

台灣 (Taiwan, ROC)

鄭安欽

創新中介平台之服務品質研究-以網路群眾募資平台為例

Study Documentation

May 15, 2020

Metadata Production

Metadata Producer(s)	學術調查研究資料庫(Survey Research Data Archive) (SRDA) , 中央研究院人社中心調查研究 專題中心 , DDI文件製作
Identification	E10614

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創新中介平台之服務品質研究-以網路群眾募資平台為例

Exploring the Quality of Service for Innovation Intermediation Platform - an Example of Crowdfunding Platform

Overview	
Identification	E10614
Version	Production Date: 2023-08-01 v1.0
Abstract 本研究主要將針對網路群眾募資平台的提案者與贊助者，藉由PZB模式，分別對於其平台所提供服務品質及其評價，做一完整探究以供相關學術界、業界及政府單位，未來在其平台經營與策略規劃上之擬定與參考。透過網路調查，以網路群眾募資平台的提案者與贊助者為母群體，於2017年8月3日至2018年7月31日執行調查，共103份有效提案者樣本和223份有效贊助者樣本。 研究結果發現，針對提案者可以透過反應性、保證性和同理性的服務策略，提升服務品質。而針對贊助者可以透過可靠性、反應性和同理性的服務策略，提升服務品質。	
Kind of Data	抽查
Unit of Analysis	個人

Scope & Coverage	
Time Period(s)	2017-2018
Countries	台灣 (Taiwan, ROC)
Geographic Coverage 台灣地區	
Universe 網路群眾募資平台的提案者與贊助者	

Producers & Sponsors	
Primary Investigator(s)	鄭安欽
Other Producer(s)	朝陽科技大學企業管理系
Funding Agency/ies	科技部

Data Collection	
Data Collection Dates	start 2017-08-01 end 2018-07-31
Time Period(s)	start 2017-08-01 end 2018-07-31
Data Collection Mode	網路調查

Data Processing & Appraisal

Data Editing

中央研究院人文社會科學研究中心調查研究專題中心所進行的資料整理方式，僅進行可識別個人身份資料檢查，且依計畫原提供之檔案內容釋出，未對變項名稱、變項及選項數值說明與問卷是否一致或有定義進行核對或修改。

Accessibility

Contact(s)	學術調查研究資料庫(Survey Research Data Archive) (中央研究院人社中心調查研究專題中心), https://srda.sinica.edu.tw , srda@gate.sinica.edu.tw
Distributor(s)	學術調查研究資料庫(Survey Research Data Archive)
Depositor(s)	朝陽科技大學企業管理系

Access Conditions

標準版(一般會員、院內會員直接下載)

Files Description

Dataset contains 2 file(s)

data_1	
# Cases	103
# Variable(s)	90

data_2	
# Cases	223
# Variable(s)	78

Variables Group(s)

Dataset contains 8 group(s)

Group 提案者:期望認知							
#	Name	Label	Type	Format	Valid	Invalid	Question
1	a1	期望認知:平台影音呈現具有吸引力	discrete	numeric-1.0	103	0	-
2	a2	期望認知:平台版面設計清楚而美觀	discrete	numeric-1.0	103	0	-
3	a3	期望認知:平台具有完善後勤設備	discrete	numeric-1.0	103	0	-
4	a4	期望認知:平台服務說明、規章完善清楚	discrete	numeric-1.0	103	0	-
5	a5	期望認知:平台操作簡單且作業系統穩定	discrete	numeric-1.0	103	0	-
6	a6	期望認知:平台能在第一次提供協助時就達到您所需的幫助	discrete	numeric-1.0	103	0	-
7	a7	期望認知:當您遭遇困難時,平台主動表現關心並提供協助	discrete	numeric-1.0	103	0	-
8	a8	期望認知:平台將服務相關的記錄作正確的保存	discrete	numeric-1.0	103	0	-
9	a9	期望認知:平台提供法律顧問及法律諮詢服務	discrete	numeric-1.0	103	0	-
10	a10	期望認知:平台提供營運諮詢或商務規劃的服務	discrete	numeric-1.0	103	0	-
11	a11	期望認知:專人立即地回應您所需的服務	discrete	numeric-1.0	103	0	-
12	a12	期望認知:平台服務人員具有高度服務熱忱	discrete	numeric-1.0	103	0	-
13	a13	期望認知:平台網頁瀏覽速度快	discrete	numeric-1.0	103	0	-
14	a14	期望認知:協助您處理提案的相關流程與資料	discrete	numeric-1.0	103	0	-
15	a15	期望認知:協助聘僱技術人員與引介專案經理人員與專案顧問	discrete	numeric-1.0	103	0	-
16	a16	期望認知:協助引介創業投資公司、政府或民間對您的投資	discrete	numeric-1.0	103	0	-
17	a17	期望認知:協助您蒐集產業市場調查、政府相關輔導政策或技術資訊	discrete	numeric-1.0	103	0	-
18	a18	期望認知:平台是值得信賴的,提案後有降低創業風險的感覺	discrete	numeric-1.0	103	0	-
19	a19	期望認知:平台服務人員態度良好	discrete	numeric-1.0	103	0	-
20	a20	期望認知:平台服務人員具備足夠的專業知識	discrete	numeric-1.0	103	0	-

#	Name	Label	Type	Format	Valid	Invalid	Question
21	a21	期望認知:平台所提供的資訊可信賴並有幫助性	discrete	numeric-1.0	103	0	-
22	a22	期望認知:平台金流服務具有安全性且個資不易外洩	discrete	numeric-1.0	103	0	-
23	a23	期望認知:平台訂定出專案的績效評估量化指標	discrete	numeric-1.0	103	0	-
24	a24	期望認知:平台能滿足您營運上的需求	discrete	numeric-1.0	103	0	-
25	a25	期望認知:平台設置結合群眾募資知識、介紹案件及經驗分享區	discrete	numeric-1.0	103	0	-
26	a26	期望認知:平台提供常見問與答並具有參考性	discrete	numeric-1.0	103	0	-
27	a27	期望認知:協助您實體宣傳展覽的推廣	discrete	numeric-1.0	103	0	-
28	a28	期望認知:提供您創業實務專題演講	discrete	numeric-1.0	103	0	-
29	a29	期望認知:協助您促進企業經營的策略聯盟	discrete	numeric-1.0	103	0	-
30	a30	期望認知:協助您與地區產業及專業團體建立互動關係	discrete	numeric-1.0	103	0	-
31	a31	期望認知:平台整體的服務品質	discrete	numeric-1.0	103	0	-

Group 提案者:實際感受

#	Name	Label	Type	Format	Valid	Invalid	Question
1	b1	實際感受:平台影音呈現具有吸引力	discrete	numeric-1.0	103	0	-
2	b2	實際感受:平台版面設計清楚而美觀	discrete	numeric-1.0	103	0	-
3	b3	實際感受:平台具有完善後勤設備	discrete	numeric-1.0	103	0	-
4	b4	實際感受:平台服務說明、規章完善清楚	discrete	numeric-1.0	103	0	-
5	b5	實際感受:平台操作簡單且作業系統穩定	discrete	numeric-1.0	103	0	-
6	b6	實際感受:平台能在第一次提供協助時就達到您所需的幫助	discrete	numeric-1.0	103	0	-
7	b7	實際感受:當您遭遇困難時,平台主動表現關心並提供協助	discrete	numeric-1.0	103	0	-
8	b8	實際感受:平台將服務相關的記錄作正確的保存	discrete	numeric-1.0	103	0	-
9	b9	實際感受:平台提供法律顧問及法律諮詢服務	discrete	numeric-1.0	103	0	-
10	b10	實際感受:平台提供營運諮詢或商務規劃的服務	discrete	numeric-1.0	103	0	-
11	b11	實際感受:專人立即地回應您所需的服務	discrete	numeric-1.0	103	0	-

#	Name	Label	Type	Format	Valid	Invalid	Question
12	b12	實際感受:平台服務人員具有高度服務熱忱	discrete	numeric-1.0	103	0	-
13	b13	實際感受:平台網頁瀏覽速度快	discrete	numeric-1.0	103	0	-
14	b14	實際感受:協助您處理提案的相關流程與資料	discrete	numeric-1.0	103	0	-
15	b15	實際感受:協助聘僱技術人員與引介專案經理人員與專案顧問	discrete	numeric-1.0	103	0	-
16	b16	實際感受:協助引介創業投資公司、政府或民間對您的投資	discrete	numeric-1.0	103	0	-
17	b17	實際感受:協助您蒐集產業市場調查、政府相關輔導政策或技術資訊	discrete	numeric-1.0	103	0	-
18	b18	實際感受:平台是值得信賴的, 提案後有降低創業風險的感覺	discrete	numeric-1.0	103	0	-
19	b19	實際感受:平台服務人員態度良好	discrete	numeric-1.0	103	0	-
20	b20	實際感受:平台服務人員具備足夠的專業知識	discrete	numeric-1.0	103	0	-
21	b21	實際感受:平台所提供的資訊可信賴並有幫助性	discrete	numeric-1.0	103	0	-
22	b22	實際感受:平台金流服務具有安全性且個資不易外洩	discrete	numeric-1.0	103	0	-
23	b23	實際感受:平台訂定出專案的績效評估量化指標	discrete	numeric-1.0	103	0	-
24	b24	實際感受:平台能滿足您營運上的需求	discrete	numeric-1.0	103	0	-
25	b25	實際感受:平台設置結合群眾募資知識、介紹案件及經驗分享區	discrete	numeric-1.0	103	0	-
26	b26	實際感受:平台提供常見問與答並具有參考性	discrete	numeric-1.0	103	0	-
27	b27	實際感受:協助您實體宣傳展覽的推廣	discrete	numeric-1.0	103	0	-
28	b28	實際感受:提供您創業實務專題演講	discrete	numeric-1.0	103	0	-
29	b29	實際感受:協助您促進企業經營的策略聯盟	discrete	numeric-1.0	103	0	-
30	b30	實際感受:協助您與地區產業及專業團體建立互動關係	discrete	numeric-1.0	103	0	-
31	b31	實際感受:平台整體的服務品質	discrete	numeric-1.0	103	0	-

Group 提案者: 基本資料

#	Name	Label	Type	Format	Valid	Invalid	Question
1	sex	性別	discrete	character-6	103	0	-
2	age	年齡	discrete	character-11	103	0	-

#	Name	Label	Type	Format	Valid	Invalid	Question
3	edu	教育程度	discrete	character-15	103	0	-
4	job	職業	discrete	character-16	103	0	-
5	income	平均月收入	discrete	character-22	103	0	-
6	frequency	瀏覽頻率	discrete	character-14	103	0	-
7	times	提案過募資專案的次數	discrete	character-10	103	0	-
8	cost	平均提案一件專案的額度 (新臺幣)	discrete	character-24	103	0	-
9	type	提案過的專案類型	discrete	character-40	103	0	-
10	type1	提案過的專案類型:設計商品	discrete	numeric-1.0	103	0	-
11	type2	提案過的專案類型:音樂影視	discrete	numeric-1.0	103	0	-
12	type3	提案過的專案類型:舞台演出	discrete	numeric-1.0	103	0	-
13	type4	提案過的專案類型:休閒娛樂	discrete	numeric-1.0	103	0	-
14	type5	提案過的專案類型:創作出版	discrete	numeric-1.0	103	0	-
15	type6	提案過的專案類型:社會文化	discrete	numeric-1.0	103	0	-
16	type7	提案過的專案類型:科技應用	discrete	numeric-1.0	103	0	-
17	type8	提案過的專案類型:美食饗宴	discrete	numeric-1.0	103	0	-
18	type9	提案過的專案類型:主題旅行	discrete	numeric-1.0	103	0	-

Group 提案者:內文範疇

#	Name	Label	Type	Format	Valid	Invalid	Question
1	v1	重視度有形性a1-a4	continuous	numeric-4.2	103	0	-
2	v2	重視度可靠性a5-a10	continuous	numeric-17.2	103	0	-
3	v3	重視度反應性a11-a17	continuous	numeric-17.2	103	0	-
4	v4	重視度保證性a18-a23	continuous	numeric-17.2	103	0	-
5	v5	重視度同理性a24-a30	continuous	numeric-5.2	103	0	-
6	v6	滿意度有形性b1-b4	continuous	numeric-4.2	103	0	-
7	v7	滿意度可靠性b5-b10	continuous	numeric-17.2	103	0	-
8	v8	滿意度反應性b11-b17	continuous	numeric-17.2	103	0	-
9	v9	滿意度保證性b18-b23	continuous	numeric-17.2	103	0	-
10	v10	滿意度同理性b24-b30	continuous	numeric-17.2	103	0	-

Group 贊助者:期望認知

#	Name	Label	Type	Format	Valid	Invalid	Question
1	a1	期望認知:平台影音呈現具有吸引力	discrete	numeric-2.0	223	0	-

#	Name	Label	Type	Format	Valid	Invalid	Question
2	a2	期望認知:平台版面設計清楚而美觀	discrete	numeric-2.0	223	0	-
3	a3	期望認知:平台具有完善後勤設備	discrete	numeric-2.0	223	0	-
4	a4	期望認知:平台服務說明、規章完善清楚	discrete	numeric-2.0	223	0	-
5	a5	期望認知:平台操作簡單且作業系統穩定	discrete	numeric-2.0	223	0	-
6	a6	期望認知:平台能在第一次提供協助時就達到您所需的幫助	discrete	numeric-2.0	223	0	-
7	a7	期望認知:當您遭遇困難時,平台主動表現關心並提供協助	discrete	numeric-2.0	223	0	-
8	a8	期望認知:平台將服務相關的記錄作正確的保存	discrete	numeric-2.0	223	0	-
9	a9	期望認知:平台提供法律顧問及法律諮詢服務	discrete	numeric-2.0	223	0	-
10	a10	期望認知:平台的專案能提供正向的利益或成果	discrete	numeric-2.0	223	0	-
11	a11	期望認知:平台有審慎評估提案者的提案過程與成果	discrete	numeric-2.0	223	0	-
12	a12	期望認知:專人立即地回應您所需的服務	discrete	numeric-2.0	223	0	-
13	a13	期望認知:平台服務人員具有高度服務熱忱	discrete	numeric-2.0	223	0	-
14	a14	期望認知:平台網頁瀏覽速度快	discrete	numeric-2.0	223	0	-
15	a15	期望認知:協助您處理贊助的相關流程與資料	discrete	numeric-2.0	223	0	-
16	a16	期望認知:平台服務人員態度良好	discrete	numeric-2.0	223	0	-
17	a17	期望認知:平台服務人員具備足夠的專業知識	discrete	numeric-2.0	223	0	-
18	a18	期望認知:平台所提供的資訊可信賴並有幫助性	discrete	numeric-2.0	223	0	-
19	a19	期望認知:平台金流服務具有安全性且個資不易外洩	discrete	numeric-2.0	223	0	-
20	a20	期望認知:平台能滿足您使用上的需求	discrete	numeric-2.0	223	0	-
21	a21	期望認知:平台設置結合群眾募資知識、介紹案件及經驗分享區	discrete	numeric-2.0	223	0	-
22	a22	期望認知:平台提供常見問與答並具有參考性	discrete	numeric-2.0	223	0	-
23	a23	期望認知:提供您專案實體展覽會	discrete	numeric-2.0	223	0	-
24	a24	期望認知:提供您投資實務專題演講	discrete	numeric-2.0	223	0	-
25	a25	期望認知:平台整體的服務品質	discrete	numeric-2.0	223	0	-

Group 贊助者: 實際感受							
#	Name	Label	Type	Format	Valid	Invalid	Question
1	b1	實際感受: 平台影音呈現具有吸引力	discrete	numeric-2.0	223	0	-
2	b2	實際感受: 平台版面設計清楚而美觀	discrete	numeric-2.0	223	0	-
3	b3	實際感受: 平台具有完善後勤設備	discrete	numeric-2.0	223	0	-
4	b4	實際感受: 平台服務說明、規章完善清楚	discrete	numeric-2.0	223	0	-
5	b5	實際感受: 平台操作簡單且作業系統穩定	discrete	numeric-2.0	223	0	-
6	b6	實際感受: 平台能在第一次提供協助時就達到您所需的幫助	discrete	numeric-2.0	223	0	-
7	b7	實際感受: 當您遭遇困難時, 平台主動表現關心並提供協助	discrete	numeric-2.0	223	0	-
8	b8	實際感受: 平台將服務相關的記錄作正確的保存	discrete	numeric-2.0	223	0	-
9	b9	實際感受: 平台提供法律顧問及法律諮詢服務	discrete	numeric-2.0	223	0	-
10	b10	實際感受: 平台的專案能提供正向的利益或成果	discrete	numeric-2.0	223	0	-
11	b11	實際感受: 平台有審慎評估提案者的提案過程與成果	discrete	numeric-2.0	223	0	-
12	b12	實際感受: 專人立即地回應您所需的服務	discrete	numeric-2.0	223	0	-
13	b13	實際感受: 平台服務人員具有高度服務熱忱	discrete	numeric-2.0	223	0	-
14	b14	實際感受: 平台網頁瀏覽速度快	discrete	numeric-2.0	223	0	-
15	b15	實際感受: 協助您處理贊助的相關流程與資料	discrete	numeric-2.0	223	0	-
16	b16	實際感受: 平台服務人員態度良好	discrete	numeric-2.0	223	0	-
17	b17	實際感受: 平台服務人員具備足夠的專業知識	discrete	numeric-2.0	223	0	-
18	b18	實際感受: 平台所提供的資訊可信賴並有幫助性	discrete	numeric-2.0	223	0	-
19	b19	實際感受: 平台金流服務具有安全性且個資不易外洩	discrete	numeric-2.0	223	0	-
20	b20	實際感受: 平台能滿足您使用上的需求	discrete	numeric-2.0	223	0	-
21	b21	實際感受: 平台設置結合群眾募資知識、介紹案件及經驗分享區	discrete	numeric-2.0	223	0	-
22	b22	實際感受: 平台提供常見問與答並具有參考性	discrete	numeric-2.0	223	0	-
23	b23	實際感受: 提供您專案實體展覽會	discrete	numeric-2.0	223	0	-

#	Name	Label	Type	Format	Valid	Invalid	Question
24	b24	實際感受:提供您投資實務專題演講	discrete	numeric-2.0	223	0	-
25	b25	實際感受:平台整體的服務品質	discrete	numeric-2.0	223	0	-

Group 贊助者:基本資料

#	Name	Label	Type	Format	Valid	Invalid	Question
1	sex	性別	discrete	character-6	223	0	-
2	age	年齡	discrete	character-11	223	0	-
3	edu	教育程度	discrete	character-15	223	0	-
4	job	職業	discrete	character-16	223	0	-
5	income	平均月收入	discrete	character-22	223	0	-
6	frequency	瀏覽頻率	discrete	character-14	223	0	-
7	times	提案過募資專案的次數	discrete	character-11	223	0	-
8	cost	平均提案一件專案的額度(新臺幣)	discrete	character-19	223	0	-
9	type	提案過的專案類型	discrete	character-96	223	0	-
10	type1	提案過的專案類型:設計商品	discrete	numeric-2.0	223	0	-
11	type2	提案過的專案類型:音樂影視	discrete	numeric-2.0	223	0	-
12	type3	提案過的專案類型:舞台演出	discrete	numeric-2.0	223	0	-
13	type4	提案過的專案類型:休閒娛樂	discrete	numeric-2.0	223	0	-
14	type5	提案過的專案類型:創作出版	discrete	numeric-2.0	223	0	-
15	type6	提案過的專案類型:社會文化	discrete	numeric-2.0	223	0	-
16	type7	提案過的專案類型:科技應用	discrete	numeric-2.0	223	0	-
17	type8	提案過的專案類型:美食饗宴	discrete	numeric-2.0	223	0	-
18	type9	提案過的專案類型:主題旅行	discrete	numeric-2.0	223	0	-

Group 贊助者:內文範疇

#	Name	Label	Type	Format	Valid	Invalid	Question
1	v1	重視度有形性a1-a4	continuous	numeric-4.2	223	0	-
2	v2	重視度可靠性a5-a11	continuous	numeric-17.2	223	0	-
3	v3	重視度反應性a12-a15	continuous	numeric-4.2	223	0	-
4	v4	重視度保證性a16-a19	continuous	numeric-4.2	223	0	-
5	v5	重視度同理性a20-a24	continuous	numeric-4.2	223	0	-
6	v6	滿意度有形性b1-b4	continuous	numeric-4.2	223	0	-
7	v7	滿意度可靠性b5-b11	continuous	numeric-17.2	223	0	-

#	Name	Label	Type	Format	Valid	Invalid	Question
8	v8	滿意度反應性b12-b15	continuous	numeric-4.2	223	0	-
9	v9	滿意度保證性b12-b19	continuous	numeric-4.2	223	0	-
10	v10	滿意度同理性b20-b24	continuous	numeric-4.2	223	0	-

Variables Description

Dataset contains 168 variable(s)

File : data_1

a1: 期望認知: 平台影音呈現具有吸引力

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不重視	0	
2	不重視	0	
3	普通	5	<div><div></div></div> 4.9%
4	重視	42	<div><div></div></div> 40.8%
5	非常重視	56	<div><div></div></div> 54.4%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a2: 期望認知: 平台版面設計清楚而美觀

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不重視	0	
2	不重視	0	
3	普通	0	
4	重視	52	<div><div></div></div> 50.5%
5	非常重視	51	<div><div></div></div> 49.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a3: 期望認知: 平台具有完善後勤設備

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不重視	0	
2	不重視	0	
3	普通	5	<div><div></div></div> 4.9%
4	重視	58	<div><div></div></div> 56.3%
5	非常重視	40	<div><div></div></div> 38.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a4: 期望認知: 平台服務說明、規章完善清楚

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不重視	0	
2	不重視	0	
3	普通	1	<div><div></div></div> 1.0%
4	重視	47	<div><div></div></div> 45.6%
5	非常重視	55	<div><div></div></div> 53.4%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a5: 期望認知: 平台操作簡單且作業系統穩定

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
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File : data_1			
# a5: 期望認知: 平台操作簡單且作業系統穩定			
Statistics [NW/ W]		[Valid=103 /-] [Invalid=0 /-]	
Value	Label	Cases	Percentage
1	非常不重視	0	
2	不重視	0	
3	普通	1	1.0%
4	重視	49	47.6%
5	非常重視	53	51.5%
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.			
# a6: 期望認知: 平台能在第一次提供協助時就達到您所需的幫助			
Information		[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]	
Statistics [NW/ W]		[Valid=103 /-] [Invalid=0 /-]	
Value	Label	Cases	Percentage
1	非常不重視	0	
2	不重視	0	
3	普通	0	
4	重視	42	40.8%
5	非常重視	61	59.2%
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.			
# a7: 期望認知: 當您遭遇困難時，平台主動表現關心並提供協助			
Information		[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]	
Statistics [NW/ W]		[Valid=103 /-] [Invalid=0 /-]	
Value	Label	Cases	Percentage
1	非常不重視	0	
2	不重視	1	1.0%
3	普通	2	1.9%
4	重視	49	47.6%
5	非常重視	51	49.5%
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.			
# a8: 期望認知: 平台將服務相關的記錄作正確的保存			
Information		[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]	
Statistics [NW/ W]		[Valid=103 /-] [Invalid=0 /-]	
Value	Label	Cases	Percentage
1	非常不重視	0	
2	不重視	0	
3	普通	0	
4	重視	39	37.9%
5	非常重視	64	62.1%
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.			
# a9: 期望認知: 平台提供法律顧問及法律諮詢服務			
Information		[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]	
Statistics [NW/ W]		[Valid=103 /-] [Invalid=0 /-]	

File : data_1

a9: 期望認知:平台提供法律顧問及法律諮詢服務

Value	Label	Cases	Percentage
1	非常不重視	0	
2	不重視	1	1.0%
3	普通	13	12.6%
4	重視	53	51.5%
5	非常重視	36	35.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a10: 期望認知:平台提供營運諮詢或商務規劃的服務

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不重視	2	1.9%
2	不重視	4	3.9%
3	普通	19	18.4%
4	重視	48	46.6%
5	非常重視	30	29.1%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a11: 期望認知:專人立即地回應您所需的服務

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不重視	0	
2	不重視	0	
3	普通	4	3.9%
4	重視	50	48.5%
5	非常重視	49	47.6%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a12: 期望認知:平台服務人員具有高度服務熱忱

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不重視	0	
2	不重視	0	
3	普通	4	3.9%
4	重視	58	56.3%
5	非常重視	41	39.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a13: 期望認知:平台網頁瀏覽速度快

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-]

File : data_1

a13: 期望認知: 平台網頁瀏覽速度快

Value	Label	Cases	Percentage
1	非常不重視	0	
2	不重視	0	
3	普通	2	1.9%
4	重視	53	51.5%
5	非常重視	48	46.6%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a14: 期望認知: 協助您處理提案的相關流程與資料

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不重視	0	
2	不重視	0	
3	普通	1	1.0%
4	重視	43	41.7%
5	非常重視	59	57.3%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a15: 期望認知: 協助聘僱技術人員與引介專案經理人員與專案顧問

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不重視	1	1.0%
2	不重視	3	2.9%
3	普通	10	9.7%
4	重視	58	56.3%
5	非常重視	31	30.1%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a16: 期望認知: 協助引介創業投資公司、政府或民間對您的投資

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不重視	1	1.0%
2	不重視	3	2.9%
3	普通	15	14.6%
4	重視	50	48.5%
5	非常重視	34	33.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a17: 期望認知: 協助您蒐集產業市場調查、政府相關輔導政策或技術資訊

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-]

File : data_1

a17: 期望認知:協助您蒐集產業市場調查、政府相關輔導政策或技術資訊

Value	Label	Cases	Percentage
1	非常不重視	2	<div><div></div></div> 1.9%
2	不重視	6	<div><div></div></div> 5.8%
3	普通	15	<div><div></div></div> 14.6%
4	重視	53	<div><div></div></div> 51.5%
5	非常重視	27	<div><div></div></div> 26.2%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a18: 期望認知:平台是值得信賴的，提案後有降低創業風險的感覺

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不重視	0	
2	不重視	2	<div><div></div></div> 1.9%
3	普通	6	<div><div></div></div> 5.8%
4	重視	50	<div><div></div></div> 48.5%
5	非常重視	45	<div><div></div></div> 43.7%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a19: 期望認知:平台服務人員態度良好

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不重視	0	
2	不重視	0	
3	普通	1	<div><div></div></div> 1.0%
4	重視	61	<div><div></div></div> 59.2%
5	非常重視	41	<div><div></div></div> 39.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a20: 期望認知:平台服務人員具備足夠的專業知識

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不重視	0	
2	不重視	0	
3	普通	5	<div><div></div></div> 4.9%
4	重視	58	<div><div></div></div> 56.3%
5	非常重視	40	<div><div></div></div> 38.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a21: 期望認知:平台所提供的資訊可信賴並有幫助性

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-]

File : data_1

a21: 期望認知:平台所提供的資訊可信賴並有幫助性

Value	Label	Cases	Percentage
1	非常不重視	0	
2	不重視	0	
3	普通	3	2.9%
4	重視	56	54.4%
5	非常重視	44	42.7%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a22: 期望認知:平台金流服務具有安全性且個資不易外洩

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不重視	0	
2	不重視	0	
3	普通	1	1.0%
4	重視	49	47.6%
5	非常重視	53	51.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a23: 期望認知:平台訂定出專案的績效評估量化指標

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不重視	0	
2	不重視	1	1.0%
3	普通	6	5.8%
4	重視	44	42.7%
5	非常重視	52	50.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a24: 期望認知:平台能滿足您營運上的需求

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不重視	0	
2	不重視	1	1.0%
3	普通	7	6.8%
4	重視	52	50.5%
5	非常重視	43	41.7%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a25: 期望認知:平台設置結合群眾募資知識、介紹案件及經驗分享區

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-]

File : data_1

a25: 期望認知: 平台設置結合群眾募資知識、介紹案件及經驗分享區

Value	Label	Cases	Percentage
1	非常不重視	0	
2	不重視	1	1.0%
3	普通	10	9.7%
4	重視	58	56.3%
5	非常重視	34	33.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a26: 期望認知: 平台提供常見問與答並具有參考性

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不重視	0	
2	不重視	0	
3	普通	2	1.9%
4	重視	63	61.2%
5	非常重視	38	36.9%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a27: 期望認知: 協助您實體宣傳展覽的推廣

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不重視	1	1.0%
2	不重視	2	1.9%
3	普通	6	5.8%
4	重視	53	51.5%
5	非常重視	41	39.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a28: 期望認知: 提供您創業實務專題演講

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不重視	2	1.9%
2	不重視	3	2.9%
3	普通	22	21.4%
4	重視	56	54.4%
5	非常重視	20	19.4%



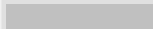
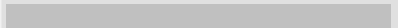
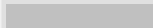
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a29: 期望認知: 協助您促進企業經營的策略聯盟

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-]

File : data_1



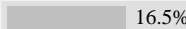
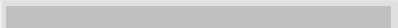

a29: 期望認知:協助您促進企業經營的策略聯盟

Value	Label	Cases	Percentage
1	非常不重視	2	 1.9%
2	不重視	6	 5.8%
3	普通	21	 20.4%
4	重視	53	 51.5%
5	非常重視	21	 20.4%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a30: 期望認知:協助您與地區產業及專業團體建立互動關係


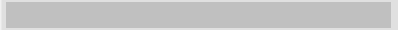
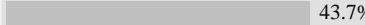
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不重視	2	 1.9%
2	不重視	4	 3.9%
3	普通	17	 16.5%
4	重視	55	 53.4%
5	非常重視	25	 24.3%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a31: 期望認知:平台整體的服務品質


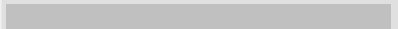

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不重視	0	
2	不重視	0	
3	普通	1	 1.0%
4	重視	57	 55.3%
5	非常重視	45	 43.7%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b1: 實際感受:平台影音呈現具有吸引力

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	0	
2	不同意	0	
3	普通	6	 5.8%
4	同意	73	 70.9%
5	非常同意	24	 23.3%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b2: 實際感受:平台版面設計清楚而美觀

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-]

File : data_1

b2: 實際感受: 平台版面設計清楚而美觀

Value	Label	Cases	Percentage
1	非常不同意	0	
2	不同意	0	
3	普通	1	1.0%
4	同意	69	67.0%
5	非常同意	33	32.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b3: 實際感受: 平台具有完善後勤設備

Information		[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]		[Valid=103 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage	
1	非常不同意	0		
2	不同意	2	<div></div>	1.9%
3	普通	4	<div></div>	3.9%
4	同意	76	<div></div>	73.8%
5	非常同意	21	<div></div>	20.4%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b4: 實際感受: 平台服務說明、規章完善清楚

Information		[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]	
Statistics [NW/ W]		[Valid=103 /-] [Invalid=0 /-]	
Value	Label	Cases	Percentage
1	非常不同意	0	
2	不同意	0	
3	普通	3	<div><div></div></div> 2.9%
4	同意	73	<div><div></div></div> 70.9%
5	非常同意	27	<div><div></div></div> 26.2%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b5: 實際感受: 平台操作簡單且作業系統穩定

Information		[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]		[Valid=103 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage	
1	非常不同意	0		
2	不同意	1	<div></div>	1.0%
3	普通	6	<div></div>	5.8%
4	同意	66	<div></div>	64.1%
5	非常同意	30	<div></div>	29.1%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b6: 實際感受: 平台能在第一次提供協助時就達到您所需的幫助

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-]

File : data_1

b6: 實際感受: 平台能在第一次提供協助時就達到您所需的幫助

Value	Label	Cases	Percentage
1	非常不同意	0	
2	不同意	2	1.9%
3	普通	3	2.9%
4	同意	79	76.7%
5	非常同意	19	18.4%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b7: 實際感受: 當您遭遇困難時，平台主動表現關心並提供協助

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	1	1.0%
2	不同意	6	5.8%
3	普通	8	7.8%
4	同意	72	69.9%
5	非常同意	16	15.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b8: 實際感受: 平台將服務相關的記錄作正確的保存

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	0	
2	不同意	0	
3	普通	2	1.9%
4	同意	68	66.0%
5	非常同意	33	32.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b9: 實際感受: 平台提供法律顧問及法律諮詢服務

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	1	1.0%
2	不同意	11	10.7%
3	普通	45	43.7%
4	同意	39	37.9%
5	非常同意	7	6.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b10: 實際感受: 平台提供營運諮詢或商務規劃的服務

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-]

File : data_1

b10: 實際感受:平台提供營運諮詢或商務規劃的服務

Value	Label	Cases	Percentage
1	非常不同意	3	<div><div></div></div> 2.9%
2	不同意	16	<div><div></div></div> 15.5%
3	普通	57	<div><div></div></div> 55.3%
4	同意	19	<div><div></div></div> 18.4%
5	非常同意	8	<div><div></div></div> 7.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b11: 實際感受:專人立即地回應您所需的服務

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	0	
2	不同意	3	<div><div></div></div> 2.9%
3	普通	5	<div><div></div></div> 4.9%
4	同意	78	<div><div></div></div> 75.7%
5	非常同意	17	<div><div></div></div> 16.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b12: 實際感受:平台服務人員具有高度服務熱忱

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	0	
2	不同意	2	<div><div></div></div> 1.9%
3	普通	6	<div><div></div></div> 5.8%
4	同意	75	<div><div></div></div> 72.8%
5	非常同意	20	<div><div></div></div> 19.4%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b13: 實際感受:平台網頁瀏覽速度快

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	0	
2	不同意	1	<div><div></div></div> 1.0%
3	普通	1	<div><div></div></div> 1.0%
4	同意	81	<div><div></div></div> 78.6%
5	非常同意	20	<div><div></div></div> 19.4%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b14: 實際感受:協助您處理提案的相關流程與資料

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-]

File : data_1

b14: 實際感受:協助您處理提案的相關流程與資料

Value	Label	Cases	Percentage
1	非常不同意	0	
2	不同意	1	1.0%
3	普通	7	6.8%
4	同意	65	63.1%
5	非常同意	30	29.1%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b15: 實際感受:協助聘僱技術人員與引介專案經理人員與專案顧問

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	3	2.9%
2	不同意	9	8.7%
3	普通	35	34.0%
4	同意	47	45.6%
5	非常同意	9	8.7%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b16: 實際感受:協助引介創業投資公司、政府或民間對您的投資

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	4	3.9%
2	不同意	46	44.7%
3	普通	40	38.8%
4	同意	10	9.7%
5	非常同意	3	2.9%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b17: 實際感受:協助您蒐集產業市場調查、政府相關輔導政策或技術資訊

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	5	4.9%
2	不同意	25	24.3%
3	普通	49	47.6%
4	同意	20	19.4%
5	非常同意	4	3.9%


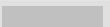
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b18: 實際感受:平台是值得信賴的，提案後有降低創業風險的感覺

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-]

File : data_1


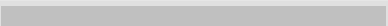

b18: 實際感受:平台是值得信賴的, 提案後有降低創業風險的感覺

Value	Label	Cases	Percentage
1	非常不同意	0	
2	不同意	2	 1.9%
3	普通	19	 18.4%
4	同意	65	 63.1%
5	非常同意	17	 16.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b19: 實際感受:平台服務人員態度良好

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	0	
2	不同意	0	
3	普通	2	 1.9%
4	同意	78	 75.7%
5	非常同意	23	 22.3%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

# b20: 實際感受:平台服務人員具備足夠的專業知識			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不同意	0	
2	不同意	0	
3	普通	9	<div><div></div></div> 8.7%
4	同意	76	<div><div></div></div> 73.8%
5	非常同意	18	<div><div></div></div> 17.5%
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.			
# b21: 實際感受:平台所提供的資訊可信賴並有幫助性			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不同意	0	
2	不同意	0	
3	普通	5	<div><div></div></div> 4.9%
4	同意	80	<div><div></div></div> 77.7%
5	非常同意	18	<div><div></div></div> 17.5%
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.			
# b22: 實際感受:平台金流服務具有安全性且個資不易外洩			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不同意	0	
2	不同意	0	
3	普通	5	<div><div></div></div> 4.9%
4	同意	75	<div><div></div></div> 72.8%
5	非常同意	23	<div><div></div></div> 22.3%
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.			
# b23: 實際感受:平台訂定出專案的績效評估量化指標			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不同意	0	
2	不同意	2	<div><div></div></div> 1.9%
3	普通	15	<div><div></div></div> 14.6%
4	同意	65	<div><div></div></div> 63.1%
5	非常同意	21	<div><div></div></div> 20.4%
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.			
# b24: 實際感受:平台能滿足您營運上的需求			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-]		

# b24: 實際感受:平台能滿足您營運上的需求			
Value	Label	Cases	Percentage
1	非常不同意	0	
2	不同意	4	<div><div></div></div> 3.9%
3	普通	3	<div><div></div></div> 2.9%
4	同意	86	<div><div></div></div> 83.5%
5	非常同意	10	<div><div></div></div> 9.7%
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.			
# b25: 實際感受:平台設置結合群眾募資知識、介紹案件及經驗分享區			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不同意	0	
2	不同意	2	<div><div></div></div> 1.9%
3	普通	14	<div><div></div></div> 13.6%
4	同意	71	<div><div></div></div> 68.9%
5	非常同意	16	<div><div></div></div> 15.5%
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.			
# b26: 實際感受:平台提供常見問與答並具有參考性			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不同意	0	
2	不同意	3	<div><div></div></div> 2.9%
3	普通	11	<div><div></div></div> 10.7%
4	同意	70	<div><div></div></div> 68.0%
5	非常同意	19	<div><div></div></div> 18.4%
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.			
# b27: 實際感受:協助您實體宣傳展覽的推廣			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不同意	7	<div><div></div></div> 6.8%
2	不同意	47	<div><div></div></div> 45.6%
3	普通	28	<div><div></div></div> 27.2%
4	同意	13	<div><div></div></div> 12.6%
5	非常同意	8	<div><div></div></div> 7.8%
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.			
# b28: 實際感受:提供您創業實務專題演講			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不同意	6	<div><div></div></div> 5.8%
2	不同意	32	<div><div></div></div> 31.1%

# b28: 實際感受:提供您創業實務專題演講			
Value	Label	Cases	Percentage
3	普通	47	<div><div></div></div> 45.6%
4	同意	14	<div><div></div></div> 13.6%
5	非常同意	4	<div><div></div></div> 3.9%
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.			
# b29: 實際感受:協助您促進企業經營的策略聯盟			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不同意	8	<div><div></div></div> 7.8%
2	不同意	33	<div><div></div></div> 32.0%
3	普通	47	<div><div></div></div> 45.6%
4	同意	12	<div><div></div></div> 11.7%
5	非常同意	3	<div><div></div></div> 2.9%
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.			
# b30: 實際感受:協助您與地區產業及專業團體建立互動關係			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不同意	8	<div><div></div></div> 7.8%
2	不同意	39	<div><div></div></div> 37.9%
3	普通	41	<div><div></div></div> 39.8%
4	同意	12	<div><div></div></div> 11.7%
5	非常同意	3	<div><div></div></div> 2.9%
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.			
# b31: 實際感受:平台整體的服務品質			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不同意	0	
2	不同意	3	<div><div></div></div> 2.9%
3	普通	22	<div><div></div></div> 21.4%
4	同意	66	<div><div></div></div> 64.1%
5	非常同意	12	<div><div></div></div> 11.7%
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.			
# sex: 性別			
Information	[Type= discrete] [Format=character] [Missing=*]		
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
女性		53	<div><div></div></div> 51.5%
男性		50	<div><div></div></div> 48.5%
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.			

# age: 年齡			
Information		[Type= discrete] [Format=character] [Missing=*]	
Statistics [NW/ W]		[Valid=103 /-] [Invalid=0 /-]	
Value	Label	Cases	Percentage
21～30歲		58	<div><div></div></div> 56.3%
31～40歲		39	<div><div></div></div> 37.9%
41～50歲		5	<div><div></div></div> 4.9%
61歲以上		1	<div><div></div></div> 1.0%
<i>Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.</i>			
# edu: 教育程度			
Information		[Type= discrete] [Format=character] [Missing=*]	
Statistics [NW/ W]		[Valid=103 /-] [Invalid=0 /-]	
Value	Label	Cases	Percentage
博士		2	<div><div></div></div> 1.9%
大學或專科		79	<div><div></div></div> 76.7%
碩士		20	<div><div></div></div> 19.4%
高中(職)		2	<div><div></div></div> 1.9%
<i>Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.</i>			
# job: 職業			
Information		[Type= discrete] [Format=character] [Missing=*]	
Statistics [NW/ W]		[Valid=103 /-] [Invalid=0 /-]	
Value	Label	Cases	Percentage
其他		16	<div><div></div></div> 15.5%
商業/金融業		4	<div><div></div></div> 3.9%
學生		11	<div><div></div></div> 10.7%
家管		1	<div><div></div></div> 1.0%
待業中		1	<div><div></div></div> 1.0%
服務業		9	<div><div></div></div> 8.7%
自由業		29	<div><div></div></div> 28.2%
製造業		10	<div><div></div></div> 9.7%
資訊科技業		14	<div><div></div></div> 13.6%
軍警公教		2	<div><div></div></div> 1.9%
農漁牧礦業		5	<div><div></div></div> 4.9%
醫療業		1	<div><div></div></div> 1.0%
<i>Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.</i>			
# income: 平均月收入			
Information		[Type= discrete] [Format=character] [Missing=*]	
Statistics [NW/ W]		[Valid=103 /-] [Invalid=0 /-]	
Value	Label	Cases	Percentage
100,001以上		5	<div><div></div></div> 4.9%
20,000元以下		19	<div><div></div></div> 18.4%
20,001元～40,000元		49	<div><div></div></div> 47.6%
40,001元～60,000元		23	<div><div></div></div> 22.3%

# income: 平均月收入			
Value	Label	Cases	Percentage
60,001元～80,000元		3	2.9%
80,001元～100,000元		4	3.9%
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.			
# frequency: 瀏覽頻率			
Information	[Type= discrete] [Format=character] [Missing=*]		
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
偶爾		75	72.8%
每周1至3次		4	3.9%
每月1至3次		24	23.3%
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.			
# times: 提案過募資專案的次數			
Information	[Type= discrete] [Format=character] [Missing=*]		
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
2件以下		102	99.0%
3～5件		1	1.0%
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.			
# cost: 平均提案一件專案的額度(新臺幣)			
Information	[Type= discrete] [Format=character] [Missing=*]		
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1,000,001～5,000,000元		1	1.0%
1,000元以下		1	1.0%
1,001～10,000元		4	3.9%
10,001～50,000元		13	12.6%
100,001～500,000元		49	47.6%
50,001～100,000元		17	16.5%
500,001～1,000,000元		18	17.5%
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.			
# type: 提案過的專案類型			
Information	[Type= discrete] [Format=character] [Missing=*]		
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
主題旅行		2	1.9%
休閒娛樂		6	5.8%

# type: 提案過的專案類型			
Value	Label	Cases	Percentage
休閒娛樂, 美食饗宴		1	<div><div></div></div> 1.0%
創作出版		9	<div><div></div></div> 8.7%
創作出版, 社會文化		2	<div><div></div></div> 1.9%
社會文化		26	<div><div></div></div> 25.2%
科技應用		10	<div><div></div></div> 9.7%
美食饗宴		1	<div><div></div></div> 1.0%
舞台演出		3	<div><div></div></div> 2.9%
設計商品		33	<div><div></div></div> 32.0%
設計商品, 創作出版, 社會文化		1	<div><div></div></div> 1.0%
設計商品, 社會文化		1	<div><div></div></div> 1.0%
音樂影視		7	<div><div></div></div> 6.8%
音樂影視, 創作出版		1	<div><div></div></div> 1.0%
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.			
# type1: 提案過的專案類型:設計商品			
Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]		
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
0	無	68	<div><div></div></div> 66.0%
1	有	35	<div><div></div></div> 34.0%
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.			
# type2: 提案過的專案類型:音樂影視			
Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]		
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
0	無	95	<div><div></div></div> 92.2%
1	有	8	<div><div></div></div> 7.8%
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.			
# type3: 提案過的專案類型:舞台演出			
Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]		
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
0	無	100	<div><div></div></div> 97.1%
1	有	3	<div><div></div></div> 2.9%
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.			
# type4: 提案過的專案類型:休閒娛樂			
Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]		
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
0	無	96	<div><div></div></div> 93.2%

# type4: 提案過的專案類型: 休閒娛樂			
Value	Label	Cases	Percentage
1	有	7	<div><div></div></div> 6.8%
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.			
# type5: 提案過的專案類型: 創作出版			
Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]		
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
0	無	90	<div><div></div></div> 87.4%
1	有	13	<div><div></div></div> 12.6%
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.			
# type6: 提案過的專案類型: 社會文化			
Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]		
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
0	無	73	<div><div></div></div> 70.9%
1	有	30	<div><div></div></div> 29.1%
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.			
# type7: 提案過的專案類型: 科技應用			
Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]		
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
0	無	94	<div><div></div></div> 91.3%
1	有	9	<div><div></div></div> 8.7%
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.			
# type8: 提案過的專案類型: 美食饗宴			
Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]		
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
0	無	100	<div><div></div></div> 97.1%
1	有	3	<div><div></div></div> 2.9%
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.			
# type9: 提案過的專案類型: 主題旅行			
Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]		
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
0	無	101	<div><div></div></div> 98.1%
1	有	2	<div><div></div></div> 1.9%
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.			
# v1: 重視度有形性 a1-a4			
Information	[Type= continuous] [Format=numeric] [Range= 3.5-5] [Missing=*]		
Statistics [NW/ W]	[Valid=103 /-] [Invalid=0 /-] [Mean=4.464 /-] [StdDev=0.453 /-]		

# v2: 重視度可靠性a5-a10	
Information	[Type= continuous] [Format=numeric] [Range= 3.3333333333333-5] [Missing=*]
Statistics [NW/ W]	[Valid=103 -] [Invalid=0 -] [Mean=4.392 -] [StdDev=0.465 -]
# v3: 重視度反應性a11-a17	
Information	[Type= continuous] [Format=numeric] [Range= 2.85714285714286-5] [Missing=*]
Statistics [NW/ W]	[Valid=103 -] [Invalid=0 -] [Mean=4.28 -] [StdDev=0.5 -]
# v4: 重視度保證性a18-a23	
Information	[Type= continuous] [Format=numeric] [Range= 3.3333333333333-5] [Missing=*]
Statistics [NW/ W]	[Valid=103 -] [Invalid=0 -] [Mean=4.4 -] [StdDev=0.477 -]
# v5: 重視度同理性a24-a30	
Information	[Type= continuous] [Format=numeric] [Range= 1.75-5] [Missing=*]
Statistics [NW/ W]	[Valid=103 -] [Invalid=0 -] [Mean=4.153 -] [StdDev=0.597 -]
# v6: 滿意度有形性b1-b4	
Information	[Type= continuous] [Format=numeric] [Range= 3-5] [Missing=*]
Statistics [NW/ W]	[Valid=103 -] [Invalid=0 -] [Mean=4.211 -] [StdDev=0.405 -]
# v7: 滿意度可靠性b5-b10	
Information	[Type= continuous] [Format=numeric] [Range= 1.6666666666667-5] [Missing=*]
Statistics [NW/ W]	[Valid=103 -] [Invalid=0 -] [Mean=3.846 -] [StdDev=0.468 -]
# v8: 滿意度反應性b11-b17	
Information	[Type= continuous] [Format=numeric] [Range= 1.85714285714286-5] [Missing=*]
Statistics [NW/ W]	[Valid=103 -] [Invalid=0 -] [Mean=3.653 -] [StdDev=0.464 -]
# v9: 滿意度保證性b18-b23	
Information	[Type= continuous] [Format=numeric] [Range= 2.6666666666667-5] [Missing=*]
Statistics [NW/ W]	[Valid=103 -] [Invalid=0 -] [Mean=4.092 -] [StdDev=0.419 -]
# v10: 滿意度同理性b24-b30	
Information	[Type= continuous] [Format=numeric] [Range= 1.42857142857143-5] [Missing=*]
Statistics [NW/ W]	[Valid=103 -] [Invalid=0 -] [Mean=3.258 -] [StdDev=0.613 -]

File : data_2

a1: 期望認知: 平台影音呈現具有吸引力

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=223 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不重視	0	
2	不重視	1	0.4%
3	普通	13	5.8%
4	重視	130	58.3%
5	非常重視	79	35.4%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a2: 期望認知: 平台版面設計清楚而美觀

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=223 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不重視	0	
2	不重視	0	
3	普通	10	4.5%
4	重視	130	58.3%
5	非常重視	83	37.2%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a3: 期望認知: 平台具有完善後勤設備

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=223 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不重視	0	
2	不重視	0	
3	普通	21	9.4%
4	重視	136	61.0%
5	非常重視	66	29.6%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a4: 期望認知: 平台服務說明、規章完善清楚

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=223 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不重視	0	
2	不重視	0	
3	普通	7	3.1%
4	重視	113	50.7%
5	非常重視	103	46.2%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a5: 期望認知: 平台操作簡單且作業系統穩定

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
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File : data_2

a5: 期望認知: 平台操作簡單且作業系統穩定

Statistics [NW/ W] [Valid=223 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不重視	0	
2	不重視	1	0.4%
3	普通	7	3.1%
4	重視	120	53.8%
5	非常重視	95	42.6%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a6: 期望認知: 平台能在第一次提供協助時就達到您所需的幫助

Information [Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]

Statistics [NW/ W] [Valid=223 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不重視	0	
2	不重視	0	
3	普通	3	1.3%
4	重視	134	60.1%
5	非常重視	86	38.6%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a7: 期望認知: 當您遭遇困難時，平台主動表現關心並提供協助

Information [Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]

Statistics [NW/ W] [Valid=223 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不重視	1	0.4%
2	不重視	2	0.9%
3	普通	9	4.0%
4	重視	145	65.0%
5	非常重視	66	29.6%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a8: 期望認知: 平台將服務相關的記錄作正確的保存

Information [Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]

Statistics [NW/ W] [Valid=223 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不重視	0	
2	不重視	0	
3	普通	2	0.9%
4	重視	109	48.9%
5	非常重視	112	50.2%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a9: 期望認知: 平台提供法律顧問及法律諮詢服務

Information [Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]

Statistics [NW/ W] [Valid=223 /-] [Invalid=0 /-]

File : data_2

a9: 期望認知: 平台提供法律顧問及法律諮詢服務

Value	Label	Cases	Percentage
1	非常不重視	0	
2	不重視	0	
3	普通	5	2.2%
4	重視	133	59.6%
5	非常重視	85	38.1%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a10: 期望認知: 平台的專案能提供正向的利益或成果

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=223 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不重視	0	
2	不重視	0	
3	普通	5	2.2%
4	重視	136	61.0%
5	非常重視	82	36.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a11: 期望認知: 平台有審慎評估提案者的提案過程與成果

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=223 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不重視	0	
2	不重視	0	
3	普通	8	3.6%
4	重視	108	48.4%
5	非常重視	107	48.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a12: 期望認知: 專人立即地回應您所需的服務

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=223 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不重視	0	
2	不重視	0	
3	普通	12	5.4%
4	重視	162	72.6%
5	非常重視	49	22.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a13: 期望認知: 平台服務人員具有高度服務熱忱

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=223 /-] [Invalid=0 /-]

File : data_2

a13: 期望認知:平台服務人員具有高度服務熱忱

Value	Label	Cases	Percentage
1	非常不重視	1	0.4%
2	不重視	0	
3	普通	21	9.4%
4	重視	163	73.1%
5	非常重視	38	17.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a14: 期望認知:平台網頁瀏覽速度快

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=223 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不重視	0	
2	不重視	0	
3	普通	13	5.8%
4	重視	124	55.6%
5	非常重視	86	38.6%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a15: 期望認知:協助您處理贊助的相關流程與資料

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=223 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不重視	0	
2	不重視	0	
3	普通	5	2.2%
4	重視	105	47.1%
5	非常重視	113	50.7%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a16: 期望認知:平台服務人員態度良好

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=223 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不重視	0	
2	不重視	0	
3	普通	11	4.9%
4	重視	167	74.9%
5	非常重視	45	20.2%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a17: 期望認知:平台服務人員具備足夠的專業知識

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=223 /-] [Invalid=0 /-]		

File : data_2

a17: 期望認知:平台服務人員具備足夠的專業知識

Value	Label	Cases	Percentage
1	非常不重視	0	
2	不重視	0	
3	普通	6	2.7%
4	重視	149	66.8%
5	非常重視	68	30.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a18: 期望認知:平台所提供的資訊可信賴並有幫助性

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=223 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不重視	0	
2	不重視	0	
3	普通	4	1.8%
4	重視	125	56.1%
5	非常重視	94	42.2%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a19: 期望認知:平台金流服務具有安全性且個資不易外洩

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=223 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不重視	0	
2	不重視	1	0.4%
3	普通	4	1.8%
4	重視	121	54.3%
5	非常重視	97	43.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a20: 期望認知:平台能滿足您使用上的需求

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=223 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不重視	0	
2	不重視	1	0.4%
3	普通	20	9.0%
4	重視	149	66.8%
5	非常重視	53	23.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a21: 期望認知:平台設置結合群眾募資知識、介紹案件及經驗分享區

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=223 /-] [Invalid=0 /-]

File : data_2

a21: 期望認知:平台設置結合群眾募資知識、介紹案件及經驗分享區

Value	Label	Cases	Percentage
1	非常不重視	0	
2	不重視	1	0.4%
3	普通	13	5.8%
4	重視	147	65.9%
5	非常重視	62	27.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a22: 期望認知:平台提供常見問與答並具有參考性

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=223 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不重視	0	
2	不重視	0	
3	普通	9	4.0%
4	重視	145	65.0%
5	非常重視	69	30.9%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a23: 期望認知:提供您專案實體展覽會

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=223 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不重視	0	
2	不重視	2	0.9%
3	普通	29	13.0%
4	重視	156	70.0%
5	非常重視	36	16.1%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a24: 期望認知:提供您投資實務專題演講

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=223 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不重視	0	
2	不重視	1	0.4%
3	普通	31	13.9%
4	重視	153	68.6%
5	非常重視	38	17.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a25: 期望認知:平台整體的服務品質

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=223 /-] [Invalid=0 /-]		

File : data_2

a25: 期望認知:平台整體的服務品質

Value	Label	Cases	Percentage
1	非常不重視	0	
2	不重視	0	
3	普通	5	2.2%
4	重視	129	57.8%
5	非常重視	89	39.9%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b1: 實際感受:平台影音呈現具有吸引力

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=223 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	0	
2	不同意	0	
3	普通	18	8.1%
4	同意	149	66.8%
5	非常同意	56	25.1%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b2: 實際感受:平台版面設計清楚而美觀

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=223 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	0	
2	不同意	0	
3	普通	16	7.2%
4	同意	140	62.8%
5	非常同意	67	30.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b3: 實際感受:平台具有完善後勤設備

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=223 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	1	0.4%
2	不同意	0	
3	普通	29	13.0%
4	同意	142	63.7%
5	非常同意	51	22.9%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b4: 實際感受:平台服務說明、規章完善清楚

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=223 /-] [Invalid=0 /-]

File : data_2

b4: 實際感受:平台服務說明、規章完善清楚

Value	Label	Cases	Percentage
1	非常不同意	0	
2	不同意	1	0.4%
3	普通	16	7.2%
4	同意	131	58.7%
5	非常同意	75	33.6%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b5: 實際感受:平台操作簡單且作業系統穩定

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=223 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	1	0.4%
2	不同意	1	0.4%
3	普通	6	2.7%
4	同意	143	64.1%
5	非常同意	72	32.3%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b6: 實際感受:平台能在第一次提供協助時就達到您所需的幫助

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=223 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	1	0.4%
2	不同意	1	0.4%
3	普通	24	10.8%
4	同意	147	65.9%
5	非常同意	50	22.4%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b7: 實際感受:當您遭遇困難時，平台主動表現關心並提供協助

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=223 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	2	0.9%
2	不同意	0	
3	普通	63	28.3%
4	同意	135	60.5%
5	非常同意	23	10.3%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b8: 實際感受:平台將服務相關的記錄作正確的保存

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=223 /-] [Invalid=0 /-]

File : data_2

b8: 實際感受: 平台將服務相關的記錄作正確的保存

Value	Label	Cases	Percentage
1	非常不同意	0	
2	不同意	1	0.4%
3	普通	13	5.8%
4	同意	137	61.4%
5	非常同意	72	32.3%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b9: 實際感受: 平台提供法律顧問及法律諮詢服務

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=223 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	0	
2	不同意	56	25.1%
3	普通	112	50.2%
4	同意	34	15.2%
5	非常同意	21	9.4%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b10: 實際感受: 平台的專案能提供正向的利益或成果

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=223 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	0	
2	不同意	6	2.7%
3	普通	45	20.2%
4	同意	147	65.9%
5	非常同意	25	11.2%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b11: 實際感受: 平台有審慎評估提案者的提案過程與成果

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=223 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	1	0.4%
2	不同意	18	8.1%
3	普通	77	34.5%
4	同意	115	51.6%
5	非常同意	12	5.4%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b12: 實際感受: 專人立即地回應您所需的服務

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=223 /-] [Invalid=0 /-]

File : data_2

b12: 實際感受:專人立即地回應您所需的服務

Value	Label	Cases	Percentage
1	非常不同意	0	
2	不同意	3	1.3%
3	普通	44	19.7%
4	同意	150	67.3%
5	非常同意	26	11.7%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b13: 實際感受:平台服務人員具有高度服務熱忱

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=223 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不同意	0	
2	不同意	2	0.9%
3	普通	76	34.1%
4	同意	127	57.0%
5	非常同意	18	8.1%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b14: 實際感受:平台網頁瀏覽速度快

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=223 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不同意	1	0.4%
2	不同意	1	0.4%
3	普通	20	9.0%
4	同意	138	61.9%
5	非常同意	63	28.3%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b15: 實際感受:協助您處理贊助的相關流程與資料

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=223 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不同意	0	
2	不同意	1	0.4%
3	普通	10	4.5%
4	同意	146	65.5%
5	非常同意	66	29.6%

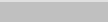
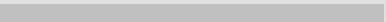
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b16: 實際感受:平台服務人員態度良好

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=223 /-] [Invalid=0 /-]		

File : data_2


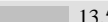
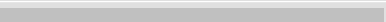

b16: 實際感受:平台服務人員態度良好

Value	Label	Cases	Percentage
1	非常不同意	0	
2	不同意	0	
3	普通	44	 19.7%
4	同意	154	 69.1%
5	非常同意	25	 11.2%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b17: 實際感受:平台服務人員具備足夠的專業知識



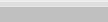
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=223 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	0	
2	不同意	3	 1.3%
3	普通	30	 13.5%
4	同意	168	 75.3%
5	非常同意	22	 9.9%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b18: 實際感受:平台所提供的資訊可信賴並有幫助性


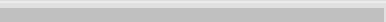
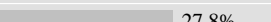
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=223 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	0	
2	不同意	0	
3	普通	11	 4.9%
4	同意	160	 71.7%
5	非常同意	52	 23.3%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b19: 實際感受:平台金流服務具有安全性且個資不易外洩

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=223 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	0	
2	不同意	0	
3	普通	23	 10.3%
4	同意	138	 61.9%
5	非常同意	62	 27.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b20: 實際感受:平台能滿足您使用上的需求

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=223 /-] [Invalid=0 /-]

File : data_2

b20: 實際感受:平台能滿足您使用上的需求

Value	Label	Cases	Percentage
1	非常不同意	0	
2	不同意	1	0.4%
3	普通	41	18.4%
4	同意	158	70.9%
5	非常同意	23	10.3%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b21: 實際感受:平台設置結合群眾募資知識、介紹案件及經驗分享區

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=223 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	0	
2	不同意	8	3.6%
3	普通	39	17.5%
4	同意	148	66.4%
5	非常同意	28	12.6%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b22: 實際感受:平台提供常見問與答並具有參考性

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=223 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	0	
2	不同意	0	
3	普通	21	9.4%
4	同意	160	71.7%
5	非常同意	42	18.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b23: 實際感受:提供您專案實體展覽會

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=223 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	6	2.7%
2	不同意	106	47.5%
3	普通	93	41.7%
4	同意	15	6.7%
5	非常同意	3	1.3%


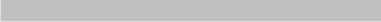


Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b24: 實際感受:提供您投資實務專題演講

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=223 /-] [Invalid=0 /-]

File : data_2



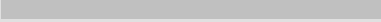

b24: 實際感受:提供您投資實務專題演講

Value	Label	Cases	Percentage
1	非常不同意	7	 3.1%
2	不同意	99	 44.4%
3	普通	100	 44.8%
4	同意	13	 5.8%
5	非常同意	4	 1.8%

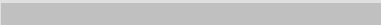
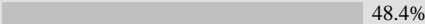


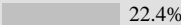

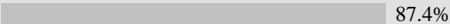



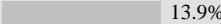
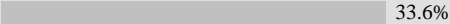





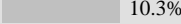
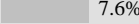


Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b25: 實際感受:平台整體的服務品質

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=223 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	0	
2	不同意	2	 0.9%
3	普通	43	 19.3%
4	同意	141	 63.2%
5	非常同意	37	 16.6%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

# sex: 性別			
Information		[Type= discrete] [Format=character] [Missing=*]	
Statistics [NW/ W]		[Valid=223 /-] [Invalid=0 /-]	
Value	Label	Cases	Percentage
女性		115	 51.6%
男性		108	 48.4%
<i>Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.</i>			
# age: 年齡			
Information		[Type= discrete] [Format=character] [Missing=*]	
Statistics [NW/ W]		[Valid=223 /-] [Invalid=0 /-]	
Value	Label	Cases	Percentage
20歲以下		5	 2.2%
21～30歲		163	 73.1%
31～40歲		50	 22.4%
41～50歲		5	 2.2%
<i>Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.</i>			
# edu: 教育程度			
Information		[Type= discrete] [Format=character] [Missing=*]	
Statistics [NW/ W]		[Valid=223 /-] [Invalid=0 /-]	
Value	Label	Cases	Percentage
大學或專科		195	 87.4%
碩士		21	 9.4%
高中(職)		7	 3.1%
<i>Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.</i>			
# job: 職業			
Information		[Type= discrete] [Format=character] [Missing=*]	
Statistics [NW/ W]		[Valid=223 /-] [Invalid=0 /-]	
Value	Label	Cases	Percentage
其他		5	 2.2%
商業/金融業		31	 13.9%
學生		75	 33.6%
家管		4	 1.8%
待業中		3	 1.3%
服務業		34	 15.2%
自由業		15	 6.7%
製造業		11	 4.9%
資訊科技業		23	 10.3%
軍警公教		17	 7.6%
農漁牧礦業		3	 1.3%
醫療業		2	 0.9%
<i>Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.</i>			
# income: 平均月收入			
Information		[Type= discrete] [Format=character] [Missing=*]	
Statistics [NW/ W]		[Valid=223 /-] [Invalid=0 /-]	

# income: 平均月收入			
Value	Label	Cases	Percentage
100,001以上		1	0.4%
20,000元以下		46	20.6%
20,001元～ 40,000元		115	51.6%
40,001元～ 60,000元		51	22.9%
60,001元～ 80,000元		7	3.1%
80,001元～ 100,000元		3	1.3%
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.			
# frequency: 瀏覽頻率			
Information	[Type= discrete] [Format=character] [Missing=*]		
Statistics [NW/ W]	[Valid=223 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
偶爾		132	59.2%
每周1至3次		26	11.7%
每天		1	0.4%
每月1至3次		64	28.7%
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.			
# times: 提案過募資專案的次數			
Information	[Type= discrete] [Format=character] [Missing=*]		
Statistics [NW/ W]	[Valid=223 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
11件以上		4	1.8%
2件以下		125	56.1%
3～5件		77	34.5%
6～10件		17	7.6%
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.			
# cost: 平均提案一件專案的額度(新臺幣)			
Information	[Type= discrete] [Format=character] [Missing=*]		
Statistics [NW/ W]	[Valid=223 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1,001～5,000元		73	32.7%
10,001～50,000 元		1	0.4%
100元以下		2	0.9%
101～500元		29	13.0%
5,001～10,000 元		9	4.0%
50,001～ 100,000元		1	0.4%
501～1,000元		108	48.4%
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.			

# type: 提案過的專案類型			
Information		[Type= discrete] [Format=character] [Missing=*]	
Statistics [NW/ W]		[Valid=223 /-] [Invalid=0 /-]	
Value	Label	Cases	Percentage
休閒娛樂		7	<div><div></div></div> 3.1%
休閒娛樂, 社會文化		1	<div><div></div></div> 0.4%
休閒娛樂, 社會文化, 科技應用		1	<div><div></div></div> 0.4%
創作出版		8	<div><div></div></div> 3.6%
創作出版, 社會文化		7	<div><div></div></div> 3.1%
創作出版, 美食饗宴		1	<div><div></div></div> 0.4%
社會文化		37	<div><div></div></div> 16.6%
社會文化, 科技應用		12	<div><div></div></div> 5.4%
社會文化, 美食饗宴		1	<div><div></div></div> 0.4%
科技應用		9	<div><div></div></div> 4.0%
科技應用, 主題旅行		1	<div><div></div></div> 0.4%
舞台演出, 休閒娛樂, 社會文化		1	<div><div></div></div> 0.4%
舞台演出, 社會文化, 科技應用		1	<div><div></div></div> 0.4%
設計商品		21	<div><div></div></div> 9.4%
設計商品, 休閒娛樂		1	<div><div></div></div> 0.4%
設計商品, 休閒娛樂, 主題旅行		1	<div><div></div></div> 0.4%
設計商品, 休閒娛樂, 創作出版, 社會文化, 美食饗宴		1	<div><div></div></div> 0.4%
設計商品, 休閒娛樂, 創作出版, 科技應用, 美食饗宴		1	<div><div></div></div> 0.4%
設計商品, 休閒娛樂, 社會文化		3	<div><div></div></div> 1.3%
設計商品, 休閒娛樂, 社會文化, 科技應用		2	<div><div></div></div> 0.9%
設計商品, 休閒娛樂, 社會文化, 科技應用, 美食饗宴		2	<div><div></div></div> 0.9%
設計商品, 創作出版		1	<div><div></div></div> 0.4%
設計商品, 創作出版, 社會文化		1	<div><div></div></div> 0.4%
設計商品, 創作出版, 社會文化, 科技應用		3	<div><div></div></div> 1.3%

# type: 提案過的專案類型			
Value	Label	Cases	Percentage
設計商品, 社會文化		26	<div><div></div></div> 11.7%
設計商品, 社會文化, 科技應用		11	<div><div></div></div> 4.9%
設計商品, 社會文化, 科技應用, 美食饗宴		1	<div><div></div></div> 0.4%
設計商品, 科技應用		13	<div><div></div></div> 5.8%
設計商品, 科技應用, 主題旅行		1	<div><div></div></div> 0.4%
設計商品, 科技應用, 美食饗宴		2	<div><div></div></div> 0.9%
設計商品, 美食饗宴		2	<div><div></div></div> 0.9%
設計商品, 舞台演出, 休閒娛樂, 創作出版, 社會文化, 科技應用		1	<div><div></div></div> 0.4%
設計商品, 音樂影視		2	<div><div></div></div> 0.9%
設計商品, 音樂影視, 休閒娛樂, 創作出版, 社會文化, 科技應用		2	<div><div></div></div> 0.9%
設計商品, 音樂影視, 休閒娛樂, 創作出版, 社會文化, 科技應用, 美食饗宴		1	<div><div></div></div> 0.4%
設計商品, 音樂影視, 休閒娛樂, 社會文化		2	<div><div></div></div> 0.9%
設計商品, 音樂影視, 休閒娛樂, 社會文化, 科技應用		2	<div><div></div></div> 0.9%
設計商品, 音樂影視, 休閒娛樂, 社會文化, 科技應用, 美食饗宴		1	<div><div></div></div> 0.4%
設計商品, 音樂影視, 創作出版, 社會文化, 科技應用		3	<div><div></div></div> 1.3%
設計商品, 音樂影視, 創作出版, 科技應用		1	<div><div></div></div> 0.4%
設計商品, 音樂影視, 社會文化		5	<div><div></div></div> 2.2%
設計商品, 音樂影視, 社會文化, 科技應用		4	<div><div></div></div> 1.8%

# type: 提案過的專案類型			
Value	Label	Cases	Percentage
設計商品, 音樂影視, 科技應用		1	<div><div></div></div> 0.4%
設計商品, 音樂影視, 舞台演出, 休閒娛樂, 創作出版, 社會文化, 科技應用		1	<div><div></div></div> 0.4%
音樂影視		7	<div><div></div></div> 3.1%
音樂影視, 休閒娛樂		1	<div><div></div></div> 0.4%
音樂影視, 休閒娛樂, 社會文化		2	<div><div></div></div> 0.9%
音樂影視, 創作出版, 社會文化		1	<div><div></div></div> 0.4%
音樂影視, 社會文化		6	<div><div></div></div> 2.7%
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.			
# type1: 提案過的專案類型:設計商品			
Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]		
Statistics [NW/ W]	[Valid=223 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
0	無	105	<div><div></div></div> 47.1%
1	有	118	<div><div></div></div> 52.9%
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.			
# type2: 提案過的專案類型:音樂影視			
Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]		
Statistics [NW/ W]	[Valid=223 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
0	無	180	<div><div></div></div> 80.7%
1	有	43	<div><div></div></div> 19.3%
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.			
# type3: 提案過的專案類型:舞台演出			
Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]		
Statistics [NW/ W]	[Valid=223 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
0	無	219	<div><div></div></div> 98.2%
1	有	4	<div><div></div></div> 1.8%
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.			
# type4: 提案過的專案類型:休閒娛樂			
Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]		
Statistics [NW/ W]	[Valid=223 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
0	無	190	<div><div></div></div> 85.2%
1	有	33	<div><div></div></div> 14.8%
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.			

# type5: 提案過的專案類型:創作出版			
Information		[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]	
Statistics [NW/ W]		[Valid=223 /-] [Invalid=0 /-]	
Value	Label	Cases	Percentage
0	無	189	<div><div></div></div> 84.8%
1	有	34	<div><div></div></div> 15.2%
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.			
# type6: 提案過的專案類型:社會文化			
Information		[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]	
Statistics [NW/ W]		[Valid=223 /-] [Invalid=0 /-]	
Value	Label	Cases	Percentage
0	無	81	<div><div></div></div> 36.3%
1	有	142	<div><div></div></div> 63.7%
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.			
# type7: 提案過的專案類型:科技應用			
Information		[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]	
Statistics [NW/ W]		[Valid=223 /-] [Invalid=0 /-]	
Value	Label	Cases	Percentage
0	無	146	<div><div></div></div> 65.5%
1	有	77	<div><div></div></div> 34.5%
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.			
# type8: 提案過的專案類型:美食饗宴			
Information		[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]	
Statistics [NW/ W]		[Valid=223 /-] [Invalid=0 /-]	
Value	Label	Cases	Percentage
0	無	210	<div><div></div></div> 94.2%
1	有	13	<div><div></div></div> 5.8%
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.			
# type9: 提案過的專案類型:主題旅行			
Information		[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]	
Statistics [NW/ W]		[Valid=223 /-] [Invalid=0 /-]	
Value	Label	Cases	Percentage
0	無	220	<div><div></div></div> 98.7%
1	有	3	<div><div></div></div> 1.3%
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.			
# v1: 重視度有形性a1-a4			
Information		[Type= continuous] [Format=numeric] [Range= 3-5] [Missing=*]	
Statistics [NW/ W]		[Valid=223 /-] [Invalid=0 /-] [Mean=4.312 /-] [StdDev=0.486 /-]	
# v2: 重視度可靠性a5-a11			
Information		[Type= continuous] [Format=numeric] [Range= 3-5] [Missing=*]	
Statistics [NW/ W]		[Valid=223 /-] [Invalid=0 /-] [Mean=4.375 /-] [StdDev=0.435 /-]	

# v3: 重視度反應性a12-a15	
Information	[Type= continuous] [Format=numeric] [Range= 3-5] [Missing=*]
Statistics [NW/ W]	[Valid=223 /-] [Invalid=0 /-] [Mean=4.26 /-] [StdDev=0.426 /-]
# v4: 重視度保證性a16-a19	
Information	[Type= continuous] [Format=numeric] [Range= 3-5] [Missing=*]
Statistics [NW/ W]	[Valid=223 /-] [Invalid=0 /-] [Mean=4.311 /-] [StdDev=0.435 /-]
# v5: 重視度同理性a20-a24	
Information	[Type= continuous] [Format=numeric] [Range= 3-5] [Missing=*]
Statistics [NW/ W]	[Valid=223 /-] [Invalid=0 /-] [Mean=4.131 /-] [StdDev=0.433 /-]
# v6: 滿意度有形性b1-b4	
Information	[Type= continuous] [Format=numeric] [Range= 2.75-5] [Missing=*]
Statistics [NW/ W]	[Valid=223 /-] [Invalid=0 /-] [Mean=4.185 /-] [StdDev=0.505 /-]
# v7: 滿意度可靠性b5-b11	
Information	[Type= continuous] [Format=numeric] [Range= 2.42857142857143-5] [Missing=*]
Statistics [NW/ W]	[Valid=223 /-] [Invalid=0 /-] [Mean=3.842 /-] [StdDev=0.448 /-]
# v8: 滿意度反應性b12-b15	
Information	[Type= continuous] [Format=numeric] [Range= 2.5-5] [Missing=*]
Statistics [NW/ W]	[Valid=223 /-] [Invalid=0 /-] [Mean=4.007 /-] [StdDev=0.495 /-]
# v9: 滿意度保證性b12-b19	
Information	[Type= continuous] [Format=numeric] [Range= 2.75-5] [Missing=*]
Statistics [NW/ W]	[Valid=223 /-] [Invalid=0 /-] [Mean=4.053 /-] [StdDev=0.456 /-]
# v10: 滿意度同理性b20-b24	
Information	[Type= continuous] [Format=numeric] [Range= 2-5] [Missing=*]
Statistics [NW/ W]	[Valid=223 /-] [Invalid=0 /-] [Mean=3.407 /-] [StdDev=0.437 /-]