AN EMPIRICAL ANALYSIS OF THE ADOPTION OF M-LEARNING IN MALAYSIA

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ABSTRACT

This paper analyzes the adoption of M-Learning in Malaysia by using an empirical study. It focuses on the factors influencing the usage of M-Learning, through an explorative research on the technology acceptance model (TAM) and theory of planned behavior (TPB) model. The 6 factors examined in this study are perceived ease of use, perceived usefulness, technical feasibility, cost effectiveness, quality of services and cultural aspects. A questioner sampling opinions and views of users was employed and distributed to 200 Malaysia lecturers and students from the 6 top universities in Malaysia. The hypotheses were tested by employing correlation and multiple regression analysis. The results show that perceived ease of use, perceived usefulness, quality of services and cultural aspects have significant and positive effects on the adoption of M-Learning in Malaysia. Mobile organizations and educational institutions that are planning to adopt M-Learning will be able to execute administrative decisions based on the findings of this research as it will direct them to the area of focus. The findings made a contribution in terms of creating an understanding of the influence of the adoption of M-Learning in Malaysia.