Continuance intention to use e-campus: The role of service quality in Malaysian higher education context

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Abstract. This article examines the role of service quality on continuance intention to use e-campus among private higher education students. This research uses only one predictor taken out from well-established information system success model, namely, ‘De Lone & Mclean Success Model. A quantitative research method is used and paper-and-pencil self-administered questionnaire survey as method of data collection. Data was analysed using simple linear regression analysis. The results indicate that service quality were positively related to continuance intention to use e-campus explaining a total of 24.2% variance. This paper provides an extension of service quality in the post adoption stage at private higher learning context. Implications for service provider are highlighted.

1. Introduction

The rapid development of information technology has encouraged both scholars and organizational administrators to contribute their ideas to their development and to take advantage of this technology. Almost all matters of human life involve the use of information technology. Despite the rapid development of this technology, there is a critical issue that information technology practitioners and practitioners need to address. Rejection of technology is a very critical issue which, if not treated properly, will result in losses on the already made investment. According to [1] individual user-level IS continuance is also crucial to the sustainability of many business-to-consumer electronic commerce companies, such as Internet service providers (ISPs), online retailers, online banks, and others. Another study by [2] argues that the continued use of information system is vital to the successful implementation of IS among firms in a competitive marketplace. The study results show that rejection of the technology is a setback for IS providers and other stakeholders. This study therefore aims at examining the effect of quality service on the intention to continue using the e-campus.

2. Literature review

2.1. Service quality to continuance intention

According to [3] continuance intention was determined by service quality. Study by [4] found that service quality were significant antecedents of the continuance intention to participation in massive open online course(MOOCs). While study by[5] found a positive and significant relationship between service
quality and loyalty. Another study by[6] found that service quality are strongly linked to intention to use electronic procurement system. Study by[7] found that interpersonal service quality are positively related to retail patronage intentions. Another findings in the [8] study indicate a favourable relationship between quality of e-services and behavioural intentions. While study by [9] found that global e-service quality had a significant positive influence on behavioural intentions. Study by [10] show that citizens’ intention to adopt e-government transaction services was predicted by service quality. According to [11], citizens' intention to use e-filing was determined by service quality. While study by [12] show that on visit intention was predicted by perceived customer service.

![Service quality Continuance intention](image)

**Figure 1.** Research model

### 3. Methodology

We collected data via paper-and-pencil self-administered. We asked an administrator from student affair department to help us to distribute the survey. A total of 500 graduate students completed the entire survey. For this study a 6-item questionnaire was designed, and a multi-item Likert scale was adopted in accordance with established literature in the IS domain. The scale was evaluated using the Likert Scale of 5 points, ranging from with 5 meaning 'Strongly Agree' and 1 'Strongly Disagree'

### 4. Data analysis

Simple linear regression was conducted to measure the proposed model and examine the hypothesis. For this study, there were only one variables used to predict the dependent variable which is continuance intention. The results of this study revealed that service quality have positive effects on continuance intention (β= 0.492, p< 0.001)

![Hypothesis testing](image)

**Table 1.** Hypothesis testing

| Hypothesis          | Beta coefficient | t-value | p-value | remark     | Variance explained |
|---------------------|------------------|---------|---------|------------|--------------------|
| Service quality – continuance intention | .492             | 10.005  | 0.001   | supported  | 0.242              |

***p<0.001

### 5. Discussion

The purpose of this study was to explore the effect of service quality on continuance intention to use e-campus. The results showed that service quality were significantly related to continuance intention. The proposed model explained 24% of the variance in continuance intention. This finding inline with previous research. e.g.[3] who found that service quality to be stronger than perceived usefulness. This finding suggests that individual users need to have a very good perception of the service provided by the service provider in order to ensure long-term satisfaction and, finally, to be loyal to the system. Therefore, service providers need to pay more attention to the quality of service as it affects the continuity of use of a system. Service providers need to provide training for technicians and their staff to provide a fast, honest, friendly and gentle response to the user system.
6. Conclusion

The contributions of this research should be viewed in the light of several limitations. First, the sample was not drawn by mean of probability sampling technique and thus representativeness will be an issue. Another drawback is the use of self-reported questionnaires which is causing concern of common method bias. In future investigations, it might be possible to use a different method of collecting data such as obtain measures of the predictor and criterion variables from different sources[13].

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