

Empirical Study of the Technology Acceptance Model: The Case of Internet-Based Securities Trading System

By

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Abstract

The security trading sector has been an interesting case for service innovation as it moves toward using the web channel to provide electronic service through Internet securities trading. The success of Thai Internet securities trading will rely at least partly on securities investors' acceptance of its value. This research examines factors that influence investors' perceptions toward Internet securities trading acceptance. The issues are related to the perceived ease of use, perceived usefulness, and trust of Internet securities trading among users and non-users investors.

The quantitative survey results show that the more positive the perceptions of perceived ease of use, information quality, flow control, accessibility, and trust, the greater the strength of perceived usefulness. Of these five factors, flow-control has the greatest impact on predicting usefulness whereas the impacts of perceived ease of use and accessibility benefit do not seem to be the important determinants to strengthen perceived usefulness of electronic service. The results also show that trust, perceived ease of use, and perceived usefulness have positive impacts on attitude toward usage. Perceived usefulness was linked to attitude toward usage significantly stronger than perceived ease of use and trust. Non-user investors felt some barriers adopting the system and have a lower attitude toward usage than user investors.

Further, attitude toward usage, trust, and perceived usefulness were significantly correlated with intention to use. Attitude toward usage was linked to intention to use stronger than perceived usefulness. Trust shows only marginal impact on intention to use. The findings also indicate that trust can enhance intention to use directly and indirectly through raising attitude toward usage. From a causal perspective, however, the results suggest that trust may be a

better antecedent to perceived usefulness and attitude toward usage, rather than a parallel, direct determinant of intention to use. It is possible that trust is a more valuable concept than usage intention for explaining the psychological attitude towards the service.

This study supports the idea of adapting the Technology Acceptance Model to the investigation of electronic services via the web channel. This tool assists to understand the predictors of perceived ease of use, perceived usefulness, and trust. The results also confirm that electronic service actual usage depends on the intention to use, which impact can be derived from the power of attitude toward usage, perceived usefulness, and trust.

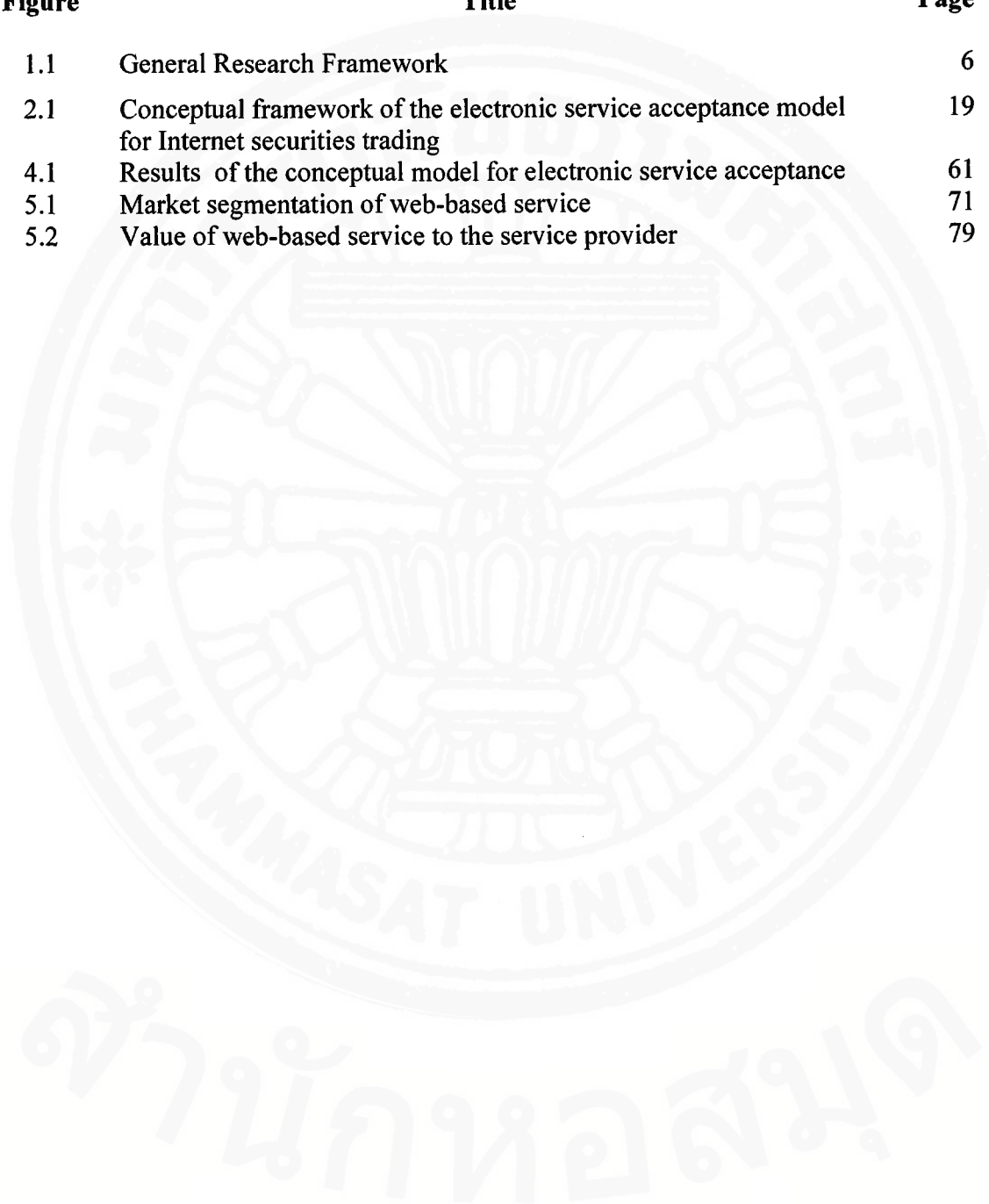
Hence, Thai Internet securities trading service providers need to integrate web-based service in business strategy as a way to supplement and enhance the relationships. The Internet cannot replace them. Finally, Thai Internet securities trading service providers need to overcome the major barriers, such as distrust in security and reliability of the system, slow speed of the network, and lack of user friendly designed system, which are the keys to obtaining more Internet securities trading investors.

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