Impact of performance expectancy on continuance intention to use e-campus: An empirical study from Malaysia

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Abstract. The use of information technology is widespread across various sectors. However, technology usage is sometime declining among certain individuals, and it is a drawback because the technology is not completely utilized. This study proposed that performance expectancy will have a relationship with user continuance intention. We use validated instrument obtained from previous study. Data was collected from 315 undergraduate and post graduate students from Malaysian private higher learning institution. The software SPSS 22 was adopted to analyse the proposed model. Statistical results demonstrated that performance expectancy is a strong predictor of user continuance intention. Implications for practitioners based on the results were discussed

1. Introduction

Advances in the development of information management have driven so many people, from conventional to modern and even more advanced. Higher education institutions are part of the sector to benefit from this. However, there are still individuals who refuse to use information technology for a number of reasons, and if the refusal occurs in large numbers and on a continuous basis, there will be losses as the investment in IT infrastructure is huge. Studies on continuous use of information technology are therefore essential. Based on information technology literature, we have found that there are a number of theories and models that can explain why people continue to use information technology, such as UTAUT[1] theory, DOI[2], De Lone Mc Lean[3] and many others. Emphasizing on the issues of technology rejection, this study proposes a simple research model to understand the role of performance expectancy on continuance intention to use e-campus
2. Literature review

2.1. Performance expectancy on continuance intention

Study by [4] found that continuance intention to use Blackboard was positively determined by positive performance expectancy. While study by [5] indicates that continuance intention to use electronic health records were positively affected performance expectancy. Another study by [6] found that performance expectancy has a positive and significant relationship with continuance intention to use E-Payment in Indonesia. Another study by [7] proved that and continuance intention to use mobile apps was determined by performance expectancy. Study by [8] indicates that continuance intention to use Massive Open Online Courses (MOOCs) was also predicted by performance expectancy. Study by [9] indicates that the continuance intention to use mobile sports apps in Korea was influenced by performance expectancy. The positive and significant linkage between performance expectancy and continuance intention is also found is the study conducted by [10]. Another study by [11] indicate that continuance intention was also successfully predicted by usefulness. Study by [12] found that the continuance intention of MOOCs was positively determined by perceived usefulness. Study by [13] found that online shopping continuance in Saudi Arabia was predicted by perceived usefulness.

3. Methodology

We refer to the literature as a source to obtained the questionnaire. For this research we uses Likert scale and a 7-item questionnaire, with a scale of 5 for 'Strongly Agree' being and 1 for 'Strongly Disagree'. Convenience sampling technique was utilized to obtain research data. Respondents were asked to take part in the survey. Respondents will then self-assessed the survey and were asked to circle the response that best explained their level of agreement with the questionnaire item.

4. Data analysis

After entering data, the next step is to analysed using SPSS 22. Evaluation for the internal consistency has been carried out using Cronbach’s alpha (see table 2). Further, the analysis of simple linear regression is used to examine the determinants of e-campus continuance intention. The regression results were presented using a 1 per cent level of significance and shows that performance expectancy ($\beta=0.581$, $p<0.001$) is significant predictor of the e-campus continuance intention.

![Figure 1. Research model](image-url)
Table 1. Hypothesis testing

| Hypothesis                              | Beta coefficient | t-value | p-value | remark | Variance explained |
|-----------------------------------------|------------------|---------|---------|--------|--------------------|
| Performance expectancy – continuance intention | .581***          | 12.616  | 0.001   | supported | 0.34               |

p<0.001

Table 2. Internal consistency

| Construct                  | No of item | Internal consistency |
|----------------------------|------------|----------------------|
| Performance expectancy     | 4          | 0.86                 |
| Continuance intention      | 3          | 0.92                 |

5. Discussion

The findings of the study add valuable insights to the current literature on online loyalty by examining the role of performance expectancy on continuance intention. The simple proposed model is supported with a moderate variance explained of 34% as shown on Table 1. The results show that performance expectancy directly affect continuance intention to use e-campus. Evidence from this study suggests that the more users can benefit from the system, the higher the intention to continue using it. Therefore, the design of the e-campus should be more inclusive to accommodate users need. The results are in line with the findings of previous m-advertising studies [14], online purchasing tickets [15] and information kiosks [16].

6. Conclusion

It has also been suggested that users would definitely embrace a specific system if they think the system has benefits. If people thinks that by using e-campus is able to find relevant information with much less time and location constraints by using the e-campus, they are more likely to consider e-campus.

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