Factors influencing e-campus satisfaction: A content quality perspective

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Abstract. The purpose of this study is to investigate the relationship between content quality and user satisfaction to use e-campus. To achieve this objective, we use data from 315 e-campus users from Malaysian private higher learning institution through paper-and-pencil self-administered questionnaire survey. We use validated questionnaire derived from the literature. Our results show that content quality directly influences e-campus user satisfaction explaining a total of 33% variance. Implications from this finding are further elaborated.

1. Introduction

With the rapid advancements of information technologies, more and more universities around the world have implemented student management systems within their universities. This system will facilitate student-to-student and university-to-student interaction. The quality of the information system has proven to play an important role in shaping user satisfaction with the system. Eventually, satisfaction will result in users continuing to use the system. The aim of our research is to study the influence of content quality on user satisfaction to use e-campus in private higher education setting. The remaining part of this paper is structured according to the following. Within the next section we evaluate the construct relevant to this research, and accordingly extract the research model and hypotheses. It is accompanied by explanations of the construct involved and the method for data collection. We then present the data analysis findings and hypotheses testing.

2. Literature review

2.1. Hypothesis development

According to [1], information quality has a direct effect on user satisfaction. Study by [2] show that satisfaction significantly predicted by information quality. In the context of e-learning, [3] has approved that users satisfaction was successfully explained by content quality. Another study by [4] also found that users’ satisfaction was positively predicted by information. While study by [5] have shown that
information quality is positively related to satisfaction. Another study by [6] indicates that reader satisfaction was significantly determined by information quality. Another study by [7] found that user satisfaction to use e-learning was influenced by information quality. In the context of self-service technology, study by [8] found that users’ satisfaction was determined by information quality. Another study by [9] in the context of academic libraries usage, found that satisfaction was positively influenced by information quality. Study by [10] found that information quality is positively related to microblog usage satisfaction.

![Figure 1. Research model](image)

3. Methodology

This study aims to identify the effect of content quality on user satisfaction. In order to meet the objectives of the study, we used a quantitative study design along with cross-sectional data collection. This study used a 5-point Likert scale with 1 “strongly disagree” to 5 “strongly agree.” Study data was obtained through convenience sampling, and only 315 were used. The data were then analysed using SPSS 22.

4. Data analysis

SPSS was used to analyse the obtained data. Based on the simple regression model analysis, the one and only predictor which is content quality have worked well in explaining the variation in continuance intention to use e-campus. The relationship between content quality and continuance intention was positive and significant (β=0.576, p<0.001). The proportion of explained variance as measured by $R^2$ for the model is 33% (see Table 1).

| Hypothesis                  | Beta coefficient | t-value | p-value | remark | Variance explained |
|-----------------------------|------------------|---------|---------|--------|--------------------|
| Content quality – satisfaction | .576***          | 12.465  | 0.001   | supported | 0.33               |

p<0.001

5. Discussion

The primary purpose of this analysis was to examine the impact of quality content on user satisfaction. The content quality imposed a positive direct impact on user satisfaction (0.57) (see table 1). The positive relationship of content quality is substantial, accounting for 33% of the sum of all of the variance of the research model. The significant of the relationship between content quality and satisfaction implies that content quality plays an important role on user satisfaction. This finding is accord with previous research[11], suggesting that if the user finds that the quality of the content of the system is good, the user will be satisfied with it.
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