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ScienceDirect

Procedia Social and Behavioral Sciences 2 (2010) 5422–5426

Procedia

Social and Behavioral Sciences

WCES-2010

The role of quality factors in intention to continue using an e-learning system in Malaysia

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Received November 11, 2009; revised December 1, 2009; accepted January 22, 2010

Abstract

With the advent of the Internet, more and more public universities in Malaysia are putting in effort to introduce e-learning in their respective universities. This entails a significant amount of investments and if the users do not use them the investment would not give benefit and would be deemed as a failure. Many previous researchers have looked at continued usage as a measure of success in information system implementation. This research also follows in the same direction. Using a structured questionnaire derived from the literature, data was collected from 1616 undergraduate and post graduate students from public universities in Malaysia. The questionnaire consisted of 3 sections. The first section collected the demographic data, the second section elicited information about information quality, service quality and system quality. The results indicate that service quality ($\beta = 0.382$, $p < 0.01$), information quality ($\beta = 0.338$, $p < 0.01$) and system quality ($\beta = 0.175$, $p < 0.01$) were positively related to intention to continue usage explaining a total of 59.1% variance. A closer examination reveals that in terms of predictive power service quality had the biggest influence followed by information quality and then system quality. Implications from these findings to e-learning system developers and implementers are further elaborated.

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Keywords: Information quality; system quality; service quality; intention to continue use; e-learning; Malaysia.

1. Introduction

E-learning generally refers to methods of learning which use electronic instructional content delivered via the Internet and is a term which is synonymous with Web-based or online learning (Trombley & Lee, 2002). In this age of globalization, knowledge acquisition has become the critical element of knowledge acquisition, application and creation (Longworth & Davies, 1996). The widespread proliferation of Internet technologies and applications provides incredible opportunities for the delivery of education and training, and with rapidly increasing Internet usage e-learning has now become a portable and flexible new method for learners to gain essential knowledge.

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1877-0428 © 2010 Published by Elsevier Ltd.
doi:10.1016/j.sbspro.2010.03.885