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Evaluating the Antecedents of the Technology Acceptance Model in Saudi Arabia

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ABSTRACT

Antecedents of the Technology Acceptance Model (TAM) have been the focus of research on user intentions toward new technology in developed countries for years. Findings from these studies can potentially reveal new methods to improve employee acceptance and use of new systems. The present study investigates whether the antecedents of perceived usefulness and perceived ease of use also apply in developing countries, specifically in Saudi Arabia. Findings indicate that the antecedents of TAM do, in fact, apply in Saudi Arabia, and therefore also have implications for businesses in developing countries to improve the user acceptance and use of new technologies.

Keywords

Technology Acceptance Model (TAM), TAM antecedents, culture.

INTRODUCTION

In the original TAM research, Davis had considered antecedents to *perceived usefulness* (PUSE) and *perceived ease of use* (PEOU), but asserted that the effects of these antecedents were fully mediated by PUSE and PEOU [Davis, 1989]. More recently, several studies have re-examined potential antecedents to PUSE and PEOU in order to produce a model that can be better acted upon to influence intention to use and ultimately actual system use [Venkatesh, 2000, Venkatesh and Davis, 2000]. These studies have evaluated potential antecedents to PUSE and PEOU in North American organizations, but the validity of these antecedents in the context of other cultures has yet to be determined. This is an important consideration because culture can play a significant role in the acceptance and use of information technologies, and the current shift to globalization means that more organizations are operating across cultures. Accordingly, the goal of this research is to evaluate the predictive validity of these antecedents on PUSE and PEOU, but within the context of an Arab country to determine whether they are valid for organizations working within that culture.

RESULTS

The influences of all antecedents were significant in the structural model. *Result demonstrability*, *subjective norm* and *image* each exhibited a positive influence on *perceived usefulness*. *Computer self-efficacy* and *perceived enjoyment* each exhibited a positive influence on *perceived ease of use* while *computer anxiety* exhibited a negative influence on *perceived ease of use*. Finally, *perceived ease of use* exhibited positive influences on both *perceived usefulness* and on *behavioral intention* to use and *perceived usefulness* had a positive influence on *behavioral intention* to use.

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