Predicting continuance intention toward e-campus usage: Does satisfaction play a role?

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Abstract. The aim of this research is to explore the role of satisfaction on user continuance intention to use e-campus. Using a validated questionnaire derived from the previous literature, data was collected from 315 undergraduate and post graduate students from private higher learning institution in Malaysia. Empirically, this study confirms the relationship between satisfactions on user continuance intention to use e-campus. Implication for system providers is further discussed.

1. Introduction
Consumer satisfaction is an important element of the success of a business or service. In the field of information technology adoption studies, customer satisfaction is a key factor explaining the continuation of the use of a new technology. Previous studies conducted by [1] have shown that satisfaction is a key factor in explaining continuance intention to use online banking. Another interesting finding from [1] is that although satisfaction was the stronger predictor of continuance intention in his study, users dissatisfied with technology use may discontinue use it, despite having positive perceptions of its usefulness. Study by [2] also indicates that consumers’ satisfaction positively related to intention to use a website. According to [2] companies should recognize their customer needs in order to efficiently give them what they want. All the above findings show how critical user satisfaction was and is not just about user satisfaction, it is all about sustainability of the technology. Although some research has been carried out on the importance of user satisfaction on continuance intention, little is known about the role of user satisfaction on continuance intention in Malaysian private higher learning context. Accordingly, this paper examines the significance role of user satisfaction on continuance intention in Malaysian private higher learning.
2. Literature review

2.1. Linkages between satisfaction and continuance intention

Study by [3] found that satisfaction plays a significant role in determining continuance intention of mobile payment. While study by [4] in e-learning context also suggest that users’ continuance intention is determined by satisfaction. Study by [5] found that satisfaction determines continuance intention of mobile social networking service. Study by [6] found that user satisfaction influences continuance intention to use mobile communication applications. While study by [7] found that satisfaction plays a significant role on continuance intention to use Blackboard. Study by [8] also found the evidence of the relationship between satisfaction and continuance intention to use mobile commerce. A study by [9] found that satisfaction is an important factor affecting continuance intention to use mobile payment. While another study by [10] found that satisfaction had a positive influence on continuance intention to use K-MOOC. Study by [11] indicates that satisfaction positively influences continuance intention to use internet banking. Study by [12] found that there is positive and significant relationship between patience satisfaction and loyalty in Public Hospital in Indonesia.

![Figure 1. Research model](image)

3. Methodology

This study aims to identify the role of satisfaction in explaining continuance intention to use e-campus. To meet the objectives of the study, we used a quantitative approach. Survey data were collected using non-probability sampling. This study is also a cross-sectional study. For this study an 8-item questionnaire was established, and a multi-item Likert scale was introduced in accordance with current literature in the IS field. The variables were calculated using the 5-point Likert Scale where 5 were 'Strongly Agree' and 1 were 'Strongly Disagree'.

4. Data analysis

The only one hypothesis presented earlier was tested using the simple linear regression by means of SPSS. The standardized path coefficients and explained variances ($R^2$) of the model are shown in Table 1. The result shows that hypothesis was supported by the simple linear regression analysis. Continuance intention is directly influenced by satisfaction ($\beta = 0.560, p < 0.001$) with an $R^2$ value of 0.31.

| Hypothesis | Beta coefficient | t-value | p-value | remark | Variance explained |
|------------|-----------------|---------|---------|--------|-------------------|
| Satisfaction – continuance intention | .560*** | 11.960 | 0.001 | supported | 0.31 |

5. Discussion

This study adopted only one ECM construct namely satisfaction and we examine its relationships towards continuance intention to use e-campus. This only one hypothesis was successfully predicted continuance intention to use e-campus. This finding supports previous research on technology...
continuance usage which links user satisfaction and continuance intention as can be found in [13] who found that satisfaction with social Apps significantly influence continuance intention. This finding implies that respondents with a higher satisfaction were more likely to continue using it. IS professionals should therefore concentrate on customer satisfaction and take this into consideration while planning programs aimed at encouraging consumers to continue using an information system.

6. Conclusion
One drawback of this study is its sampling method which is convenience sampling. Due to the lack of a sampling frame, this study obtained a sample through non-probability sampling, which is inadequate in terms of representativeness. To remedy this limitation in future investigations, it might be possible to use probability sampling in order to get better representative of Malaysian’s population.

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