

# 中小型企業採用雲端服務之因素

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## 摘要

近年來，雲端運算成為網路服務的熱門議題，尤其雲端服務的經濟效益不容小覷，許多企業與組織紛紛導入。然而，中小型企業對雲端服務尚處於探索及早期接受階段，如欲普及雲端服務首須瞭解這類型企業接受雲端服務的考量因素。因此，本研究旨在探討中小型企業採用雲端服務之決定因素，並比較不同電子化準備度的中小型企業其決定因素是否不同。本研究以科技接受模式(Technology Acceptance Model)為基礎，並參考中小型企業導入資訊系統的考量因素，據以建立本研究模型。利用問卷調查方式，選擇對雲端服務有興趣的中小型企業經理或資訊人員進行資料收集，共收集119份有效樣本。經統計軟體分析各變數資料，顯示本研究使用的測量題目具有良好的信度與效度。利用Partial Least Squares (PLS)驗證研究模型，結果顯示知覺有用性與同業採用壓力正向影響中小型企業對雲端服務的採用意圖；相容性、知覺易用性、便利性正向影響知覺有用性。分析電子化準備度對中小型企業採用雲端服務的調節效果，結果顯示相容性與知覺易用性對中小型企業知覺雲端服務有用性具有顯著的調節效果。本研究發現知覺有用性與同業採用壓力是我國中小型企業導入雲端服務的決定因素，在影響中小型企業對雲端服務有用性的認知，主要影響因素，依序為便利性、相容性及知覺易用性，而不同電子化準備度的中小型企業對雲端服務的相容性與易用性有不同的認知。這項發現對供應商推廣中小型企業的雲端服務有實務上的意涵。

關鍵詞：雲端服務、科技接受模式、電子化準備度、中小型企業

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