

Trust and Service Quality That Influencing on the Acceptance of Mobile Learning Services among Student in Al-Madinah International University

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Abstract

This study presents the importance of studying Acceptance of Mobile Learning Services among Student in Al-Madinah International University. This study attempts to examine the acceptance possibility of mobile learning and the major factors affecting the application of mobile learning in the context of student in Al-Madinah International University. A quantitative approach survey of 256 students was used in this study. The modified acceptance framework grounded on the Unified Theory of Acceptance and Use of Technology (UTAUT) model is employed for ascertaining the factors affecting the Student in Al-Madinah International University intent to employ mobile learning. The statistical analysis outcomes indicate the citizens' high acceptance level mobile learning. The results indicate that trust based factors (Trust and Service Quality) are the main factors affecting on behavioral intention to use mobile learning. Thus m-learning service providers need to highlight improving the trust in order to facilitate users' adoption and usage of m-learning in Al-Madinah International University.

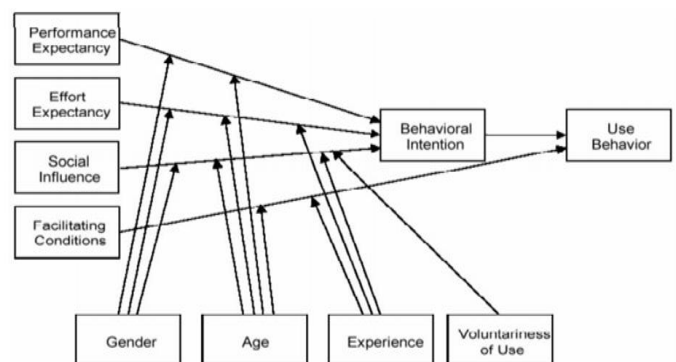
Keywords: Mobile Learning Unified Theory of Acceptance and Use of Technology (UTAUT).

1. Introduction

Mobile learning or m-learning has recently evolved into a real means of education. This has been proven through the growth and impact of groundbreaking technology and implementation of m-learning in the last decade. The growth and development of m-learning has also been in line with the evolution of online world [1], and the rapid development of mobile technology has propelled the creation of wireless M-learning on mobile devices [2]. Further, in line with the development of means of communication, the process of learning has also changed where it has evolved from the conventional face-to-face method to the distance learning and e-learning [3]. M-learning is defined as a type of learning that can potentially happen anytime or anywhere through the use of portable device [4] and this method of learning creates a more personalized learning experience [8]. Additionally, with mobile devices, users would be able to access learning applications in a selection of diverse contexts when interacting with their environment or other users. Moreover, m-learning is increasingly growing and moving from asynchronous to synchronous instructor-to-learner communication and content delivery, owing to the rapid advances in technology. Specifically, asynchronous learning encompasses gaining information without instructor-learner interaction; such as reading and understanding an online article on a mobile device.

2. Theoretical Background

The Unified Theory of Acceptance and Use of Technology (UTAUT) Model is elaborated first in this section to provide comprehension on what determines user acceptance of e-commerce. The Unified Theory of Acceptance and Use of Technology (UTAUT) Model comprises the consolidation of the previous researches linked with TAM [9]. The UTAUT explains the intents of user to use an Information system (IS) and the continuing usage behaviour of user. The theory lays down four (4) key



constructs, which are direct determiners of usage intention and behaviour of user. These determinants include performance expectancy, effort expectancy, social influence, and facilitating conditions.

Figure 1: Unified Theory of Acceptance and Use of Technology (UTAUT) Model Source

3. Research Model Factors

In this section, will discuss the constructs of the proposed model.

i. Service quality

Service quality is generally derived from the perspective of customer attitudes, where quality refers to satisfying the requirements of the customer [10]. In terms of successfully fulfilling requirements of customers, depends on the ability of the organization to identify and meet these requirements [11]. From viewpoint of the organization, customers must be perceived as persons with individual requirements and in instances where a standard level of service quality is established to satisfy these requirements, organizations that claim to be providing their customers with high-quality services are obliged to satisfy the requirements of their customers.

ii. Trust Factor

Trust a number of studies suggest that the reason why many people have not yet used online services is due to the lack of trust in online businesses [3]. However, user trust can be defined as feeling secure and confidence about relying on service [12]. In the mobile services environment trust get an important factor for user to accept it [13]. Moreover, it has a positive influence on the development of positive user intention to use [6]. Familiarity, which was defined as an understanding of what, why, where, and when other parties do what they do, also contributes to trust in e-commerce situations [7].

4. Research Framework and Hypotheses

After considering the factors that might affect users' acceptance of m-learning this study combined two additional constructs into Unified Theory of Acceptance and Use of Technology (UTAUT) in order to investigate the factors that might affect university student acceptance of m-learning: service quality and trust factor. The condensed model can cover the explanation of m-Learning user in this context.

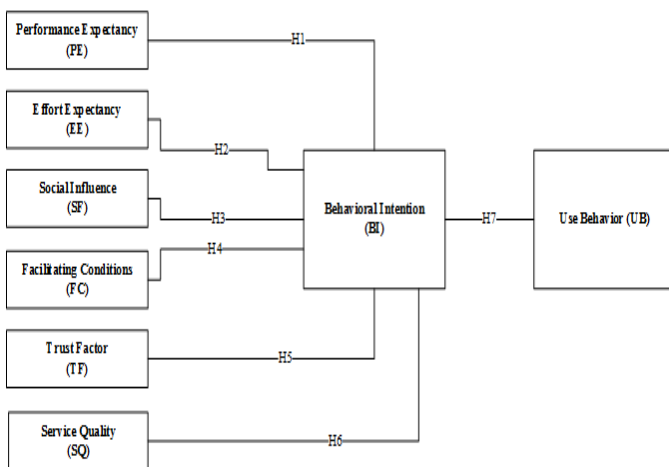


Figure 2. Research Framework

5. Research Methodology

The numbers of sample in this research is 300 students but this study collect the questionnaires 256 set. This study collected data by online survey from Al-Madinah International University. The questionnaire is divided into Question in this part, this study used many items in each constructs for examine the relationship between seven main factors with behavioral intention to use mobile learning and assess the likelihood of level of acceptance. The questions using a 5-point scale was employed to collect the data and then this study analyzed by correlation analysis.

6. Analysis Result of Part

Correlation analysis is conducted to assess the relationship between six main factors and behavioral intention to use m-Learning. As a summary, each zero-order correlation test of each of the hypotheses demonstrates significance. As such, all the hypotheses are supported at this level. Also, service quality, student readiness, trust factor, compatibility perceived usefulness, and perceived ease of use factors demonstrate positive indirect relationships with the behavioral intention to use of m-learning. Aside from that, compatibility and perceived ease of use have positive indirect relationships with the perceived usefulness. Having obtained the results (previous section), the correlations amongst all factors in the proposed model are illustrated in table 1.

Table 1: Path Coefficients and t-Values of the Hypothesis

The relationship or path	Standardized regression coefficient	Critical ratio or (t-value)	P-value	Significance
BE & BI	0.455	1.20	0.05	Yes
EE & BI	0.279	2.40	0.001	Yes
SF & BI	0.373	1.50	0.001	Yes
FC & BI	0.293	3.01	0.02	Yes
TF & BI	0.301	4.44	0.02	Yes
SQ & BI	0.243	3.24	0.001	Yes
BI & UB	0.123	1.40	0.001	Yes

7. Conclusion

Among the students, the motivational factors for use of M-learning are Performance expectancy, effort expectancy, social influence, facilitating conditions, trust and service quality. The factor of Performance expectancy, effort expectancy, social influence, facilitating conditions, trust and service quality motivates the participants to employ M-learning. For educational plan, organization and policy maker must really pay attention to technology element. Taking into account the element of technology element might provide assurance of a higher percentage, which would assure effective implementation. Focusing on the factors of

Performance expectancy, effort expectancy, social influence, facilitating conditions, trust and service quality among the educational technology students may ease the integration of m-learning and social media in the context of education. In order to get students to feel motivated to use m-learning, m-learning has to have suitable content and appear attractive to the user. The implementation of social media may benefit from support towards social influence so that the use of m-learning can be fostered.

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