

[1]

[2]

[3]

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Kanzler 2010

He'le'ne Delerue 2004

Mohr

Spekman 1994

William Diana 2007

nlp ip tbrp gsp yyy ml vbr 11M .x

1+1>2

Cheng 2011

Atalah 2006

Judge Dooley 2006

H1

2

Kurata Nam 2013

Blackhurst Wu Craighead 2008

H2

3

Casciaro Piskorski 2005

Eliver

Barry 2013

2013

H3

Jin-Soo Steve Henry 2013 Namkung Jang 2013

[2]

Grégoire Tripp Legoux 2009

Gwinner Gremier 1998

Wang Li Ross

H4

Likert

5

274

89.3%

1

Spss20 Amos20

2

2

Pearson

0.75

0.7

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Cronbach
AVE

3

5

Cronbach

0.792 0.823 0.791 0.785 0.782 0.7 5 AVE
 0.786 0.825 0.717 0.690 0.778 0.5

AMOS18.0 4 2
 252.472 0.001 2/df 4
 2.791 2-5
 CFI=0.933 IFI=0.942 GFI=
 0.976 0.9
 R MSE A=0.086 0.10

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*p<0.05 **p<0.01 ***p<0.001

1

0.328 -0.347 -0.365 -
 H1 H2 H3

2

0.386 0.291 0.279

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