Identification of content quality perspective for continuance intention in e-campus application: Insights from Malaysia

Norhafizatul Sheha binti Dzulkepli¹ and Fahmi Zaidi Abdul Razak²

¹Faculty of Information Technology and Communication, Sultan Ahmad Shah Pahang Islamic University College (KUIPSAS)
²Research and Innovation Department, Sultan Ahmad Shah Pahang Islamic University College (KUIPSAS)

Email: fahmizaidi@kuipsas.edu.my

Abstract. This study enhances the existing literature on post acceptance study by examining the role of IS success contract in explaining user continuance intention in higher learning institution context. In this study, we investigate how content quality influences user continuance intention to use e-campus. Data was obtained from 500 undergraduate and post graduate students from private higher learning in Malaysia through paper-and-pencil self-administered questionnaire survey. The findings show content quality is positively affect user continuance intention to use e-campus. The findings also indicate that the variance explained in continuance intention was 21 percent. Practical implications for this study are discussed.

1. Introduction

The quality of information in a system is very important to ensure its efficiency of usage. Several previous studies have shown that there is a significant relationship between information quality and continuance intention. Based on studies conducted by [1], it is evident that there is a significant relationship between information quality and intention to use e-government. Another study by [2] found that information quality were positively related to intention to continue usage. While study by [3] found that information directly affect perceived individual benefits and user satisfaction. The findings show that information quality is not only related to continuity of use but also related to satisfaction. These findings prove that users do not want to use a complex system with unclear information. On the other perspective, research on the use of information technology is very critical for ensuring the continuous usage of IT systems. If the system is not completely used, there would be a loss as the investment for IT facilities is very costly. Therefore, the primary objective of this paper is to investigate the role of content quality on continuance intention to use e-campus.
2. Literature review

2.1. Content quality towards continuance intention
Study by [4] show that content quality plays a significant role on continuance intention. Another study[5] found that information quality plays a positive and significant role with the mobile banking services continuance intention. Study by[6] show that information quality affecting usage continuance intention. Study by[7] found that perceived marketer affected information quality and perceived service content quality in social media plays a significant role towards perceived customer retention orientation. Another study by[8] shows that information quality significantly affect continuance intention to mobile sites. Study by[9] showed that continuance intention to use rating system was determined by information quality. While study by [10] found that content quality plays a significant role in explaining system use. Another study by[11] showed that content quality has a positive relationship with users’ intentions to revisit a blog. While study by [12] found that user’s continuance intention to use online knowledge community was determined by knowledge quality. Study by [13] show that there is a positive and significant relationship between information quality and continuance intention to use Facebook in learning

![Figure 1. Research model](image)

3. Methodology

To gather empirical evidence, a survey was conducted. There was a questionnaire in two- form. The first part used a nominal scale and the second part used a Likert scale of five points. The questionnaire was first translated to Malay to ensure that the targeted sample understood exactly all the items. After the translation process, the final set of the questionnaire items to be used in the main survey was confirmed. For this study, the convenience sampling technique was used. Convenience sampling is a technique of non-probability sampling where the samples are chosen due to their convenient accessibility and proximity to the investigator. It is a sampling technique that is widely used in business research because it is simple, cost-effective, easy and subjects are readily available [14]

4. Data analysis

A simple linear regression with SPSS 22 software was used to assess the proposed model. Since there is only one predictor, explanatory power of the model is quite low; $R^2$ values were only 0.21 in continuance intention and the coefficients are significant at $p < 0.01$ as shown in Table 1.

| Hypothesis                        | Beta coefficient | t-value | p-value | remark  | Variance explained |
|-----------------------------------|------------------|---------|---------|---------|--------------------|
| Content quality – continuance intention | .458***          | 9.125   | 0.001   | supported| 0.21               |

***p<0.001
5. Discussion

The results show that content quality has a positive and significant impact on the continuance intention explaining a total of 21% variance. The findings of this study also support the findings of [13] who found that information quality plays a significant role in explaining user’s intention to use Facebook as an educational usage. From the other perspective, this study does not support the findings of [15] who found that information quality was not related to continuance intention. Although this study is able to provide additional information on the role of quality content on continuance intention, there are some weaknesses that need to be addressed. First, this study is a cross-sectional study.

6. Conclusion

The limitation of the cross-sectional study is that the data taken in a snapshot and the perceptions of the respondents that might change over time will influence the findings of the study in the future. Therefore, future studies need to be carried out on a longitudinal basis. Second, this study used only one variable. Future studies need to use variables other than content quality as found in the complete De Lone & Mc Lean ISSuccess Model.

Acknowledgments
This research is supported by grants from the Sultan Ahmad Shah Islamic University College (KUIPSAS) (Project No. Y201636043).

References

[1] S. Almahamid, A. C. Mcadams, T. Al Kalaldeh, and A.-S. MO’TAZ, “The relationship between perceived usefulness, perceived ease of use, perceived information quality, and intention to use e-government.,” J. Theor. Appl. Inf. Technol., vol. 11, 2010.

[2] T. Ramayah, N. H. Ahmad, and M.-C. Lo, “The role of quality factors in intention to continue using an e-learning system in Malaysia,” Procedia - Soc. Behav. Sci., vol. 2, no. 2, pp. 5422–5426, 2010.

[3] Y. Zheng, K. Zhao, and A. Stylianou, “The impacts of information quality and system quality on users’ continuance intention in information-exchange virtual communities: An empirical investigation,” Decis. Support Syst., 2013.

[4] K. H. Kim, K. J. Kim, D. H. Lee, and M. G. Kim, “Identification of critical quality dimensions for continuance intention in mHealth services: Case study of onecare service,” Int. J. Inf. Manage., 2019.

[5] S. K. Sharma and M. Sharma, “Examining the role of trust and quality dimensions in the actual usage of mobile banking services: An empirical investigation,” Int. J. Inf. Manage., 2019.

[6] J.-W. Lian, “Why is self-service technology (SST) unpopular? Extending the IS success model,” Libr. Hi Tech, vol. ahead-of-p, no. ahead-of-print, p. LHT-01-2018-0015, Aug. 2018.

[7] J.-Y. M. Kang and J. Kim, “Online customer relationship marketing tactics through social media and perceived customer retention orientation of the green retailer,” J. Fash. Mark. Manag. An Int. J., vol. 21, no. 3, pp. 298–316, Jul. 2017.
[8] T. Zhou, “Understanding continuance usage intention of mobile internet sites,” *Univers. Access Inf. Soc.*, vol. 13, no. 3, pp. 329–337, Aug. 2014.

[9] C.-W. Chen, “Five-star or thumbs-up? The influence of rating system types on users’ perceptions of information quality, cognitive effort, enjoyment and continuance intention,” *Internet Res.*, vol. 27, no. 3, pp. 478–494, Jun. 2017.

[10] Y.-S. Wang, H.-T. Li, C.-R. Li, and C. Wang, “A model for assessing blog-based learning systems success,” *Online Inf. Rev.*, vol. 38, no. 7, pp. 969–990, Nov. 2014.

[11] H. Lu and M. Lee, “Demographic differences and the antecedents of blog stickiness,” *Online Inf. Rev.*, vol. 34, no. 1, pp. 21–38, Feb. 2010.

[12] T. Zhou, “Understanding online knowledge community user continuance: A social cognitive theory perspective,” *Data Technol. Appl.*, 2018.

[13] C.-H. Wu and S.-C. Chen, “Understanding the relationships of critical factors to Facebook educational usage intention,” *Internet Res.*, vol. 25, no. 2, pp. 262–278, Apr. 2015.

[14] R. H. Tsiotsou, “The role of social and parasocial relationships on social networking sites loyalty,” *Comput. Human Behav.*, vol. 48, pp. 401–414, 2015.

[15] J. Iivari, “An empirical test of the DeLone-McLean model of information system success,” *ACM SIGMIS Database DATABASE Adv. Inf. Syst.*, vol. 36, no. 2, pp. 8–27, 2005.