影響券商網路下單系統成功的因素及其效益之研究

The purpose of the research is to study success factors affecting the using of online trading system and benefits after used. Besides, analyzing the target market, adoption situation and marketing strategy of online stock broker and the potential in the future. The data is collected by mailed questionnaire and personal interview to the online stockbroker. The research chooses 19 brokers who adopt or plan online system to be interviewed by person and 125 questionnaires are mailed to brokers from sample frame. The response mail is 32 and response rate is 25.6%. 4 dimensions can be discussed the success factor affecting the online trading system, including network and trading system, organization, policy and customer. The results show the top 5 factors are manager's support, quality of Internet transmission, security of online trading system, providing real-time investment information, security and legality of electronic document. The top 5 benefits after implementing are increasing competition and profit, lower operation cost and more effective service. The five Benefits and the five difficult factors after implementing are significantly different each other and so does the 4 dimensions. Based on the secondary data, the market growth in the future for online system is increasing by time. The result can referred by provides stockbroker, system providing company and government police.