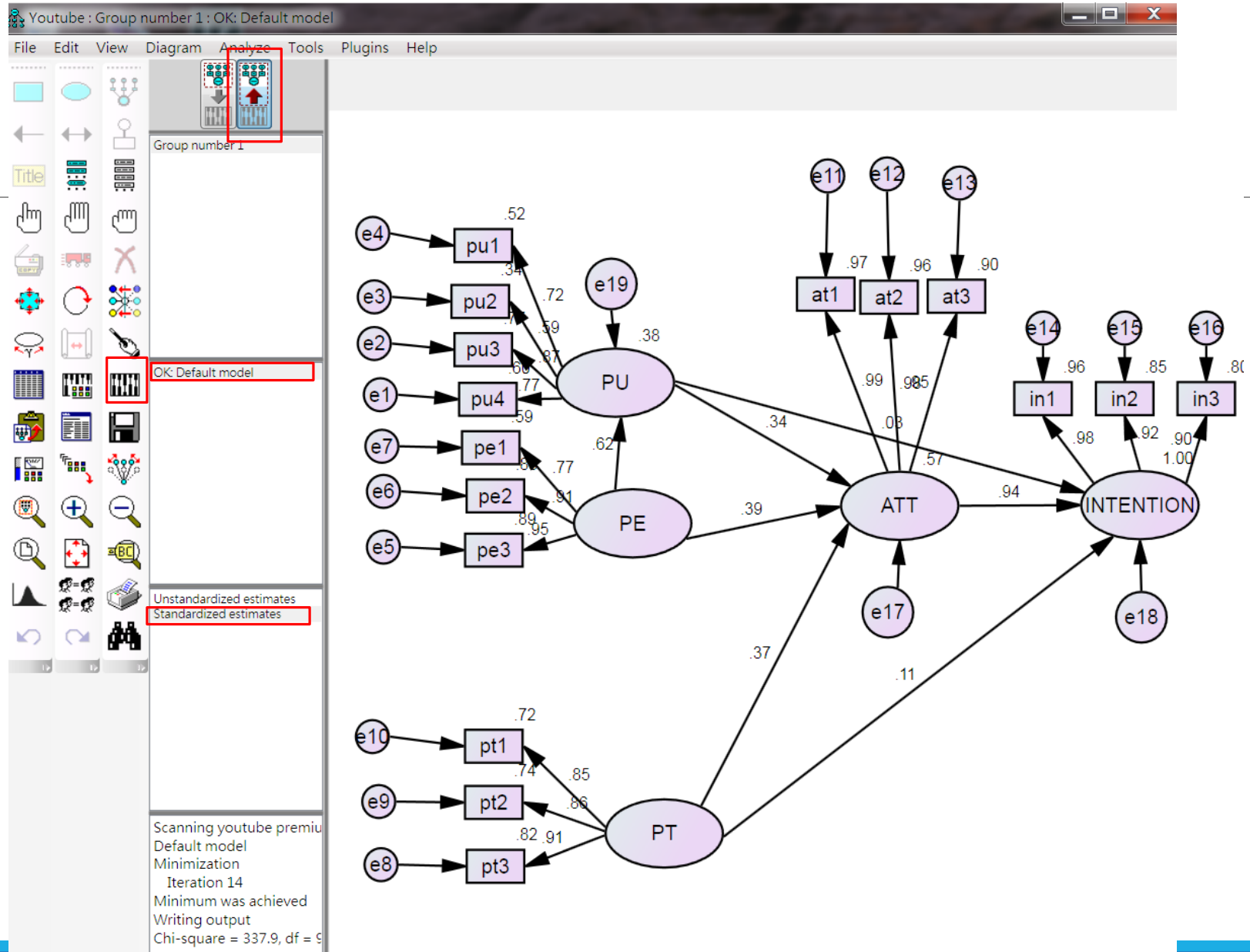


https://en.wikipedia.org/wiki/File:Technology_Acceptance_Model.png

繪製如下 (注意有些線條需要設定為1)

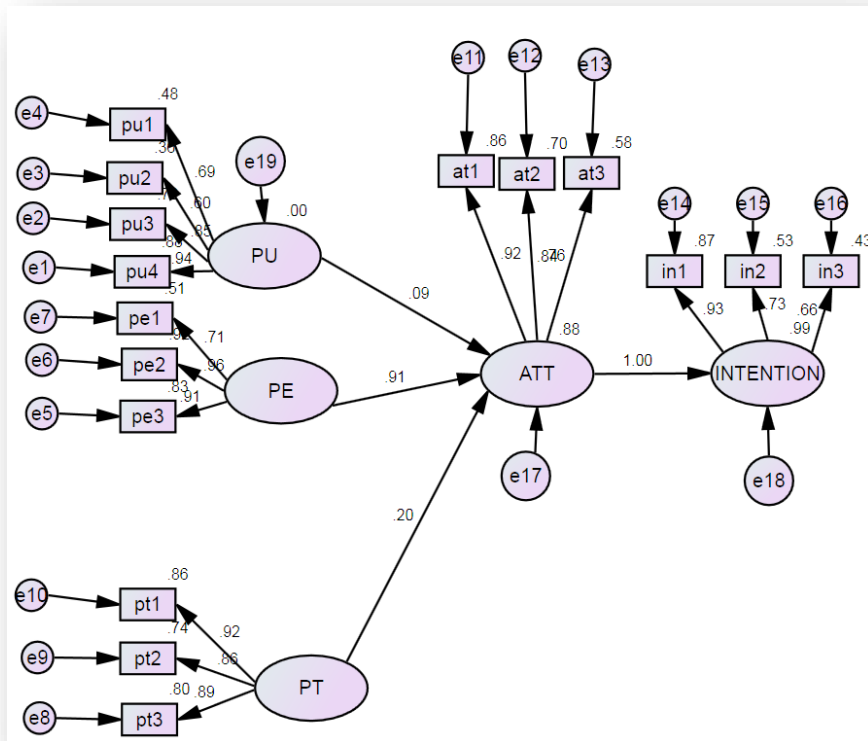


結果



結果比較#1 SEM結果vs. PLS

SEM (Model#1)



PLS

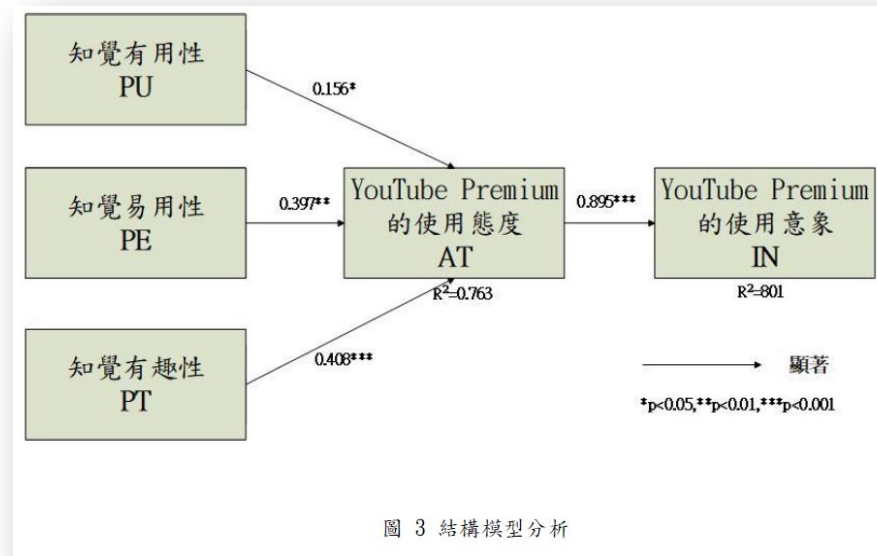
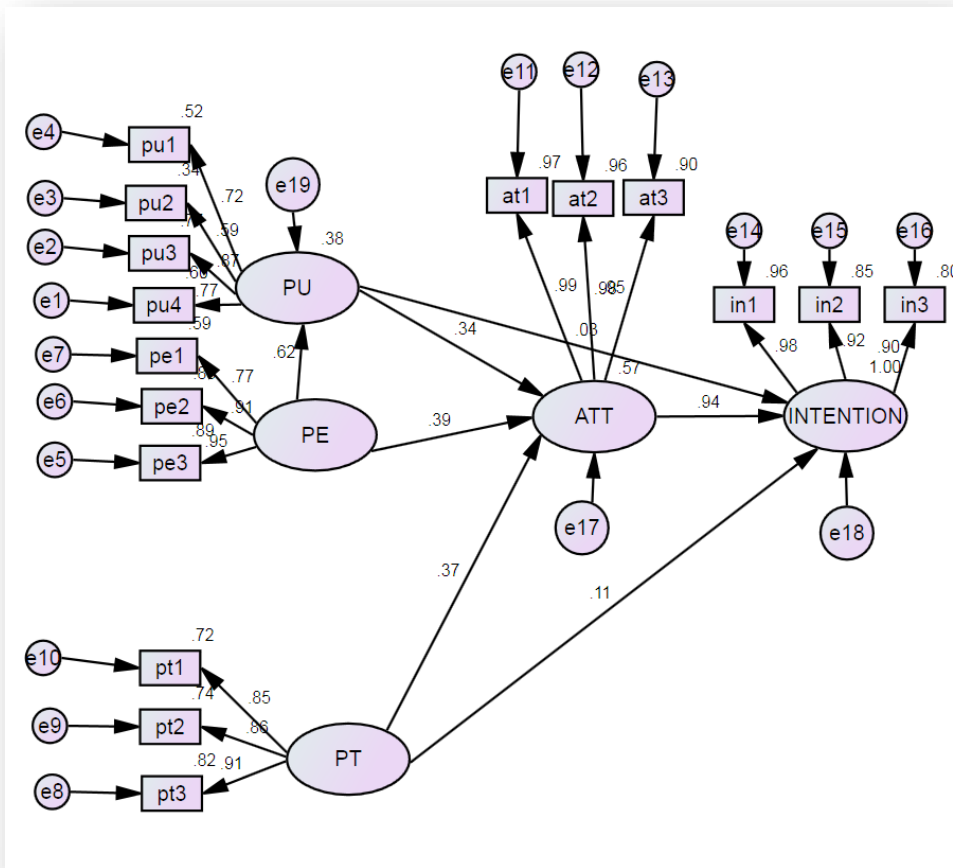


圖 3 結構模型分析

結果比較#2

SEM結果vs. PLS

SEM (Model#2)



PLS

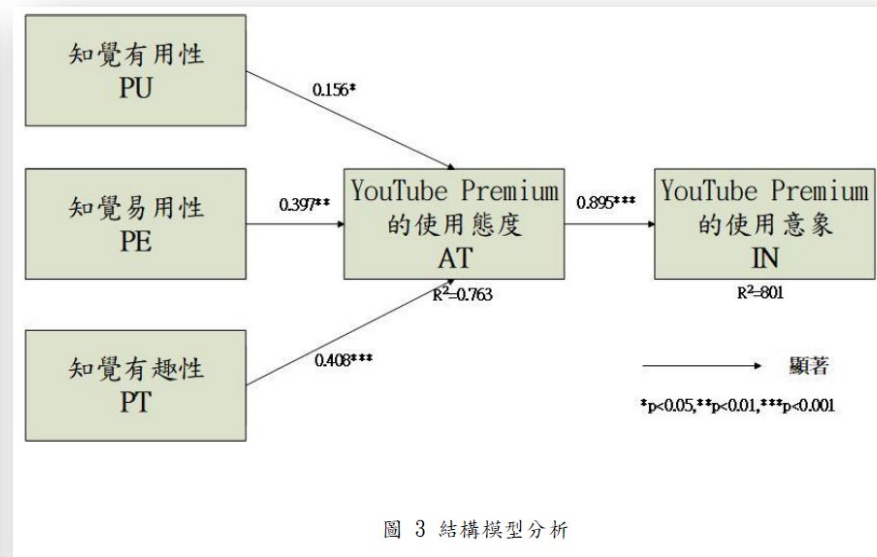


圖 3 結構模型分析

結論

SEM 的兩個模型比較下，Model#2較優

依照理論模型繪製的模型結果會較優，且符合理論。