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I-CReST 2025:062-033 – User Engagement Factors for iStaff@UMT Mobile Application

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ABSTRACT

The growing popularity of mobile applications and technologies, lead many companies and institutions to develop modules or system through mobile application. User engagement is widely recognized as a critical factor in determining the success of mobile applications. Without a clear understanding of user engagement and empirical evidence linking it to key performance indicators, Digital Ecosystem Centre (DEC), Universiti Malaysia Terengganu (UMT) may struggle to effectively optimize their offerings to meet user needs for iStaff@UMT Mobile Application (iStaff@UMT). Since iStaff@UMT was launched, it has been found that the number of active users is relatively low when compared to the total number of UMT staff. Additionally, less research has been conducted on the factors of user engagement with the mobile application. This research aims to study the factors of user engagement on iStaff@UMT, which is to identify the factors that contribute to user engagement for mobile application, to examine the factors that influence user engagement for iStaff@UMT and to propose the factors for improving user engagement towards iStaff@UMT. The data was collected using a survey approach. UMT's staff that has been used iStaff@UMT were selected as respondents. A total of 95 respondents responded to the questionnaire. IBM SPSS 29 software was used to analyse the data. The research findings showed that user engagement on iStaff@UMT is influenced by design, information quality and usability factors. Meanwhile, functional and interaction factors have been found not significantly influence user engagement of iStaff@UMT. Theoretically, this study contributes to the understanding of the key factors that influence user engagement on iStaff@UMT, valuable input for new mobile applications development and paves the way for further research into other potential influences on mobile application user engagement.

Keywords: Experience; User engagement factors; Mobile application