

Cloud services adoption factors in small and medium-size enterprises : 以電子化準備度為調節變數

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ABSTRACT

In recent years, cloud computing has become a popular issue for network service. The economic benefits of cloud services are noticeable in particular, and many enterprises and organizations have adopted it. Still, small and medium-size enterprises (SMEs) are in the vague stage with cloud service. In order for promoting cloud service, the primary is to understand what considerations that SMEs accept the cloud service. This study aimed to explore the determinants of cloud service adoption for SMEs, and to compare those determinants with e-readiness difference. Based on technology acceptance model (TAM) and SMEs' considerations toward information systems adoption, a research model was hypothesized. A questionnaire survey was administered to SMEs' managers or IS staffs. A total of 119 effective samples were collected. Statistical analysis of responses to measurements indicated the validity and reliability of instrument was acceptable. The research model was tested by Partial Least Squares (PLS) approach. Results showed that perceived usefulness and competitive pressure positively influenced SME's adoption of cloud services. And perceived compatibility, perceived ease of use, and perceived convenience had positive influences on perceived usefulness. The e-readiness had a moderating effect on perceived compatibility and perceived ease of use for SMEs' acceptance of cloud service. The study finds perceived usefulness and competitive pressure are the determinants of cloud service adoption for SMEs. For cloud service adoption, SMEs with different e-readiness have different perceptions on compatibility and ease of use. The findings provide vendors with implications on cloud service promotion to SMEs.

Keywords : cloud service、technology acceptance model、e-readiness、small and medium enterprise

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