A STUDY OF MOBILE APPLICATION QUALITY AND RELATIVE ADVANTAGE TO INTENTION TO USE

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ABSTARCT

Mobile applications have grown substantially in response to consumer demand, in order to increase users' intention to use. There are a lot of applications allowed user to pay for the physical service. Differ from other application, Uber, Foodpanda, and DiDi application provide details to help user, such as the color and brand of the car, or the rate of the food. They also increased the flexibility of the selection. Moreover, Uber, Foodpanda, and DiDi application provide the mobile payment to benefit user not to trouble by the changes. With the features mentioned above, mobile applications have grown substantially in response to user demand, and become more compatible to users' lifestyle, which can lead to higher intention to use.

The research goal of this study was to explore why the users abandon the previous way of the service but have the intention to obtain the service by applications, such as Uber, DiDi, and Foodpanda, through system quality, information quality and compatibility. In this study, the intention model was formulated from perspective of service-dominant logic, and use and gratification theory, and samples from the Uber, Foodpanda and DiDi application will be collected by providing a hyperlink to survey form from Uber, Foodpanda and DiDi application users. According to snowball sampling, we invited the subjects to message to other people who had the using experience of Uber, Foodpanda and DiDi. In total, 405 of which returned, of which 53.7% were male and 46.3% were female. In this study, internal consistency reliability of the collected data was assessed by examining Cronbach's alpha coefficient. Construct validity be analyzed by factor analysis. The convergent and discriminant validity of the remaining items and scales were tested with confirmatory factory analysis by using the LISREL 8.50 software. The model and hypotheses were tested by using structural equation modeling.

Application system is designed as a quick response and precision tool, which shorten the time and process for users to complete their task. Application with high system quality can also decrease the effort from the users, for example, users no longer need to spend over 5 minutes on the phone to get a taxi and figure out where they exactly are, or order a takeout food. The quality of the system is positively associated with relative advantage of application respectively is support by the result of this study. well-organized information on the application interface also brings advantage to the user. Although the finding of this study suggests that the information quality of the application is not positively associated with its relative advantage. The interface of these applications should still emphasize the important function and vital information for users to use, such as which direction would the drivers come from, or what color the car is, to decrease the information asymmetry between users and the host. In this case, the application should promote user to use application by providing impressive activity to the user. The application is widely used and become part of user's lifestyle. Differ from phone call for service, application cooperate with lots of store and manufacture to joy the platform and provide a discount or the activity number. The finding out of this study suggest that the compatibility is positively associated with its relative advantage. That is, user may perceive application have more advantage if they consider application is filled with their life. The mobile applications had created a more intelligent way to work, by simplify the process and integrate all the service online. Users now can make orders, check their reservations and even pay with mobile applications. The relative advantage of application is also suggested by this study that relative advantage is positively associated users' intention use application.