影響使用者對網路電話使用意願因素之研究：以Skype為例

邱子原、許晉龍

E-mail: 9606745@mail.dyu.edu.tw

摘 要

網路電話是一個新興及具有無限潛力的市場，然而，卻少有研究探討以使用者的角度切入探討網路電話使用意願之因素。本研究目的將以科技接受模式理論為基礎，系統品質作為外部變數，輔以創新擴散理論、計畫行為模式，提出影響使用者對網路電話使用意願之因素。透過網路問卷，有效收集212位使用者資料，並以SPSS統計軟體分析影響使用意願之因素。研究結果發現，驅使人們使用網路電話之因素包括個人創新、資源便利狀況、態度(R2=0.714)。此外，研究發現不同類別及不同導向(娛樂導向、工作導向)的使用者影響其網路電話使用意願的因素有明顯差異。研究意涵與討論將提供給網路電話經營者在制定行銷策略上參考。

關鍵詞 : 網路電話 ; 科技接受模式 ; 系統品質

目錄

參考文獻

Agarwal, R., & Prasad, J. (1997). The Role of Innovation Characteris-tics and Perceived Voluntariness in the Acceptace of Informa-tion Technologies. Decision Sciences , 28(3) , 557-582. Agarwal, R., & Prasad, J. (1998). The antecedents and consequents of user perceptions in information technology adoption. Decision Support Systems, 22, 15-29. Ahn T., Ryu S., & Han, I. (2004). The impact of the online and offline features on the user acceptance of Internet shopping malls. Electronic Commerce Research and Appllications, 3, 405-420. Ajzen, I, & Thomas J. M. (1985). Prediction of Goal-Directed Behav-ior: Attitudes, Intentions, and Perceived Behavioral Control. Journal of Experimental Social Psychology, 22, 453-474. Ajzen, I. (1991). The Theory of Planned Behavior. Organizational Behavior and Human Decision Processes, 50(2), 179-211. Berelson, B. (1952). Content Analysis in Communication Research, New York: Free Press. Bhattancherjee (2002). Acceptance of E-Commerce Services: The Case of Electronic Brokerages, Systems and Humans, 30(4), 411-420. Chang, I., Chiu., Li Y. C., Hung W. F., & Hwang H. G. (2005). An empirical study on the impact of quality antecedents on tax payers ’ acceptance of Internet tax-filing systems. Government Information Quarterly, 22, 389 – 410. Chen, L. d., Gillenson, M. L., & Sherrell D. L. (2002). Enticing online consumers: an extended technology acceptance perspective, In-formation & Management, 39(8), 705-719. Chung, J., & Felix B.T. (2004). Antecedents of perceived playfulness: an exploratory study on user acceptance of general informa-tion-searching websites. Information & Management, 41, 881-898. Davis, F. D., Bagozzi, R. P., & Warshaw, P. R. (1989). User accep-tance of computer technology: Acomparison of two theorical models. Management Science, 35(8), 982-1003. DeLone, W. H., & McLean, E. R. (1992). Information systems suc-cess: The quest for the dependent variable Information Systems Research, 3(1), 60 – 95. DeLone, W. H., & McLean, E. R. (2003). The Delone and Mclean model of informaiton systems

success: A ten-year update. Journal of Management Information Systems, 19, 9-30. Felton, S., Dimnik, & Northey, T. M. (1995). A theory of reasoned ac-tion model of the chartered accountant career choice, Journal of Accounting Education, 19, 1-19. Fishbein, M., & Ajzen, I. (1975). Belief, Attitude, Intention, and Be-havior: An Introduction to Theory and Research. MA: Addi-son-Wesley. Fu, J. R., Farn, C. K., & Chao, W. P. (2006). Acceptance of electronic tax filing :A study of taxpayer intentions. Information & Man-agement, 43, 109 – 126. Hsu, C. L., & Lu, H. P. (2004), Why do people play on-line games? An extended TAM with social influences and flow experience, Information & Managemen, 41, 853-868. Hsu, C. L., Lu, H. P., & Hsu, H. H. (2007). Adoption of the mobile Internet: An empirical study of multimedia message service (MMS). OMEGA: International Journal of Management Sci-ence, 35, 715-726. Hung, S. Y., & Chang, C. M. (2005). User acceptance of WAP services: test of competing theories. Computer standards & interfaces, 27, 359-370. Igbaria, M., & Iivari, J. (1995). The effects of self-efficacy on com-puter usage. Omega, 23(6), 587-605. Lee, M. K. O., Cheung, C. M. K., & Chen, Z. H. (2005). Acceptance of Internet-based learning medium: The role of extrinsic and in-trinsic motivation. Information & Management, 42, 1095-1104. Lewis, W., Agarwal, R., & Sambamurthy V. (2003). Sources of influ-ence on beliefs about information technology use :An empirical study of knowledge workers, MIS Quarterly , 27(4), 657-678. Liao, S., Shao Y. P., Wang, H., & Chen A. (1999). The adoption of virtual banking: an empirical study. International Journal of In-formation Management, 19(1), 63-74. Loredana, F. (2002). Measuring the usability of e-commerce Applica-tion. International Function Point Users Group, IT Measurement: Practical Advice From the Experts, Addison Wesley Profes-sional. Lou, H., Luo, W., & Strong, D. (2000). Perceived critical mass effect on groupware acceptance, European Journal of Information Systems , 9, 91 – 103. Lu, J., Yao, J. E., & Yu C. S. (2005). Personal innovativeness, social influences and adoption of wireless Internet services via mobile technology. Strategic Information Systen, 14, 245-268. Markus, M. L. (1990). Toward a critical mass theory of interactive media. In Organizations and Communication Technology (Fulk J and Steinfield C, Eds), 194 – 218. Sage, Newbury Park, Cali-fornia. Moon, J. W., & Kim, Y. G. (2001). Extending the TAM for a World-wide-Web context, Information & Management, 38, 217-230. Moore, G. C., & Benbasat, I. (1991). Development of an instrument to measure the perception of adopting an information technology innovation, Information Systems Research , 2(3), 192-222. Neuendorf, K. (2002), The Content Analysis Guidebook, Sage, Bev-erley Hills, CA. Oliver, P. E., & Marwell, G. (2001). Whatever Happened to Critical Mass Theory? A Retrospective and Assessment. Sociological Theory, 19, 292-311. Rai, A., Lang, S. S., & Welker, R. B. (2002). Assessing the Validity of IS Success Models: an Empirical Test and Theoretical Analysis. Information Systems Research, 13(1), 50-69. Rogers, E. M. & Allbritton, M. M. (1995). Interactive Communication Technologies in Business Organizations. Journal of Business Communication, 32, 175-195. Sedden, P. B., & Kiew, M. Y. (1994). A partial test and development of the DeLone and McLean Model of IS success. Proceedings of the International Conference on Information Systems. Van-couver, Canada, 99-110. Seddon, P. B. (1997). A respecification and extension of the DeLone and McLean model of IS success. Information Systems Re-search, 8(3), 240-253. Shih, Y. h., & Fang, K. (2004). The Use of a Decomposed Theory of Planned Behavior to Study Internet Banking in Taiwan. Internet Research: Electronic Networking Applications and Policy, 14(3), 213-223. Straub, D., Keil, M., & Brenner, W. (1997).Testing the technology acceptance model across cultures: A three country study, In-formation & Management, 31, 1-11. Straub, D., Limayem, M., & Elena, K. E (1995). Measuring System Usage: Implications for IS Theory Testing. Management Sci-ence, 4(8), 1328-1342. Taylor, S., & Todd, P. A. (1995). Understanding information technol-ogy usage: a test of competing models. Information Systems Research, 6(2), 144-176. Venkatesh, V., & Davis, F. D. (1996). A model of the antecedents of perceived ease of use: Development and test. Decision Sciences, 27(3), 451-481. Venkatesh, V., & Davis, F. D. (2000). A Theoretical Extension of the Technology Acceptance Model: Four Longitudinal Field Studies. Management Science, 46(2), 186-204. Wang, Y. S., & Lin, H. H. (2006). Predicting consumer intention to use mobile service. Information Systems Journal, 16(2), 157-179. Wu, I. L., & Chen, J. L. (2005). An extension of Trust and TAM model with TPB in the initial adoption of on-line tax: An em-pirical study. International Journal of Human-Computer Studies, 62(6), 784-808. Wu, J. H., & Wang, S. C. (2005). What drives mobile commerce? An empirical evaluation of the revised technology acceptance model. Information & management, 42, 719-729.