Determinant of users’ intention to adopt Pahang Mart on-line Portal in Malaysia: The role of perceived ease of use

Wan Hashridz Rizal bin Wan Abu Bakar1, Nur Aulia Fahada binti Misaridin2, Mohammad Zulfakhairi bin Mokhtar3

1Faculty of Islamic Studies, Sultan Ahmad Shah Pahang Islamic University College (KUIPSAS)  
2Faculty of Management Studies, Sultan Ahmad Shah Pahang Islamic University College (KUIPSAS)  
3Faculty of Management Studies, Sultan Ahmad Shah Pahang Islamic University College (KUIPSAS)

Email: rizal@kuipsas.edu.my

Abstract. Due to the various benefits offered by the information technology system, the government has taken the initiative to develop the Pahang Mart online portal system for the convenience of the people of Pahang. However, if this technology is not used optimally then the government will incur losses due to the very large investments that have been made. Therefore, this study aims to identify the role of perceived ease of use in explaining the intention to use Pahang Mart online portal. This study was conducted in the state of Pahang with a total of 127 respondents. The sampling technique used is non-probability sampling. The findings of the study prove that perceived ease of use has a positive and significant relationship with the intention to use Pahang Mart on-line portal.

1. Introduction

Pahang Mart’s official portal was launched in April to make it easier for society to buy products when Covid 19 hit the region. The portal shows a list of supermarkets with their sales items that operate in Pahang state. For the first step, it has been implemented in Kuantan, however it will be implemented in other districts sooner. The perceived ease of use is the term for the degree to which creativity is viewed as easy to understand, to learn or to work. Previous studies have shown that the perceived ease of use reflects the willingness of customers to experiment with emerging technology and quickly determine its benefits. Next, people want to use or not to use an application to the extent that they think it will help them do their job better. Therefore, in this scenario, the researchers will see whether the people of Pahang use this platform in their everyday lives.
2. Literature review

In a study by [1] on government servant who taught in Malaysian public schools, the finding suggests that perceived ease of use is positively linked to continued intent to use e-government. According to [2] regression analyses suggests that perceived ease of use may in fact be a causal antecedent to perceived usefulness, as opposed to toy being a related, direct determinant of device use. Implications are being taken on consumer acceptance for future study. Study by [3] found three factors, namely perceived ease of use, perceived usefulness and subjective standard influencing the intention of young consumers to buy online through social media.

In a study titled “An empirical examination of factors influencing the intention to use mobile payment” by [4] founds that m-payment was significantly influenced by perceived ease of use and perceived usefulness. Meanwhile in a study by [5] findings indicated that the behavioural intent of users towards mobile commerce (MC) was significantly affected by all variables except perceived ease of use. The results of another study by [6] have significant consequences for both science and practise. First, perceived trust, perceived utility and perceived ease of use are crucial to the success of an online trading system. Another study by [7] perceived ease of use has been found to have a major impact on the intent of teachers to use technology. The findings of a study by [8] show perceived user-friendliness has a statistically important impact on the desire to shop on the Internet. The results [9] show that perceived ease of use is a powerful determinant of the intention of adopting online banking. Study by [10] show that M-payment was significantly influenced by perceived as user friendly.

Accordingly, we proposed:

H1: Perceived ease of use and intention to use will have a positive relationship

![PEOU](image)

*Figure 1: Research model*

3. Methodology

We conducted a survey of the intention to use Pahang Mart Portal in Kuantan, to test the proposed research model. For this study, a 5-item questionnaire was developed and Likert scale was utilized as a measurement scale. The variables were evaluated using the 5-point Likert scale, with 'Strongly Agree' being 5 and 'Strongly Disagree' being 1. The questionnaire originally came from English and was then translated to Malays to ensure the participant correctly understood the context of each object. Accordingly, the translation process has been conducted with care and we make sure there is no meaninglessness.

4. Data analysis

To test the research hypothesis, simple linear regression was used. The results of the study show that Pahang Mart online portal adoption was significantly explained by perceived ease of use $\beta=0.71$, $p<0.05$. The regression model account for 50 percent of variance in intention to use. (See Table 1)
Table 1: Variance explained

|       | R     | R²   | Adj. R² | Std. Error of the Estimate |
|-------|-------|------|---------|----------------------------|
|       | .712* | .507 | .503    | .54569                     |

Table 2: Beta coefficient

| Unstandardized beta | Standardized beta | t   | Sig. |
|---------------------|-------------------|-----|------|
| B                   | Std. Error        | Beta|      |
| .742                | .066              | .712| 11.330| .000 |

5. Discussion
We have discussed previous studies found in information system literature. We find there are some significant variables in explaining the acceptance of a particular technology. This study found that perceived ease of use has a significant relationship with the intention to use PahangMart online portal. These findings are in line with findings from previous studies such as [11]. We hope that this study will be able to provide information to information technology providers on how to promote and develop information technology systems. In information technology education should take into account the element of "ease of use" when designing a system. We can understand that a good system is a system that has elements that are easy to use. Users still need a system that pleases them. These findings however need to be on the Internet carefully, as the total sample in this study was only 127 respondents. Future studies need to increase the number of samples. This study also uses only one variable so the next study should use a more comprehensive theory

References

[1] A. A. Hamid, F. Z. A. Razak, A. A. Bakar, and W. S. W. Abdullah, “The Effects of Perceived Usefulness and Perceived Ease of Use on Continuance Intention to Use E-Government,” *Procedia Econ. Financ.*, vol. 35, pp. 644–649, 2016, doi: 10.1016/S2212-5671(16)00079-4.
[2] F. D. Davis, “Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology,” *MIS Q.*, vol. 13, no. 3, p. 319, Sep. 1989, doi: 10.2307/249008.
[3] S. S. Sin, K. M. Nor, and A. M. Al-Agaga, “Factors Affecting Malaysian young consumers’ online purchase intention in social media websites,” *Procedia - Soc. Behav. Sci.*, vol. 40, pp. 326–333, 2012, doi: 10.1016/j.sbspro.2012.03.195.
[4] C. Kim, M. Mirusmonov, and I. Lee, “An empirical examination of factors influencing the intention to use mobile payment,” *Comput. Human Behav.*, vol. 26, no. 3, pp. 310–322, May 2010, doi: 10.1016/j.chb.2009.10.013.
[5] J. H. Wu and S. C. Wang, “What drives mobile commerce? An empirical evaluation of the revised technology acceptance model,” *Inf. Manag.*, 2005, doi: 10.1016/j.im.2004.07.001.
[6] J. C. Roca, J. J. Garcia, and J. J. de la Vega, “The importance of perceived trust, security and privacy in online trading systems,” *Inf. Manag. Comput. Secur.*, 2009, doi: 10.1108/09685220910963983.
[7] T. Teo, “Factors influencing teachers’ intention to use technology: Model development and test,” Comput. Educ., vol. 57, no. 4, pp. 2432–2440, Dec. 2011, doi: 10.1016/j.compedu.2011.06.008.

[8] Y. C. Cho and E. Sagynov, “Exploring Factors That Affect Usefulness, Ease Of Use, Trust, And Purchase Intention In The Online Environment,” Int. J. Manag. Inf. Syst., 2015, doi: 10.19030/ijmis.v19i1.9086.

[9] P. Guriting and N. Oly Ndubisi, “Borneo online banking: Evaluating customer perceptions and behavioural intention,” Manag. Res. News, 2006, doi: 10.1108/01409170610645402.

[10] Gia-Shie Liu and Pham Tan Tai, “A Study of Factors Affecting the Intention to Use Mobile Payment Services in Vietnam,” Econ. World, 2016, doi: 10.17265/2328-7144/2016.06.001.

[11] Y.-S. Wang, M.-C. Wu, and H.-Y. Wang, “Investigating the determinants and age and gender differences in the acceptance of mobile learning,” Br. J. Educ. Technol., vol. 40, no. 1, pp. 92–118, Jan. 2009, doi: 10.1111/j.1467-8535.2007.00809.x.

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