The impact of innovativeness on user satisfaction to use e-campus

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Abstract. The primary purpose of this study was to explore the role of innovativeness in explaining user satisfaction in using e-campus. The study uses only one independent variable which is innovativeness. Data were collected by mean of paper-and-pencil self-administered questionnaire. Data were collected from 500 undergraduate and postgraduate students from private university in Kuantan Malaysia using a validated set of questionnaire. A series of regression statistics has been performed to answer the research question. A regression model revealed that innovativeness had significant impacts on satisfaction with e-campus use with a total variance of 13. per cent. The study highlights the importance of innovativeness in in explaining e-campus satisfaction.

1. Introduction

Innovation is a special characteristic of individuals that is critical to encouraging individuals to enjoy new technology. Many recent studies have been performed to determine the effect of innovativeness on the information system acceptance. Study by [1] found that perceived usefulness of Wireless Internet on Mobile Devices (WIMD) was predicted by personal innovativeness. Another study by [2] found that intention to purchase full electric vehicle was determined by personal innovativeness. It can also be seen in the study by [3] who found that the performance expectancy significantly explain the innovativeness of teachers. Another study by [4] revealed that in terms of using open access journal (OAJ), personal innovativeness is the second important predictor. Such research need to be further undertaken as information system acceptance studies are critical to ensure the survival of the information technology industry. The IT facilities take a lot of investment and if the technology is not completely used then waste will occur. Accordingly, the aim of this study is to investigate the relationship between innovativeness and satisfaction. The following sections discussed the theoretical background to the information system acceptance studies. The research hypotheses are then posed to fulfill our research objective. This is preceded by the data collection and analysis procedure. Then, the finding and its implication will be discussed. Eventually, it will address the drawbacks, recommendations for future studies, and the paper's conclusion accordingly.
2. Literature review
This study firstly examines the literature related to the adoption of information technology. We identify two constructs as searching keyword namely satisfaction and innovativeness.

2.1. Satisfaction
Satisfaction can be seen as the gateway to maintaining and nurturing a lasting relationship with users. In the present research, we define user satisfaction as a good experience of using a-campus application.

2.2. Innovativeness
Previous study on the relationship between innovativeness and satisfaction has been carried out by [5]. According to [5], the goal of this study is to develop an embedded model specifically designed to estimate and describe the continued use of SST (Self-service technologies). This is research was developed based on theoretical integration which combining theory of planned behaviour (TPB), technology acceptance model (TAM) and technology readiness (TR). According to [6] consumers’ continuance intention was significantly predicted by innovativeness. Study by [7] found that continuance intention to use mobile finance apps was successfully determined by personal innovativeness. While study by [8] found that customer intention to adopt mobile internet was positively determined by innovativeness in the context of Saudi. Study by [9] found that continuance intention toward m-commerce was predicted by personal innovativeness. Another empirical study by [10] have shown that adoption intentions of mobile commerce significantly predicted by personal innovativeness. Study by [11] continuance intention of using mobile payment was successfully determined by personal innovativeness. Another study by [12] found that the website continuance intention was depended on CEO’s innovativeness. Another study by [13] found that intention to use mobile shopping positively predicted by personal innovativeness. Study by [14] show that mobile payments acceptance in India was significantly explained by innovativeness.

![Research model](image)

Figure 1. Research model

3. Methodology
The instrument used in the study has been adopted from previous study to ensure it’s content validity. The scales for innovativeness and satisfaction are based on [15] and [16] The data were collected using a self-administered questionnaire in only one private higher university. A multi-item Likert scale was adopted, in line with established research in the IS domain. The variables were evaluated using the 5-point Likert Scale where 5 were 'Strongly Agree' and 1 were 'Strongly Disagree'.

4. Data analysis
To test the proposed study hypotheses a simple linear regression approach was used. The model contributes for 13% of user satisfaction variation in using the e-campus. This research offers support for perceived innovativeness in predicting user satisfaction in the sense of the e-campus, consistent with the results of [17]. The results shown in Table 1 indicate that innovativeness ($\beta = 0.372, p < 0.001$) have significant relationship with satisfaction to use e-campus.
Table 1. Hypothesis testing

| Hypothesis                  | Beta coefficient | t-value | p-value | remark   | Variance explained |
|-----------------------------|------------------|---------|---------|----------|--------------------|
| Innovativeness – satisfaction | .372***          | 7.090   | 0.001   | supported | 0.13               |

***p<0.001

5. Discussion
This study aimed to determine factors that influence students’ satisfaction to use e-campus in Malaysian higher private institutions. Consequently the study concentrated only on the prediction of innovativeness on continuance intention to use e-campus. The results showed that innovativeness is significant and positively related to continuance intention to use e-campus. The variance explained of innovativeness was small and accounted for only 13 percent of the variance in the continuance intention to use e-campus.

6. Conclusion
Our results are consistent with a number of prior studies where innovativeness has positive relationship with continuance intention. Realizing that there are a number of other factors not included in the analysis that can affect acceptance of the e-campus, the result provides us with a clearer understanding of the factors affecting acceptance of the e-campus within this sample.

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