Online Social Networks Adoption in Micro Small and Medium Enterprises: An Empirical Evaluation Using the Task-Technology Fit Model

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Abstract The purpose of this paper is to investigate the factors that have an impact on online social networks (OSN) adoption, and how OSN adoption in turn affects the organization's performance of micro small and medium enterprises (MSMEs) in Palestine. The quantitative approach was used, and 115 questionnaires were collected from the target companies. The data was analyzed by using a structural equation modelling (SEM) approach through partial least square (PLS) software. Results show that there is a positive relationship between relative advantage, compatibility, and task on the technology fit. Also, there is no relationship between the complexity on the technology fit. And, technology fit positively affected the adoption of the online social network, in addition, the adoption of online social network positively affected the performance of MSMEs. This study recommends enhancing the benefit of adopting online social networking applications, fostering compatibility and efficiency, identifying the expected tasks of staff members on social networking sites because of its positive impact on the performance of MSMEs.

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