



INVESTIGATING THE IMPACT OF ORGANIZATION INTERNAL AND EXTERNAL FACTORS ON E-BUSINESS CONTINUANCE INTENTION IN SMALL AND MEDIUM ENTERPRISES OF KHUZESTAN PROVINCE, IRAN

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Abstract:

The main objective of this study was to investigate the impact of organization internal and external factors on e-business continuance in small and medium enterprises. Therefore, according to previous studies and researches, based on the framework and theories in this field, goals and hypotheses were introduced. The statistical population in this research includes all small and medium enterprises with active website in Khuzestan province at 2017. Using randomized Morgan table the sample included 384 companies. In order to measure the dependent variables of the research, a questionnaire of 53 questions was developed based on the Likert 5 scale. It is also worth noting that in this research, according to research by Ramaya et al. (2016), a researcher-made questionnaire was used. In this research, content validity method was used to determine validity, and Cronbach's alpha was used to measure reliability. SPSS and E-views were used to analyze the data obtained from Excel softwares. To analyze data the OLS regression analysis method was used and the results of data analysis showed that the components of the organization internal and external factors (including management characteristics, organizational characteristics, technological characteristics and environmental characteristics), along with the component the level of web acceptance on using website continuance has a significant impact.

Keywords: website using continuance intention, website acceptance level, OLS regression

1. Introduction

Small and medium-sized enterprises today are considered as the cause of the growth of the industrial structure of many countries and these industries are important for many

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developing countries which are seeking to restore their economic structure (Asgari, 2009, 1). Industrialization, on the other hand, suggests that, in order to accelerate the realization of industrialization, the growth of small industries should be considered more than large industries (Mead, 1994, 2).

The widespread use of the internet has had a significant impact on the buyers and marketers of the service. Today, the major part of global trade is through digital networks that connect individuals and companies. The internet Network has fundamentally changed the perception of customers of convenience, speed, price, information about products and services. As a result, the internet has created a completely new way for marketers and manufacturers to create value for customers and communicate with them (Mashbaki et al., 2012, 3). Internet sales and marketing include the use of the Internet to provide information, communicate and conduct transactions. The internet is a scene of information that exists everywhere and allows domestic and foreign customers to reduce costs for companies and end-users (Plaza, 2011, 1).

Nowadays, the use of the internet and computer networks in doing business has changed a lot in the attitude of consumers. Marketing managers, through the analysis of consumer behavior, gain the information that leads to their success on the market. Customers have a lot of needs and can buy something on their own, when and how much to buy (Plavia, 2009, 5). Smart understanding of change in the world of consumerism is the guarantor of corporate life. On the other hand, one of the ways to gain competitive advantage by using electronic services is to enable companies to attract customers and encourage them to use these services, which is not possible with the creation and maintenance of trust in the virtual environment of the websites. Consumer is an important and powerful factor in the marketplace (Rahimiyenya and Hassanzadah, 2013, 3). Therefore, it should be created to provide the site content in a good and proper manner within a short time, as well as standards to determine which individuals provide their information in any form. Today we see that consumers share their experiences of any kind of product or service in cyberspace, so people's opinions create an attitude before they are consumed in others. Therefore, cyberspace can easily affect consumer behavior, so online marketing should be a new tool that has many benefits, and should be used by firms.

What is important is, in the first step, the action of small and medium enterprises to build a website and establish an electronic customer relationship management, and in the second step, the continuity and survival of the website and its success. In previous research, factors affecting the formation of web site building and electronic customer relationship management have been considered. But so far, there has been no investigation into the factors influencing the willingness to continue and sustain the activity of the Web site. Therefore, this study intends to investigate this point in order to eliminate this scientific gap. Given this point, the main question of the present research is as follows:

What factors do impact internet business continuance desire in small and medium enterprises?

To this end, in this research, based on the model presented by Ramayah et al. (2016), the variables of managers' attitude, managers' level of innovation, IT managers level, organization size, staff information level, organizational comparative advantage, external pressure and support ; are considered as components that affect the willingness to continue the activity of the small and medium-sized business web site. Objectives and research hypotheses will be designed based on these variables. Using a questionnaire provided by Ramayah and colleagues, translated and presented for the first time in the Persian language by the researcher, the components are from the statistical community that has small and medium enterprises with the Web The active site in the province of Khuzestan is measured and in this way, the model presented by Ramaya et al. (2016) will be verified.

1.1 Factors affecting the continuation of e-business in small and medium enterprises and the presentation of the model

Scientists define the information system (IS) as a continuous service that information systems acceptors use on a regular basis, so that the decision to use continuously follows a basic decision-making decision (Kim et al. 2007, 2). On the other hand, Gaminow et al. (2006) use the website to set up a company website to share business information, maintain business relationships, and conduct business transactions through telecommunication networks. Also, the use of the website as a tool for exploiting competitive advantages is considered in the context of a wide range of activities (Mohammadi and Abrezeh, 2013, 3). Hence, the desire to use the website could be the intention to continue to use the company's website to share business information, maintain business relationships, and conduct business transactions through telecommunication networks.

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Initial studies on IT innovations identified four groups of internal and external factors determining the use of technology. Internal factors include the characteristics of the organization's decision-makers and the characteristics of the organization itself. On the other hand, external factors include the characteristics Technological innovations and environmental characteristics in which the organization operates (Raymond, 2001, 7).

Regardless of internal factors, researches about the levels of technology acceptance by organizations have acknowledged the significant and important impact of CEO on innovation capability and technology adoption decisions (Sang, 1999, 2) the ability to innovate the CEO, IT knowledge and attitude towards IT adoption are the major predictor factors in the adoption and development of technology by organizations. In addition, though (1999) considers organizational predictor factors as key factors in the acceptance and development of significant and meaningful technology. Organizational features include internal organization factors that are available to accept technology to restrict or speed up the process. In a study by Jyper and colleagues (2006), senior management support, organization size, and maintenance of information system units are the most important predictors of IT adoption by organizations. Other meaningful variables include the knowledge of the employee information system, the prior use of technology, communication and the essence of business (Raymond, 2001, 3).

External factors such as technological features and environmental features can play a very influential role in the acceptance level for continuous use of technology. About the technological features are the most prominent predictors in professional literature, including usefulness, relative advantage, cost, security, compatibility, complexity, and learning. However, a review of past research has revealed that there are comparative advantages and compatibility between the two technological and environmental features that have the greatest impact on the acceptance level of the organization. A study conducted in Malaysia has described comparative advantage and compatibility as the first factors influencing the acceptance of technology in e-commerce and cost. In addition, security is one of the major barriers to technology adoption in e-commerce in Malaysia (Khatibi et al., 2007, 4). In addition, the importance of external environmental factors has been extensively highlighted in previous studies. Jigarh et al. (2006) described the external pressure and external information sources or expertise as the most influential predictors of IT adoption by organizations.

The review of the technology acceptance literature by organizations indicates that the firm considers many factors when deciding to continue using the website. In this research, the proposed model is based on 1- Managing characteristics, 2- Distinctive features of the firm, 3- Technological characteristics and 4. The characteristics of the environment in which the firm operates.

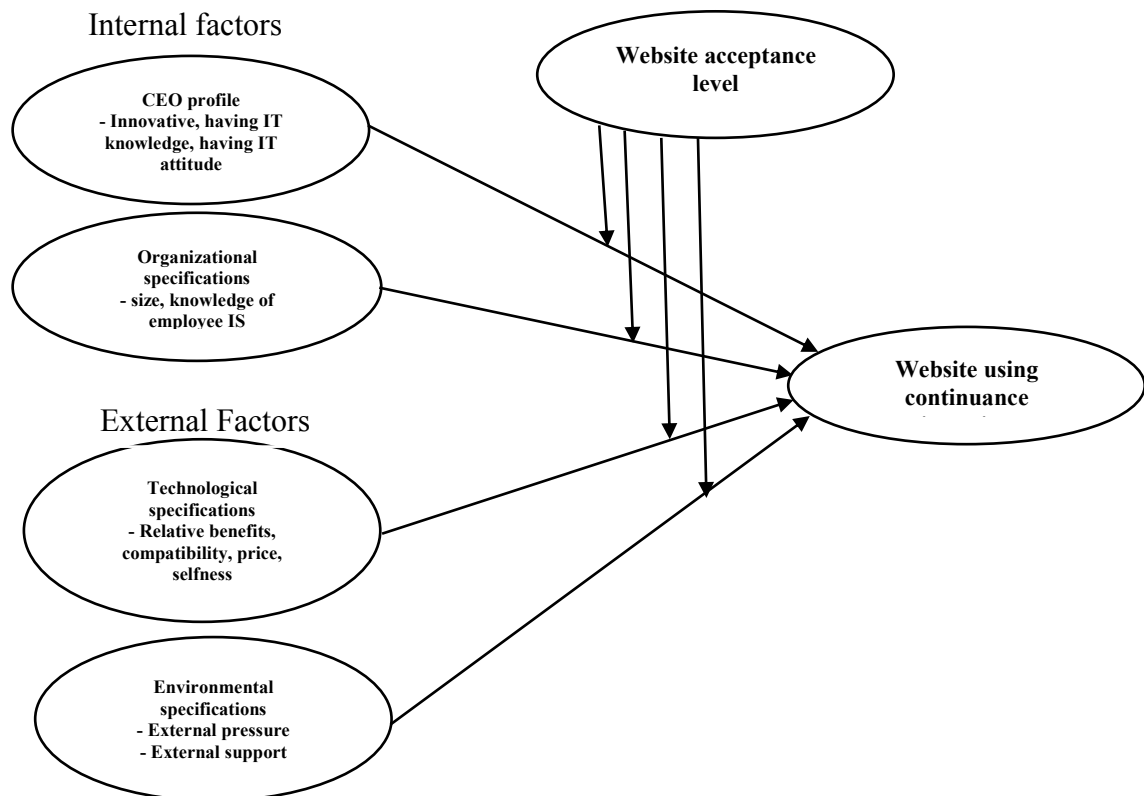


Figure 1: Conceptual Model of Research

In recent years, most studies have confirmed that managerial innovation has a positive relationship with technology adoption, (2005) observed that CEO innovation with the adoption of e-commerce in making decisions to use more ECIT technologies (Internet, Extranet, Internet-EDI and Web site) is related to New Zealand companies. In addition, Jonathan et al. (2001) proved the significant role of CEO innovation, suggesting that CEO innovation is associated with the development of technology adoption in Malaysian firms. Similarly, it has been proven that CEO innovation has a positive correlation with the adoption of information systems in Singapore (Thong, 1999, 5). Managers like innovators not only are risk takers adopting new technologies and looking at different things around them, but are also steady in finding resources and funds for new technologies (Jonathan et al., 2001, 6). Innovative executives are thus aware that important steps must be taken to obtain any sort of resource of scarcity; they may potentially decide not to use their website as a commercial channel again. Therefore, the commitment to maintain and maintain investment in the website is in the first phase related to the innovation of the CEO. Therefore, the first proposition is presented as follows:

Proposition 1: The probability of continuing the e-business using of small and medium-sized enterprises is more for firms with innovative executives.

Previous studies have shown that IT knowledge of managers or CEO plays a major role in accepting innovation in an organization (Hossein et al., 2007, 1). In

addition, the results of the study, Stub and Yap (1993), have shown that small businesses with a greater knowledge of IT have the potential to accept high IT. Hossein et al. (2007) evaluated the IT knowledge of executives thoroughly and found that this has a positive impact on the successful implementation of information systems in Malaysian firms. With more knowledge, the degree of uncertainty in IT adoption will be reduced, which will make it less responsive to IT. According to Thang (1999), many small firms postpone acceptance of innovation acceptance as long as barriers to its knowledge are met. Managers of firms do not have the basic knowledge and knowledge about IT. As a result, some of them are reluctant to allocate more resources to the company's website, due to their inability to identify the long-term benefits that they obtain online. Therefore, it is assumed that a CEO with a deep knowledge of IT is necessary to invest in online environments. Based on the findings of the present research, it is assumed that the IT knowledge of the CEO is one of the essential factors in maintaining the company's website. Therefore, the second proposition is expressed as follows:

Proposition 2: The likelihood of continuity of website technology in small and medium enterprises is more for firms with managers who have deeper IT knowledge.

Various studies, such as Flood and Rahman (2003), have demonstrated the relationship between senior management's or CEO's attitude toward IT acceptance and firm success in using the innovation process. In particular, the research confirms statistically that the attitude of the CEO towards the acceptance of IT has a positive and significant correlation with the adoption of e-commerce in the outside world. They observed that small business management is in urgent need of a positive attitude due to the lack of resources to better understand the strategic importance of e-commerce. Similarly, Lean (2005) achieved similar results, saying there is a meaningful relationship between CEO's attitude and the adoption of e-commerce. The existence of this positive relationship is due to the fact that the CEO gave a lot of power in controlling the direction of the decisions. Internet usage can be considered as a strategic decision. Hence, direct perception and personal opinion of the corporate manager plays a very important role in strategic decisions for the development of the use of the Internet. With a more positive attitude, the CEO should, despite the risks and ambiguities of the Internet, be more open-minded than investing in online activities. With regard to the above, it is necessary to take a positive attitude towards innovation, and managers should take the website seriously if they want to see it as a useful, consistent, and functional tool. According to the above mentioned the following proposition is proposed:

Proposition 3: The probability of using a website in small and medium enterprises is more for firms with managers who have positive attitude of accepting IT.

In this research, the firm size is measured by the number of employees. Previous studies have shown that there is a relationship between enterprise size and technology acceptance, suggesting the likelihood of technology adoption by small firms (Ramezani and Kavlovak, 2007). Wongpingonathan and Lorentownstein (2003) examined the

factors influencing decision making in Thailand, and observed that larger institutions have a better chance of developing innovation, since they have more floating resources and the ability to eliminate risks associated with innovation. Another study by Karim (2005) suggests that the likelihood of technology adoption by larger firms is higher. Small and medium-sized enterprises are predominantly suffering from a shortage of resources. Due to this obvious feature, firms face many limitations, including the lack of domestic IT experience and tendency to short-term business plans. Each firm must have enough resources to remain in the world of the Web. These constraints affect the continued use and stability of investment in innovative online activities. According to the above, the following proposition is said:

Proposition 4: The size of the small and medium enterprises (number of employees) affects the intention of website continuity. In this research, the basis of the knowledge of information systems of the firm's employees is the availability of various types of explicit knowledge related to the Internet.

According to Lewins et al. (2003), the lack of IT, experience in a firm is one of the obstacles to e-commerce and affects company decisions about online commerce. Knowledge of information systems of employees is one of the key factors influencing the adoption of information systems (Sang, 1999). Therefore, measuring the level of knowledge with the Web staff is essential to ensure that the website continues to remain in the competitive environment for small and medium enterprises. Clearly, the existence of employees without IT knowledge makes it impossible to use existing technological information (Loans et al., 2003, 2). The knowledge of the information systems of the employees of small and medium enterprises has a great influence on the company's ability to successfully use the website. It is understood that when a firm plans to continue to exist in the web, it must consider the amount of knowledge associated with its employees' websites. According to the above, the following proposition is said:

Proposition 5: Knowledge of information systems employees has a positive impact on the intention of website continuity. In this research, the relative advantage is said to be the degree to which the online business is better than traditional business.

This factor refers to direct and indirect factors that Web technology can provide for a firm. Direct benefits are associated with the internal efficiency of the organization, such as reducing the costs of current business processes. While indirect benefits include potential opportunities that may arise from online commerce. Positive correlation the relative advantage of adopting technology has been proven in many studies (Allem et al., 2008, 1). For example, the comparative advantage of an influential factor in accepting the Internet in emails, home business and e-commerce is the key factor in the use of multiple innovations (meaning access to data, email, EDI, and the use of Internet). In addition, perceived comparative advantage has a significant relationship with the extent of e-commerce development by Australian firms (Chong and Parwan, 2007, 3). Small firms use technology if they need technology to overcome functional lags or gain access to new business opportunities. If firms believe that Web site business

practices improve their business performance, they will tend to be more likely to stay in the web. Therefore, a positive perception of the benefits of having an online business should lead to the continued intention to use the website. According to the above, the following proposition is said:

Proposition 6: The greater the relative advantage of online, the more intentions of website continuity.

In this research, compatibility is said to be the degree to which the technology of the website is compatible with the value of the present, past experiences and the needs of all small and medium businesses. This factor is one of the most popular factors that have been tested in many researches and the importance of innovation compatibility with the acceptance rate of e-commerce in firms has become apparent. Stub (2004) has also shown that, statistically, compatibility is the most significant factor affecting acceptance of e-commerce. Research has shown that adaptation to the acceptance mode is relevant and suggests that firms invest in e-commerce prior to entering the e-commerce world with value concepts and their need for business (Chung, 2004, 3). Therefore, the more compatibility of an innovation with the existing system, attitudes, beliefs, features, and values of the receiving system, the probability of acceptance and continuous use of it will also increase. Hence, if the consensus is maintained on maintaining a business website, owners should adapt their website to their business features in an environment where technologies are changing rapidly. Firms look at the website as their business representative, so the following proposition is presented as follows a critical issue:

Proposition 7: When internet technology has high compatibility with business activities, the likelihood of continued use of the website of small and medium-sized enterprises is greater.

In this research, the cost is the cost of the website and includes the costs of developing and maintaining it. This includes all money and when firms invest in innovative online activities. The literature of technological research shows that the cost of decision making decisions affects innovation. For example, Permkomar et al. (1994) in an empirical study showed that cost is an important variable in the adoption of EDI; the adoption of EDI requires the development of electronic communications firms with their partners; therefore, the cost of an agent is influential. They also observed that Internet technologies that are priced lower are likely to be accepted by firms. Similar to Suleiman (2000), he proved that cost is a significant factor in e-commerce applications. Also, Khatibi et al. (2007) described the cost as an important predictor of the degree to which Malaysian companies are prepared to accept e-commerce. With regard to the above, it can be argued that the probability of continued use of firms from their website is so long that the cost is low, so the following proposition could be put forward:

Proposition 8: Price has a negative relationship with the websites continuity in small and medium enterprises.

Security is one of the technological features that will be considered in this research. Lack of security increases the risk of online business and can prevent the

continued use of the website. In this security research, the sense of security of small and large firms is in the web environment (Solomon, 2000, 6). For example, the Website of Harim Company does not impose any security issues on the firm's business operations process. The remarkable role of this factor in research by Alam et al (2008) is evident that the security issue is a predictive factor in the use of Internet services in Malaysia by all spectrum of adopters. Similarly, Khatibi et al (2007) observed that one of the major barriers to e-commerce in Malaysia was concerns about the security of online transactions and privacy. Fear of losing business information and unwillingness in small and large firms to develop their website level has become more advanced and engaging in activities such as e-commerce. With the lack of acceptance and lack of trust in Internet technologies, we will eventually see the lack of firms in the web. Parker and Kasselmann (2007) highlighted the need to consider security aspects along with the decisions to accept innovation from firms that are affected by the security issue. With regard to the contents mentioned, the following proposition is put forward:

Proposition 9: Continuity of Web site is positively related to online business security.

In this research, external pressure is referred to the compressive factors applied to the environment and external organizations. The main source of external pressure in IT acceptance is competition, social factors, dependence on firms that used to use e-commerce, industry and government (Lacquo et al., 1995, 4). Bringing close-up business relationships with small businesses with business partners may put pressure on the adoption of website development that their partners are advocating. There are several studies that have empirically demonstrated the significant role of external pressure factor in accepting innovation, for example, Karim (2005) has empirically tested the issue that firms with wider relationships to accept ECIT in order to remain in the scene of competition is more likely. Raymond (2001), a research conducted in the Canadian tourism industry, suggests that the way small and medium-sized enterprises use Internet-centric technologies is influenced by the external environment. He observed that external pressure stems from rivals, suppliers, business partners, customers, and expectations from sales. Chong (2004) also found similar results, stating that pressure from customers and competitors in the adoption of e-commerce has a significant impact. With regard to the contents mentioned, the following proposition is put forward:

Proposition 10: More external pressure from customers, suppliers, and partners will lead to continued use of the website.

In this research, external support is referred to as the technical support of foreign intermediary agencies, such as organizations, government, vendors and consultants providing knowledge, training, maintenance and care for the adoption of Web-based technologies in the organization (Sang, 1999, 3). For example, firms are mainly looking for foreign IT consultants and prefer to use applications that are provided by the service provider in the corporate security context, such as internal IT time and finance. The website is an innovation that is extensively deployed with low-cost hosting services,

because this form of implementation is relatively faster and less costly. In other words, government incentives and supports such as non-competitive industries may encourage innovation. Government interventions can be made through subsidies, financial incentives, low cost or free education, and support to use the online framework as a business channel. Thang (2001) observed that external support is a determining factor in the successful implementation of intelligence in Singapore. In addition, Scopula (2003) saw government interventions through computers, government support, financial incentives and training to encourage the use of e-services. Al-Kareem (2005) also showed that if the visions of respondents remain negative about technology and dissatisfied with their service, this will become an obstacle to their decision to accept the Internet, Extranet, EDI Internet, and website. Hence, when the level of external support is high, the level of success of the innovation advocates is also rising and they will continue to be interested in using it. Considering the effective role of external support in reducing barriers to knowledge of enterprise information systems, we can state the following proposition:

Proposition 11: The web site continuity of small and medium enterprises is positively associated with the breadth of external support.

In this study, the rate of web acceptance is divided into two categories (primary and advanced) and five subgroups, which range from 0 (use of email) to level 4 (trade transformation), and from Web acceptance model Theo and Pian (2004)) is adapted. A review of studies has shown that few studies have been conducted on the role of mediation in the acceptance of IT by organizations. Brand and Huyzhang (2008) have identified the impact of innovation acceptance as an intermediary factor in the adoption of more technology in e-commerce. Their research creates a broad understanding of the various factors that influence the intent of adapting innovation. It has also been shown that the mediator of environmental hostility plays an important role in adopting technology in Malaysian firms (Jonathan et al., 2001, 5). Very few studies have investigated the mediating role of technology acceptance empirically. Brand and Huyzhang (2008) have identified the impact of innovation acceptance as an intermediary factor in the adoption of more technology in e-commerce. Therefore, in the present study, it is assumed that the current level of acceptance of the website in the relationship between the intention to continue using the website and the factors affecting it has a mediatorial role. This is in the form of the following statement:

Proposition 12: The positive relationship between the web site continuity of the small and medium enterprises and the factors affecting it will be stronger and the negative relationship will be weaker when a firm is at an advanced level of web acceptance.

Propositions 1, 2 and 3 are examined and verified in the form of the first hypothesis, as well as propositions four and five, in the form of the second sub hypothesis, propositions 6,7,8,9 in the form of the third sub hypothesis and propositions 10 And 11 will be verified in the form of the fourth sub-hypothesis. Proposition 12 is

also equivalent to the third main hypothesis of the present study, which will be verified in the research process.

2. Research Hypotheses

First main hypothesis: The organization internal components have a significant impact on the desire to the e-business continuance in small and medium enterprises

First sub hypothesis: Management characteristics the have a significant impact on the desire to the e-business continuance in small and medium enterprises

Second sub hypothesis: Organization characteristics the have a significant impact on the desire to the e-business continuance in small and medium enterprises

Second main hypothesis: The organization external components have a significant impact on the desire to the e-business continuance in small and medium enterprises

Third sub hypothesis: Technological characteristics have a significant impact on the desire to the e-business continuance in small and medium enterprises

Fourth sub hypothesis: Environmental characteristics have a significant impact on the desire to the e-business continuance in small and medium enterprises

Third main hypothesis: Website acceptance level has a significant impact on the desire to the e-business continuance and its impacting factors in small and medium enterprises

3. Methods

In the present study, using a survey approach, we were looking for factors influencing the continued business of e-business in small and medium enterprises. The research method is descriptive and from the view point of data gathering is descriptive-survey. The local scope of the research includes small and medium enterprises with active Web site in Khuzestan province. The statistical population in this research includes all small and medium enterprises with active website in Khuzestan province at 2017. Using randomized Morgan table the sample included 384 companies. In order to measure the dependent variables of the research, a questionnaire of 53 questions was developed based on the Likert 5 scale. It is also worth noting that in this research, according to research by Ramaya et al. (2016), a researcher-made questionnaire was used. In this research, content validity method was used to determine validity, and Cronbach's alpha was used to measure reliability. SPSS and E-views were used to analyze the data obtained from Excel softwares. To analyze data the OLS regression analysis method was used.

4. Findings

The base correlation coefficient makes up the relationship between the two variables, which allows the conditions for the single distribution of shared between two variables to be allowed. In the present study, due to the normality of the research variables, Pearson correlation method has been used to test the bi-directional relationship between the components of the research. In the correlation matrix (Table 1), the coefficients of correlation of the research components are presented.

Table 1: Correlation between the constructive factors of research hypotheses

Items	Website acceptance level	Management characteristics	Organization characteristics	Technological characteristics	Environmental characteristics	Website continuance intention
Website acceptance level	1					
Management characteristics	0.48	1				
Organization characteristics	0.41	0.65	1			
Technological characteristics	0.42	0.41	0.54	1		
Environmental characteristics	0.71	0.53	0.51	0.61	1	
Website continuance intention	0.67	0.72	0.78	0.84	0.79	1

Considering the 95% confidence level and the significance level of the Pearson correlation coefficient (which is lower than the default value for all relationships (0.05), it can be concluded that the zero assumption of the relations under investigation, based on the absence of relationships this is rejected and the opposite assumption (the existence of the above-mentioned relations) is accepted. In other words, it can be concluded that, based on the correlation coefficients obtained, the statements in question are confirmed in the present research. Since the magnitude of these correlation coefficients is all positive, it can be said that these variables change in the same direction; that is, increase in one leads to another increase.

4.1 Regression analysis: the test of the relationship between the organization internal and external factors and the desire to the e-business continuance

Multiple regression analysis using Excel and SPSS software was used to examine the relationship between the organization internal and external factors and the desire to continuance the e-business in small and medium-sized enterprises with an active website in Khuzestan province. Independent research variables, internal and external factors of the organization (including management features, organizational characteristics, technological characteristics and environmental characteristics) and dependent variable were the desire to continuance the business. From the results of

regression analysis, it can be concluded that the relationship between internal and external factors of organization and the desire to e-business continuance with 95% confidence level is acceptable ($P < 0.05$). Also, the adjusted R2 value is 0.875, which also indicates the relevance of the relationship, so the two main hypotheses of the research are confirmed. And it can be concluded that the desire to e-business continuance can be explained by the internal and external factors of the organization (Table 2).

Table 2: the effect of organization internal and external factors of the on the desire to e-business continuance model regression analysis

Independent Variable	B coefficients	Std. Error	Standardized coefficients	t-value	P
Constant	-2.223	460	-	-	-
Management characteristics	1.835	0.113	0.759	16.258	0.000
Organization characteristics	1.498	0.109	0.406	17.406	0.001
Technological characteristics	1.468	0.167	0.381	14.591	0.002
Environmental characteristics	1.373	0.194	0.412	12.436	0.012

Table 3: Model tests

Model	Durbin-Watson statistic	R2	Adjusted R2
1	1.73	0.877	0.875

Table 4: Regression analysis: analysis of variance

Model		Sum of squares (ols)	df	Mean Square	F	Sig.
1	Regression	100.472	4	100.472	26.319	0.000(a)
	Residual	72.742	301	0.380		

4.2 Independence test errors

One of the assumptions of linear regression is the lack of self-correlation between errors. The Durbin-Watson tests the serial correlation between the remainder (regression error) based on the null-hypothesized statistical hypothesis:

H0: There is no correlation between errors.

H1: There are correlations between the errors.

If Durbin-Watson statistics be between 1.5 and 2.5, the H0 hypothesis (non-correlation between errors) is accepted and otherwise H1 is confirmed. In this study, the amount of Durbin -Watson statistics (Table 3) for the research model is 1.73. Therefore, the assumption that there is no self-correlation between errors in this fitting regression is confirmed.

4.3 Model Suitability Test (ANOVA)

To test the suitability of the fitted regression model, we first make the assumption that the model does not substantially substantiate the dependent variables (Y), which means that there is no relationship between the dependent variable and the independent variables and all the coefficients of the independent variables in the multivariate regression equation are zero. Thus, we can test the significance of the regression equation using F statistics with the following assumptions:

The regression equation is not meaningful

$$H_0 : \beta_1 = \beta_2 = \dots = \beta_k = 0$$

The regression equation is meaningful

$$H_1 : \beta_i \neq 0: I= 1, 2, \dots, K$$

To test the hypothesis, we use the F statistic at the 95% confidence level (error = 5% = α). If the value of F is less than the value of the table with the same degree of confidence, it can be assumed that the variation of the dependent variable (Y) is purely random and is only a function of ϵ (error), in which case the regression equation will be as follows:

$$Y = \alpha + \epsilon$$

If the value of F is greater than the value of the table, then the assumption H0 is rejected, and the opposite hypothesis H1, that is, based on the significance of the regression model, is confirmed; in this case, the justifiable changes are appropriate for the model, or in other words, a meaningful relationship between the dependent variable and the variable (S) are independent. According to Table 4, the F-value for the research model is 264.319 (P-Value = 0/000). Therefore, in this fitting regression, the H0 assumption is rejected at the 99% level and the assumption of a meaningful assumption is confirmed.

As stated, Watson's camera statistic is 1.73, which indicates that there is no self-correlation in error, and therefore we are allowed to use linear regression, the 2 R and 2 R statistics are 0.877 and 0.875, respectively Suggesting that this estimated regression model explains about 87 percent of the behavior of the desire to continue the Internet business as a dependent variable of the model.

4.4 The effect of organization internal and external factors and website acceptance level on the desire to e-business continuance model regression analysis

In this section, to test the main hypothesis of the third study, the regression model is estimated in which the components of the internal and external factors of the organization are separated (including management features, organization characteristics, technological characteristics and environmental characteristics), along with the component the web acceptance level is considered as an independent variable and the desire to e-business continuance as an associated variable. The results are reported in Table 3. 2 R is 0.869 which indicates the significance of the relationship.

Table 5: Model tests

Model	Durbin-Watson statistic	R2	Adjusted R2
2	1.66	0.878	0.869

Table 6: Regression analysis: analysis of variance

Model		Sum of squares (ols)	df	Mean Square	F	Sig.
2	Regression	100.716	5	25.179	65.433	0.000
	Residual	73.498	300	0.385		

Table 7: The effect of organization internal and external factors and website acceptance level on the desire to e-business continuance model regression analysis

Independent Variable	Not standardized coefficients		β Standardized coefficients	t-value	Sig.
	B	Std. Error			
Constant	-2.243	0.480	-	-	-
Management characteristics	0.505	0.103	0.301	4.907	0.001
Organization characteristics	0.460	0.121	0.228	3.802	0.021
Technological characteristics	0.490	0.098	0.258	4.997	0.037
Environmental characteristics	0.385	0.105	0.218	3.660	0.015
Website acceptance level	0.275	0.243	0.315	4.876	0.002

Dependent variable: The desire to the e-business continuance

According to the results and correlation coefficient results, the regression coefficients presented in the above tables are the main and the secondary hypotheses of the research based on the effect of the components of the internal and external factors of the organization separately (including management features, organizational characteristics, technological features And environmental features), along with the component of the Web acceptance level, confirms the website's continuance intention.

The positive and significant coefficients of the variables of management attributes, organization characteristics, technological characteristics and environmental characteristics in the regression equation the desire to continue the e-business shows that the desire to continue the e-business has a direct and significant impact on the component the internal and external factors are organized.

Table 8: Summary of results of research findings

	The research hypotheses	Result
First main hypothesis	The organization internal components have a significant impact on the desire to the e-business continuance in small and medium enterprises	Confirmed
First sub hypothesis	Management characteristics have a significant impact on the desire to the e-business continuance in small and medium enterprises	Confirmed
Second sub hypothesis	Organization characteristics have a significant impact on the desire to the e-business continuance in small and medium enterprises	Confirmed
Second main hypothesis	The organization external components they have a significant impact on the desire to the e-business continuance in small and medium enterprises	Confirmed
Third sub hypothesis	Technological characteristics have a significant impact on the desire to the e-business continuance in small and medium enterprises	Confirmed
Fourth sub hypothesis	Environmental characteristics have a significant impact on the desire to the e-business continuance in small and medium enterprises	Confirmed
Third main hypothesis	Website acceptance level have a significant impact on the desire to the e-business continuance and its impacting factors in small and medium enterprises	Confirmed

5. Discussion

5.1 First main hypothesis

The organization internal components have a significant impact on the desire to the e-business continuance in small and medium enterprises.

Ramayah et al. (2016), in their research, divided the organization's internal components into two parts of the organization's management features and characteristics. Since the findings of the research have shown that both components are affected by the desire to continue the e-business, it can be concluded that the main hypothesis of the present research is confirmed, and the internal components of the organization on the desire to the e-business continuance to acquire has a significant impact on small and medium enterprises.

This finding is based on the results of Thang's research (1999), Jyaraj et al. (2006), Jonathan et al. (2001), Hussein et al. (2007), Kutla and Tatoglu (2003), Flood and Rahman (2003), Ramezani and Kavloak (2007), Wongpinonathuana and Lertwanstein (2003), Karim (2005), Chong (2004), Thang (1999), Dolatabadi and Divine (2004), Feyz et al. (1391) and Ramaya and colleagues (2016) Has been consistent.

5.2 Second main hypothesis

The organization external components have a significant impact on the desire to the e-business continuance in small and medium enterprises.

Ramayah et al. (2016), in their research, divide the organization's external components into two parts: technological characteristics and environmental characteristics. Since the findings of the research have shown that both of these components have an effect on the desire to continue the electronic business, it can be concluded that the second main hypothesis of the present research is confirmed, and the external components of the organization tend to continue to desire to the e-business continuance has a significant impact on small and medium enterprises.

The findings of this research are based on the results of the researches of Qarandagh (2007), Jyarah and Ashkaran (2006), Carancios and Burgess (2006), Permkomar et al. (1994), Permkomar and Roberts (1999), Parker & Cselman (2007) 2003 and Ramaya et al. (2016).

5.3 Third main hypothesis

Website acceptance level has a significant impact on the desire to the e-business continuance and its impacting factors in small and medium enterprises.

Ramayah et al. (2016) have stated in their research that the acceptance level of the web acceptance level on the relationship between the continuity of the web site of small and medium enterprises and the factors affecting it has a significant effect. To validate or reject the hypothesis, two regression models were fitted; the first model included the relationship between internal and external factors on the desire to continue the Internet business (regardless of the web acceptance level), and the second model correlates the

relationship with the consideration the web admission component fit within the equation. The results of the second model show that the coefficients of the effect of each of the four variables of management characteristics, organization characteristics, technological characteristics and environmental characteristics of 0.759, 0.406, 0.381 and 0.412 in the initial state were 0.301, 0.228, 0.258 and 0.315 in the case of variable "Web acceptance level" has been changed. Considering the changes and significant differences between the coefficients in the two models, it can be concluded that the relationship between the independent variables of the model and the dependent variable is influenced by the level of acceptance of the Web. Therefore, the third main hypothesis of the present study is confirmed and it can be stated that the web acceptance level has a significant effect on the relationship between the desire to the e-business continuance of small and medium enterprises and its effective factors.

This research findings are based on the results of research by Alam et al. (2008), Lacquus et al. (1995), Raymond (2001), Mertones et al. (2001), Brand and Huyzhang (2008), Jonath et al (2001) and Ramaya et al. (2016).

5.4 First sub hypothesis

Management characteristics the have a significant impact on the desire to the e-business continuance in small and medium enterprises

According to the linear regression estimation presented in tables 2 and 3, the coefficient of the component of the management feature in the linear equation is the desire to continue the Internet business of employees equal to 0.759 and 0.301 and the probability level is 0.000 and 0.001, which confirms the conclusion of the first sub-hypothesis of the research.

With regard to the above, it can be concluded that the first hypothesis of the research is confirmed and managerial characteristics have a significant effect on the desire to the e-business continuance in small and medium enterprises.

This finding is based on the results of Thang's research (1999), Jyaraj et al. (2006), Karim (2005), Hossein et al (2007), Kotla and Tatoglu (2003), Flood and Rahman (2003), Lane (2006), Ramezani And Kavlovak (2007), Wongpinonovatana and Loretownstein (2003) and Ramaya and colleagues (2016).

5.5 Second sub hypothesis

Organization characteristics the have a significant impact on the desire to the e-business continuance in small and medium enterprises

The characteristics of the organization have a significant effect on the desire to continue the Internet business in small and medium enterprises.

Regarding the linear regression estimation presented in Tables 2 and 3, the coefficient of the organization's attribute component in the linear equation is the desire to continue the Internet business of the employees equal to 0.406 and 0.228 and the probability level is 0.001 and 0.021, which confirms the conclusion of the second sub-hypothesis of the research.

With regard to the above, it can be concluded that the second hypothesis of the research is confirmed and the characteristics of the organization have a significant effect on the desire to continue the Internet business in small and medium enterprises.

This finding is based on the results of Barat and Chaudhuri (2006), Dolakia and Shatteri (2004), Jonathan et al. (2001), Lewins et al. (2003), Allem et al. (2008), Chong and Parwan (2007), Lee (2004), Al-Kareem (2005), Chong (2004), Though (1999), Statehood and Divine (2004), and Ramaya and colleagues (2016).

5.6 Third sub hypothesis

Technological characteristics have a significant impact on the desire to the e-business continuance in small and medium enterprises

Regarding the linear regression estimation presented in tables 2 and 3, the coefficient of the components of the technological features in the linear equation is the desire to the e-business continuance of employees is 0.381 and 0.258 and the probability level is 0.002 and 0.037, which confirms this conclusion of the third sub-hypothesis of the research. Makes

With regard to the above, it can be concluded that the third sub-hypothesis of the research is confirmed, and technological features have a significant effect on the desire to continue the Internet business in small and medium enterprises.

This finding is consistent with the results of Carancius and Burgess (2006), Permkomar et al. (1994) and Ramaya et al. (2016).

5.7 Fourth sub hypothesis

Environmental characteristics have a significant impact on the desire to the e-business continuance in small and medium enterprises

According to the linear regression estimation presented in Tables 2 and 3, the coefficient of the component of the environmental characteristic in the linear equation is the desire to continue the Internet business of the employees is 0.412 and 0.218 and the probability level is 0.012 and 0.015, which confirms the conclusion of the fourth sub-hypothesis of the research.

Given the above, it can be concluded that the fourth sub-hypothesis of the research is confirmed and environmental specifications have a significant effect on the desire to the e-business continuance in small and medium enterprises.

This finding is consistent with the results of research by Jonath et al. (2001), Jyaraj et al. (2006), Suleiman (2000), Parker & Kasselmann (2007), Sokopula (2003), Qaraldaghi (2007) Voramaia et al. (2016) had.

6. Conclusion

The main objective of this study was to investigate the impact of organization internal and external factors on e-business continuance in small and medium enterprises. Therefore, according to previous studies and researches, based on the framework and theories in this field, goals and hypotheses were introduced. The results of data analysis

showed that the components of the organization internal and external factors (including management characteristics, organizational characteristics, technological characteristics and environmental characteristics), along with the component the level of web acceptance on using website continuance has a significant impact. Corporate executives and decision makers consider that small and medium-sized enterprises can enhance their use of e-commerce by better communicating with their business partners, reduce costs in their activities, increase profitability in business, they have access to up-to-date information for decision making, more knowledge of competitors, more marketable ads, and access to new resources.

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