

Universiti Teknologi MARA

**The Importance of Mobile Applications in
the Context College Student Community**

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ABSTRACT

The rapid growth of mobile phone technologies have influenced the expanding the development of mobile applications for providing a value added services to the mobile phone users. According to Mobile Marketing Association (2008), Mobile application is services which consist of software that runs on the mobile device and performs certain to assist task for the user of the mobile phone. Both of these technologies offer an opportunity to college student community to increase their quality of life. As far as it is concerned, college student community has a problem in accessing information as much as they want and support them to access it in anywhere and anytime concept. Mobile applications have fulfilled the concept and it is has become more important technology to the college student community. However, the emergence of mobile application are becoming more prevalent and have resulted the issues of underutilization of the mobile application by college student due to lack of understanding of the nature of services needed. Hence the purpose of this study is to attempt to explore the kind of mobile applications that perceived as important and sustainable to assist the college student's community. This study focuses on the kind of mobile applications that are importance from the perception of in Malaysia in the future. A survey was performed to investigate the importance of mobile application for college student. A hundred and twenty (120) UiTM Shah Alam college students were employed as respondents. The result obtained from the survey discovered that the college student perceptions towards mobile applications could be categorized into several. The result could be used as a benchmark to understand the kind of mobile application that is perceived as important for college student. Also, designer and developers of while application could have a guide to prioritize the development of mobile application that will be sustainable and utilized by college students.