

# A Study of Web Site Quality and Online Trading on Customer Acceptance of Securities Brokers An Empirical Study of the

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## ABSTRACT

Due to the development of information technology, the applications of the Internet and e-commerce have gained popularity over the last few years. As a result, more and more companies begin to sell products and offer services through the Internet. In the financial markets, there are many securities provide online trading services to their customers in order to improve the efficiency of the trading process. This study, therefore, explored web site of securities brokers' online trading system quality and their relationship with the acceptance intentions of users in Mainland China and Taiwan. This study received 207 and 236 samples from the internet questionnaires and paper questionnaires in Mainland China and Taiwan, respectively. Of those, 151 and 204 samples were valid, respectively. The result shows that web site quality have significance effects on perceived usefulness and perceived ease of use, which in turn were the key factors in predicting attitude toward using and then users' behavioral intention to use in Mainland China and Taiwan.

Keywords : Technology Acceptance Model ; Web Site Quality ; Online Trading

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