ABSTRACT
Internet Telephony has profitably created a new telecommunication market in recent years. However, fewer studies to examine what factors influencing user's intention to adoption this service. This study applies the technology acceptance model (TAM) that incorporates innovation diffusion theory (IDT), Theory of Planned Behavior (TPB) as additional belief-related constructs to accurately predict the user's intention of IT. The propose model is empirically evaluated using survey data collected from 212 user about their perceptions of IT. Overall, the results reveal that personal innovation, resource facilitating conditions and attitude explain about 71.4% of IT use. Additionally, there was significant difference over innovation diffusion stages. The results provide further insights into IT marketing strategies.

Keywords : VOIP ; TAM ; system quality