

# User Acceptance of Shopping Website: an Empirical Assessment of Two Theoretical Models.

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## ABSTRACT

With the popularity of e-commerce market and IT improvement, customer who purchase online have been constantly increased, overtime. This leads practitioners and academicians put their attention on the basis of IS success model to evaluate the user satisfaction and actual use. However, the user behavior intention is seldom discussed. We believe that the actual use is not only predicted by user satisfaction but also influenced by behavior intention. Therefore, to add intentional considerations are needed, in order to avoid the evaluative bias as well as less effective management. After having a comprehensive review of literature, an appropriate e-commerce success model has been proposed on the basis of two major models (IS success model & TRA) to evaluate the linkage between website quality and user behavior. Customers who have been visited shopping web site were selected as our sample. The results of regression analysis show that (1) The quality of shopping website has positive effect on customer attitude/satisfaction. (2) The quality of Shopping website has positive effect on value that annexed from online customer. (3) The attitude/satisfaction of online customer will predict actual use effectiveness by behavior intention. (4) The attitude/satisfaction will be positive effected and adjusted by value that annexed from online consumer.

Keywords : Behavior Intention, IS Success Model, TRA, Satisfaction ; IS success model ; Behavior ; TRA

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