

# 影響單車休閒參與行為因素量表編製之研究

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## 摘要

本研究目的旨在編製影響單車休閒參與行為因素之量表，並檢驗量表之鑑別度、效度及信度。研究方法以 2014 年高雄市體育季「挑戰百里單車行」之參與者（N=305）為研究對象，研究工具主要參酌運動休閒參與行為相關研究編修而成，問卷測試則配合活動於 2014 年 2 月 23 日高雄市進行調查，所得資料經項目分析、探索因素分析及信度檢驗，研究結果顯示：（一）每一問卷項目的 CR 值與總分相關值均達顯著水準，顯示本研究所建構之量表具有鑑別度。（二）因素分析結果顯示單車休閒動機量表產生「健康體能」、「人際互動」、「身心釋放」、「體驗自然」、「成就追求」及「學習成長」六因素，累積總解釋變異量為 62.60%；單車休閒體驗量表產生「酬償體驗」、「情感體驗」、「關連體驗」及「群體體驗」四因素，累積總解釋變異量為 64.66%；單車休閒阻礙量表產生「心理阻礙」、「結構阻礙」、「人際阻礙」及「條件阻礙」四因素，累積總解釋變異量為 78.30%；單車休閒滿意量表產生「休閒滿意」與「品質滿意」二因素，累積總解釋變異量為 65.28%；單車休閒參與意圖量表產生「參與意願」與「訊息關注」二因素，累積總解釋變異量為 64.00%，顯示各構面均具有良好建構效度。（三）信度分析結果顯示各量表 Cronbach's alpha 係數均超過.84 以上，顯示各構面均具有可接受的內部一致性。根據結果，本研究編製之編製影響單車休閒參與行為量表具有良好的鑑別度、效度及信度，可適用於衡量影響單車休閒參與行為之評價與看法。

**關鍵詞：**單車休閒、單車參與者、休閒參與行為

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# Development of the Impact Factor of Cycling Participation Behavior Scale

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## Abstract

The **purpose** of this study was to develop the impact factors of cycling participation behavior scale, and to examine its discrimination, reliability, and validity. The participants of the study were cycling participants who had participated in "Challenge One Hundred Km Cycling Trip" of 2014 Kaohsiung City Sports Season; a total of 305 valid questionnaires were collected. The scale was modified from the research and literature concerning sport leisure participation behavior. The questionnaires were distributed in the Kaohsiung City from the 23<sup>th</sup> February 2014. The statistical analyses included item analysis, exploratory factor analysis, and reliability test. The **results** revealed that (1) the critical ratio values and total correlation coefficients for each item reached a significant level, showing construction of the scale has discrimination. (2) Factor analysis showed that the Cycling Leisure Motivation Sale generated six factors: "physical fitness", "social interaction", "physical and mental release," "experienced nature," "achievement pursuit" and "learning and growth," with a total cumulative explained variance of 62.60%; the Cycling Leisure Experience Scale generated four factors: "compensation experience", "emotional experience", "connected experience" and "group experience," with a total cumulative explained variance of 64.66%; the Cycling Leisure Constraints Scale produced four factors: "psychological constraints", "structural constraints", "interpersonal constraints", and "conditions constraint," with a total cumulative explained variance of 78.30%; the Cycling Leisure Satisfaction Scale generated two factors: "leisure satisfaction" "quality satisfactory," with a total cumulative explained variance of 65.28%; the Cycling Leisure Participation Intention Scale generated two factors: "participation willingness" and "message concern," with a total cumulative explained variance of 64.00%. The above shows all research instruments had good construct validity. (3) Reliability analysis showed that each scale Cronbach's alpha coefficients were above .84, indicated that the internal consistency was acceptable for each factor. In **conclusion**, based on the results, the scale demonstrated sound discrimination, validity, and reliability; the scale is suited to measure sport tourists' opinions regarding future destination choices and participation intentions.

**Keywords:** cycling leisure, cycling participants, leisure participation behavior

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