

论文

移动服务持续使用过程中促进因素和抑制因素的平衡研究

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摘要:

以IS成功模式为理论基础,提出一个从促进因素和抑制因素两方面分析移动服务用户持续使用意愿的模型,采用规范的实证研究方法寻找移动服务持续使用的促进因素和抑制因素;探讨将移动服务的信息质量、系统质量和服务质量作为促进因素,将信息强制性和隐私安全作为抑制因素,其对于移动服务用户的满意水平和用户持续使用意愿的平衡影响作用。

关键词: 移动服务 促进因素 抑制因素 IS成功模式

Balance of the Motivators and Inhibitors for Consumers to Continue Using Mobile Services

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Abstract:

Using famous IS success model as theory framework, the authors attempt to examine the continued usage of mobile services from both motivators and inhibitors with standardized empirical research. The authors use information quality, system quality and service quality as motivators, use information compulsion and privacy concern as inhibitors, and find the relationship between these factors and intention to keep using new mobile services, and the balance between these motivators and inhibitors.

Keywords: mobile service motivator inhibitor IS success model

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