

CONSUMER ACCEPTANCE OF VIRTUAL STORE

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PE2006-8291



UMS
UNIVERSITI MALAYSIA SABAH

A DISSERTATION SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR
THE MASTER OF BUSINESS
ADMINISTRATION (MBA)

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ABSTRACT

It is vital for E-Commerce operators to understand the motive for consumer to shop online. Virtual store is one form of technology acceptance behavior, understanding what determined the consumer to accept the virtual store is important for E-Commerce operators. This study examines the determinants of consumer acceptance of virtual store. A theoretical model is developed based on Technology Acceptance Model and Innovation Diffusion Theory in order to explain the consumer intention to use the virtual store. A total of 122 usable sample data collected from online forum members were used to test the proposed research model. LISREL 8.72 and SPSS 12.0 were used to compute the data analysis result. Confirmatory Factor Analysis (CFA) was performed to examine the reliability and validity of the measurement model, and the structural equation modeling (SEM) techniques was used to evaluate the causal model. The theoretical model is found valid and reliable. The implication of the study for practitioners is discussed. The study confirms that variables such as perceived ease of use, perceived usefulness and compatibility have a significant effect on the consumer acceptance of virtual store.

Key Words: Technology Acceptance Model, Innovation Diffusion Theory, Structural Equation Modeling



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ABSTRAK

PENERIMAAN PENGGUNA TERHADAP KEDAI VIRTUAL

Perniaga yang terlibat dalam perniagaan secara elektronik perlu memahami motif pelanggan yang membeli dengan menggunakan Internet. Kedai virtual yang disediakan merupakan salah satu situasi penerimaan teknologi baru. Memahami faktor-faktor utama yang mendorong pelanggan menggunakan kedai virtual adalah sangat penting bagi pengurus perniagaan elektronik. Kajian ini ingin memeriksa faktor-faktor yang menyebabkan pelanggan menerima kedai virtual. Satu teori model telah disediakan dengan berasal dari Technology Acceptance Model (TAM) dan Innovation Diffusion Theory (IDT) untuk menjelaskan keinginan pelanggan terhadap kedai virtual. Seramai 122 sampel data yang berguna telah disediakan dan menjalankan kajian ini. LISREL 8.72 dan SPSS 12.0 digunakan untuk mengira keputusan analisis data. Confirmatory Factor Analysis (CFA) telah dijalankan untuk memastikan reliabiliti dan validiti bagi measurement model, dan teknik structural equation modeling (SEM) telah digunakan untuk menilai causal model. Teori model mendapat keputusan yang baik dalam test reliability and validiti. Implikasi bagi kajian terhadap pengurus perniagaan elektronik telah dibincangkan dalam kajian ini. Kajian ini membuktikan faktor-faktor seperti tingkat penerimaan kemudahan dari penggunaan, tingkat penerimaan kegunaan, keserasian dan attitude terhadap penggunaan kedai virtual dapat mengakibatkan pelanggan menggunakan kedai virtual.