The role of trust on continuance intention to use e-campus

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Abstract. A sample of 315 subjects completed a questionnaire assessing trust towards continuance intentions. The objective of the present study was to determine the role of trust in predicting continuance intention to use e-campus. The study described in this paper used quantitative and survey research method. Data was analysed using simple linear regression analysis. The results indicate that trust were positively related to continuance intention explaining a total of 22% variance.

1. Introduction

Recent advances in information technology have led many industries, including the education sector, to benefit from the technology. There are several most influential technologies in the education industry such as LMS (Learning Management System) such as Blackboard, Moodle, and others. While this technology is commonly used in higher learning institutions around the world, there are still some users who do not adequately use this technology in formal education. Based on the literature review, researchers use many common theories to understand users’ acceptance of information systems, such as TAM, UTAUT, DOI and others. While these theories dominate the literature on acceptance of information systems, there is an essential element that has been ignored in the literature on information technology which is known as "consumer trust" particularly in higher education contexts. Previous studies in different contexts have shown that trust can affect the acceptance of system knowledge as can be seen in AA BB and CC studies. Therefore, this study aims to identify the role of "trust" in the acceptance of system information in the context of higher education. To achieve this goal, we have reviewed the literature to identify relevant studies that can help us to gain a deeper understanding of the construct and subsequently be applied to meet the objectives of this study. The rest of the paper is as follows. Section 2 deals with study of the literature. Section 3 addresses the methodology Section 4 presents the analysis. Section 5 outlines the discussion and findings of the survey.
2. Literature review

2.1. Previous study of trust and continuance intention

According to Sociology theory, "trust" plays a very important role in human life. Sociologists have identified a very clear and simple definition of "trust" in which human civilization cannot continue without the elements of trust[1]. Information system researchers used the "trust" variable originating from the psychology and sociology source by integrating this construct in information system acceptance studies. There are several previous studies that incorporate trust in order to explain why users accept a particular information system in different contexts. Study by [2] found that trust was positively affected continuance intention of mobile payment. Another study by [3] found that there is positive and significant relationship between trust and continuance intention to adopt e-payment in Indonesia. While study by [4] indicates the evidence of the relationship between trust and continuance intention to use mobile commerce. Study by [5] found that Trust, flow and satisfaction conjointly affect continued purchase intention. Study by [6] found that e-trust has a positive and significant relationship with loyalty. Study by [7] found positive and significant relationship between trust and satisfaction. Another study by [8] found positive and significant relationship between customer trust and customer loyalty. Study by [9] found that customer trust positively related to sustainability and customer intention to purchase e-commerce in social media. Study by [10] found that trust will positively influence Jordanian customers’ intention to adopt Mobile banking. While study by [11] Overall trust in an Internet vendor positively influences the intention of the consumer to purchase online.

![Research model](image)

Figure 1. Research model

3. Methodology

A validated questionnaire to investigate student's adoption of e-campus services in Malaysia was adopted and quantitative research approach based on a paper-and-pencil self-administered cross-sectional survey was used. The variables were measured using the 5-point Likert Scale, with 5 being ‘Strongly Agree’ and 1 being ‘Strongly Disagree’. This study was carried out at a private higher learning institution in Malaysia. It is a university that concentrates Islamic studies as a niche area. The study instrument was distributed using convenience sampling technique, with the aid from student affair personnel. The decision to use the student affair personnel was that they were able to more efficiently manage the instrument distribution.

4. Data analysis

This study uses SPSS by means of a simple linear regression analysis to test the hypothesis of the study. The statistical analysis of the hypothesis revealed a significant result (β= 0.471, p<0.001), with total variance explained of 22% . (see Table 1)
Table 1. Hypothesis 1

| Hypothesis                  | Beta coefficient | t-value | p-value | remark | Variance explained |
|-----------------------------|------------------|---------|---------|--------|--------------------|
| Trust – continuance intention | .471***          | 9.449   | 0.001   | supported | 0.22               |

***p<0.001

5. Discussion

Based on the analysis data, we found that the findings of the study are in line with previous studies conducted by [12] and [13]. The research done by [12] deals with the relationship between trust and “continuance” in the context of halal food recommendation. Study by [12] revealed that trust has significant and positive effects on intention to recommend halal food. While studies conducted by [13] are related to the relationship between brand trust and purchase intention in the context of brand consumerism. According to [13], the structural relationship between perceived value, brand trust, and purchase intention were confirmed. This finding further strengthens the claim that “trust” is a multi-contextual concept which can be used in the higher education context. This study will encourage information system infrastructure providers to understand the needs of consumers before designing and operating technology on campus. Once it has been identified, university administrator and providers of information technology infrastructure will be able to avoid losses resulting from the rejection of a technology.

6. Conclusion

This finding will also help university administrators to design the information technology system that their students need without making waste. In this investigation, there are several sources of error. Although the value of the variance explained was relatively high at 22%, this study used only 1 construct and approximately 88% was contributed by the other variables. Second, the current paper only used data from only one private higher learning institution. Further research should focus on other users from other private higher learning institution.

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