

Analysis of Adopting an Integrated Decision Making Trial and Evaluation
Laboratory on a Technology Acceptance Model
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Abstract

The aim of study is to integrate decision making trial and evaluation laboratory (DEMATEL) into the theoretical extension of technology acceptance model (TAM2) to evaluate users' behavioral intention to use while introducing a new etching plasma technology. The study used a case of the Taiwan plasma etching manufacturing industry as the example, adopted DEMATEL to calculate the causal relationship and interaction level between the TAM2 variables, and at the same time, use DEMATEL to find the core variables of TAM2, provide the managers the important key for management or improvement while promoting a new technology to resolve the complicated problems in practical experience. The study found that adopting DEMATEL in the TAM2 method, to find perceived ease of use, subjective norm and experience, is the key impact factors for the case study to decide the plasma etching technology acceptance model.

Keyword : Technology acceptance model (TAM)