Does social influence affect continuance intention to use e-campus? A Study in Malaysian private higher institution

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Abstract. The advancement of IT innovation has facilitated teaching and learning in higher education institutions. However, little research has been carried out regarding the role of social influence in post adoption stage. In order to answer the research question, this research will examine the role of social influence in explaining continuance intention. Data were collected from 500 undergraduate and postgraduate students from private university in Kuantan Malaysia using a validated set of questionnaire. A simple linear regression has been carried out to answer the research question. The results indicate that social influence was positively related to the continuance intention. Implications from these results are further discussed.

1. Introduction
Information technology is not only used by the business sector and government bodies, but also by higher education institutions. The new system not only helps lecturers and faculty members, but students may also benefit it. To ensure that all universities are well-equipped, the Malaysian Government has spent millions of dollars in IT facilities in higher education institutions. Unfortunately, there are still some organizations facing issues of technology rejection where users do not completely use the given system. This trend would be counterproductive to the government as large amounts of investments have been released to develop the infrastructure. Based on the reviews of literature, there are many models that scholars use to understand the technology rejection phenomenon. UTAUT [1] is one of the most common models. There are 4 variables that are hypothesized to have significant relationship with the adoption of information technology, performance expectancy, effort expectancy, social influence and facilitating condition. UTAUT has tested its capabilities in many contexts.

2. Literature review

2.1. Link between social influence and continuance intention
Study by [2] found that there is positive and significant relationship between social influence and continuance intention to adopt e-payment in Indonesia. Study by [3] found that there is positive and significant relationship between social influence and continuance intention to use Facebook and LinkedIn. While study by [4] found that social influence positively influences adoption intention to use Farmers’ Mobile Technology. While study by [5] found that subjective norm positively influences adoption intention.
to use personal health record. Another study by [6] found that social influence positively influences adoption intention to use mobile apps for restaurant. Another study by [7] subjective norm positively influences adoption intention to use mobile money transfer. Another study by [8] found that social influence positively influences intention to use MOOCs for online collaborative learning. Study by [9] found that social influence positively influences to adopt I learning. Study by [10] found that social influence positively influences intention to use Tablet Computer-Assisted Learning. Study by [11] support some relationships of UTAUT, including social influence as a stronger predictor of intention. to use Internet banking. Study by [12] found that social influence directly affect users’ continuance intention toward crowdsourcing games. While study by [13] show that users’ continuance intention of Facebook is determined by social influence. Another study by [14] research results indicate that four determinants, i.e., gratifications, perceived critical mass, subjective norms, and privacy concerns, influence SNS users’ continuance intention. Study by [15] found that perceived usefulness, satisfaction, habit, enjoyment, and subjective norms explain 54.8% of the variance in continuance intention. Study by [16] indicated that continuance intention was explained substantially by all hypothesized antecedents including social influence. Therefore, the following hypothesis was formulated.

H1. Social influence is positively related to e-campus continuance intention

3. Methodology
To test the proposed research model, we conducted a survey of e-campus in a private higher learning institution. A 7-item questionnaire was developed for this study, and in line with existing literature in the IS field, a multi-item Likert scale was applied. The variables were measured using the 5-point Likert Scale, with 5 being ‘Strongly Agree’ and 1 being ‘Strongly Disagree’. The questionnaire was originally from English and was then translated to Malay to ensure that the participant understood the meaning of each item precisely. Accordingly, the translation process has been done carefully and we make sure that there is no lack of meaning.

4. Data analysis
Multiple regression analysis was performed to test the hypotheses that comprised the direct effects of social influence on continuance intention to use. As depicted in Table 1, the study showed that social influence was found to have significant impacts on continuance intention to use e-campus ($\beta = 0.33$, $p < 0.01$) among students in the particular higher education institutions, which explained about 33% of the variability.

| Hypothesis                        | Beta coefficient | t-value | p-value | remark    | Variance explained |
|-----------------------------------|------------------|---------|---------|-----------|--------------------|
| Social influence – continuance intention | .576***          | 12.475  | 0.001   | supported  | 0.33               |

$\ p<0.001$
5. Discussion

We used a questionnaire survey to examine the relationship between social influence and continuance intention to use e-campus. Our results show that the hypothesis is supported by the data. Social influence strongly affects continuance intention to use e-campus. This provides support for previous research’s findings [17][18][16][19]. Thus, since social influence has an effect on continuance intention, clearly it deserves further attention. Manager and service provider at the university should take advantage of earlier e-campus adopters whose feedback and comments can have positive impact on subsequent adoption behaviour. To help better user acceptance and continued use of an e-campus, publicizing testimonials and celebrity endorsements is among the option. [19].

6. Conclusion

An interesting finding of our study was that social influence was able to account for 33% of the variance of continuance intention. Although our findings were encouraging and useful, the study had several limitations. First, our results are not generalizable, since the data only comes from one higher institution. Future research can examine other higher learning institution to improve the representativeness. Second, in terms of time horizon, the data was gathered cross-sectionally. A longitudinal research may provide more insights on how user adoption behavior changes over time.

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