

Measuring User Acceptance of E-Syariah System Using UTAUT Model

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Abstract

Information technology acceptance research has offered many competing models which try to understand users' acceptance of information systems. One of them is the Unified Theory of Acceptance and Use of Technology (UTAUT) which intends to predict and explain user acceptance of new IT which is eventually influenced by the users' behaviors. This study empirically measure the user acceptance of E-Syariah system implemented in the Perak Syariah Judiciary Department using the Unified Theory of Acceptance and Use of Technology (UTAUT) model. Data were collected through self-administered questionnaires which were distributed to the users of E-Syariah system in the Perak Syariah Judiciary Department. Results of this study have shown that the E-Syariah system has been highly accepted by the users in Perak Syariah Judiciary Department. The result has also contributed to the understanding of the factors that contribute to the user acceptance of the E-Syariah system. Since E-Syariah is one of the E-Government applications being implemented in Malaysia, this study should assist the organization in identifying whether the objectives of the E-Syariah implementation have been achieved or not. It should also contributes in assisting the Government to quantify the return of investment in Government's information system

project and emphasize the importance of user involvement during the development of a new system especially for the Government use in the future.

Keywords: UTAUT Model, User Acceptance, Malaysia Electronic Government, E-Syariah System

1.0 Introduction

Individuals' behaviors towards the acceptance of new information technology have long been recognized by researchers in IS research as a major factor in the system's successful implementation (Davis, 1989). Researchers have developed various models to explain the user acceptance of a new IT system implemented in an organization. These models were influenced by the users' behaviors, based on existing behavioral intention models in social sciences among them, Technology Acceptance Model (TAM) (Davis, 1989), which is based on Fishbein and Ajzen's Theory of Reasoned Action (Fishbein and Ajzen, 1975). Some studies suggest that TAM successfully predicts an individual's acceptance of various corporate information technologies (Muhammad Muazzem Hossain and Victor, 2008). The Unified Theory of Acceptance and Use of Technology (UTAUT) model was developed by Viswanath Venkatesh after reviewing and comparing the user acceptance literature of eight prominent models (Venkatesh, et al, 2003). The UTAUT was formulated to present an integrated view of user acceptance and usage of new technology. This has been done by empirically comparing the eight models by conducting a within-subjects, longitudinal validation and comparison of the eight models using data from four organizations. The similarities and differences of all the models have then been discussed to formulate the UTAUT model based upon conceptual and empirical similarities across models being reviewed. UTAUT thus provides a useful tool in understanding the drivers of acceptance of the new system and also in assessing the success implementation of new technology in an organization. According to Louho et al as cited in Dulle and Minishi-Majanja (2011), technology acceptance is about how people accept and adopt some technology to use. Therefore, this study will consequently help the organization to proactively plan for future system implementation so that it will benefit the targeted users with less inclination to adopt and use the new systems.

The *E-Syariah* system was introduced in 2003 under the E-Government Flagship application, to help the Malaysia *Syariah Courts* expedite their operations (*Sinopsis Sejarah Perlaksanaan E-Syariah. Jabatan Kehakiman Syariah Malaysia; E-Syariah Rangkaian 102 Mahkamah Syariah*). The enforcement of *Syariah* law has started since the acknowledgement of Islam as the official religion of Malaysia in the Federal Constitution of Malaysia. Throughout the years, the handling of the *Syariah* cases in Malaysia *Syariah Courts* has not been favorable to the public. *The Utusan Malaysia* (2006) has reported that one of the problems that have been faced by the *Syariah Courts* in Malaysia is due to operational and bureaucracy problems which have led to thousands of cases being delayed and not settled. Part of the problems is faced because of the *Syariah Courts* in Malaysia is operating under the state authority and do not integrate with other *Syariah Courts* from other states. This has caused problems where a case being filed in one state cannot be referred to or by other states. In certain situations, there are cases which are redundant especially in cases such as child custody, divorce, and others if it is being filed in other states (New Straits Times, 2002).

Statistical data which has been published by the *Jabatan Kemajuan Islam Malaysia (JAKIM)* shows that number of cases recorded by *Syariah Courts* increased tremendously from the year 1990 – 2000. The occasion of *Syariah Court* cases being dragged on for several years has largely involved disputes among public. This problem, which is not new, has regularly been highlighted and the public has urged for the need for cases filed in the *Syariah Court* to be expedited more efficiently by the authorities. In answering the call, the Government of Malaysia under the objectives of Vision 2020, has defined the Electronic Government (E-Government) Flagship which includes the *E-Syariah* system (New Straits Times, 2002). On 7th February 2003, Mahathir in his speech said that, in the case of *Syariah Courts* in Malaysia, “there had been cases where years passed before a verdict was handed down. Justice delayed is justice denied. The introduction of *E-Syariah* was not for the sake of having a sophisticated system, even though we do not want to see Islamic law enforcement (processes) remaining at an out-moded level. *E-Syariah* would help speed up the judicial process”, he said (Mahathir, 2003). With a total cost of 39 million, the *E-Syariah* portal was launched on 7th February 2003 where the system was implemented in 106 *Syariah Courts* at 102 locations across Malaysia.

The introduction of the e-Government mostly intends to improve the way Government interacts with the public using the technology available. It should also help to increase the quality and improve the turnaround time of Government services delivered to the public. Most of Government’s information system projects involve millions of public money (The e-Government Magazine for Asia and Middle East). Since the Government has put in so much effort and investment to implement the e-Government projects, it is crucial to ensure that the objectives of the e-Government implementation are achieved and their return of investment be quantified. One of the ways to determine the successful implementation of information system is by understanding the user acceptance of the system.

Since the implementation of *E-Syariah* in April 2003, there have been no tools developed to measure or monitor the success or failure of the *E-Syariah* system implementation and whether the system has been accepted by the users. For technologies to improve productivity, they must be accepted and used by employees in organizations (Hu, et al, 1999). A study carried out by Despont-Gros (2004) from University Hospitals of Geneva, Switzerland stated that the reference of an information system project focus mainly on two concepts: success and acceptance. According to Samsudin, the Government must determine an effective way to measure the return on public sector investment in these delivery channels in terms of the actual adoption of electronic services and how governments turn that adoption into value (*Utusan Online*, 2006). The Robbins-Gioia Survey (2001) which has been carried out to study the perception by enterprises of their implementation of an ERP system stated that project failure is not defined by objective criteria but by the perception of the users. The objective of this study is to measure the user acceptance of the *E-Syariah* system and gain a better understanding of why users of *E-Syariah* system use the system using the Unified Theory of Acceptance and Use of Technology (UTAUT) model.

2.0 Methodology

This study used the descriptive research design and has adapted the Unified Theory of Acceptance and Use of Technology (UTAUT) model to explain the user acceptance. It includes four direct determinants: Performance Expectancy (PE), Effort Expectancy (EE), Social Influence (SI) and Facilitating Conditions (FC) and three indirect determinants: Attitude Towards Using Technology (ATUT), Self Efficacy (SE) and Anxiety (AX).

A single case was chosen as this study attempts to collect detailed information about users' behaviour in using *E-Syariah* system. The Perak Syariah Judiciary Department has been chosen as the sample of this study as it is one of the Syariah departments in Malaysia which is using the *E-Syariah* system (*E-Syariah Rangkaian 102 Mahkamah Syariah*). All employees working in the Perak Syariah Judiciary Department were asked to answer a set of questionnaires. The questionnaire contained two sections: Section I of the questionnaire covers the demographic profile of respondents and Section II of the questionnaire covers the questions on Factors that Influence the User Acceptance of the *E-Syariah* system. The 28 variables used to determine the level of acceptance of *E-Syariah* system were adapted from the validated measures of UTAUT model. Each variable was rated on a five point Likert scale which ranged from 1 = Strongly Disagree, 2 = Disagree, 3 = Neither Agree nor Disagree, 4 = Agree and 5 = Strongly Agree.

3.0 Results and Discussions

3.1 Demographic Profile of Respondents

The analysis of the demographic profile of respondents is summarized in Table 1 below.

Table 1: Summary of Demographic Profile of Respondents

No.	Demographic	Subject	Frequencies	Percentage
1	Gender	Male	10	41.67%
		Female	14	58.33%
2	Age (years)	< 20	0	0.00%
		20 - 29	12	50.00%
		30 - 39	6	25.00%
		40 - 49	2	8.33%
		> 50	4	16.67%
3	Experience in using System (years)	0 - 2	4	16.67%
		3 - 6	6	25.00%
		7 - 10	4	16.67%
		11 - 15	8	33.33%
		> 15	2	8.33%

The survey result shows that 41.67% of the respondents were male and 58.33% were female. The age groups were 50.0% with age between 20 to 29 years old, 25.0% with age between 30 to 39 years old, 8.33% with age between 40 to 49 years old and 16.67% with age above 50 years old. There are no respondents with age below 20 years old. The years of experience level of the respondents has been classified to various groups with 16.67% having 0 to 2 years of experience, 25.0% with experience of 3 to 6 years, 16.67% having experience of 7 to 10 years, 33.33% with experience of 11 to 15 years and finally 8.33% having experience of more than 15 years.

3.2 Factors That Influence the User's Acceptance

The UTAUT has recommended seven constructs in the model which appeared to be significant of intention or usage in one or more of the individual models. Of these, four constructs will play a significant role as direct determinants of user acceptance and usage behavior. Another three constructs were considered as indirect determinants. To ease the

analysis process of the data collected in this study, these variables will be divided into their roles as direct and indirect determinants.

3.3 Analysis on Direct Determinants Construct

Table 2 below summarized the descriptive statistics on Performance Expectancy (PE), Effort Expectancy (EE), Social Influence (SI), Facilitating Conditions (FC) as direct determinants construct in the questionnaire.

Table 2: Descriptive Statistics on Direct Determinants Construct

Variable		Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Total	Mean
		(5)	(4)	(3)	(2)	(1)		
A. PERFORMANCE EXPECTANCY (PE)								
1. Increase Efficiency	Count	6	14	4	0	0	24	4.08
	%	25.00%	58.33%	16.67%	0.00%	0.00%	100%	
2. Accomplish Task Quickly	Count	2	16	6	0	0	24	3.83
	%	8.33%	66.67%	25.00%	0.00%	0.00%	100%	
3. Increase Productivity	Count	4	16	4	0	0	24	4.00
	%	16.67%	66.67%	16.67%	0.00%	0.00%	100%	
4. Increase chances of getting raise	Count	4	16	4	0	0	24	4.00
	%	16.67%	66.67%	16.67%	0.00%	0.00%	100%	
B. EFFORT EXPECTANCY (EE)								
5. Understand how to interact with system	Count	2	10	12	0	0	24	3.58
	%	8.33%	41.67%	50.00%	0.00%	0.00%	100%	
6. Easy to become skillful	Count	2	12	10	0	0	24	3.67
	%	8.33%	50.00%	41.67%	0.00%	0.00%	100%	
7. Easy to use	Count	2	20	2	0	0	24	4.00
	%	8.33%	83.33%	8.33%	0.00%	0.00%	100%	
8. Learning to operate is easy	Count	4	12	8	0	0	24	3.83
	%	16.67%	50.00%	33.33%	0.00%	0.00%	100%	

Variable		Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Total	Mean	
		(5)	(4)	(3)	(2)	(1)			
		% 16.67	50.00	33.33	0.00	0.00	100		
		%	%	%	%	%	%		
C. SOCIAL INFLUENCE (SI)									
9.	People influence support	Count	2	12	10	0	0	24	3.67
		%	8.33	50.00	41.66	0.00	0.00	100	
		%	%	%	%	%	%		
10.	People important support	Count	0	14	10	0	0	24	3.58
		%	0.00	58.33	41.66	0.00	0.00	100	
		%	%	%	%	%	%		
11.	Senior management helpful	Count	0	10	14	0	0	24	3.42
		%	0.00	41.66	58.33	0.00	0.00	100	
		%	%	%	%	%	%		
12.	Organization support	Count	2	12	10	0	0	24	3.67
		%	8.33	50.00	41.66	0.00	0.00	100	
		%	%	%	%	%	%		
D. FACILITATING CONDITION (FC)									
13.	Have necessary resources	Count	4	16	2	2	0	24	3.92
		%	16.66	66.66	8.33	8.33	0.00	100	
		%	%	%	%	%	%		
14.	Have necessary knowledge	Count	4	12	8	0	0	24	3.83
		%	16.66	50.00	33.33	0.00	0.00	100	
		%	%	%	%	%	%		
15.	Fit working style	Count	2	16	6	0	0	24	3.83
		%	8.33	66.66	25.00	0.00	0.00	100	
		%	%	%	%	%	%		
16.	Assistance available	Count	4	12	8	0	0	24	3.83
		%	16.66	50.00	33.33	0.00	0.00	100	
		%	%	%	%	%	%		

A. Performance Expectancy

Performance expectancy is defined as the degree to which an individual believes that using the system will help him or her attain gains in job performance. This construct within each individual model is the strongest predictor of intention and remains significant at all points of

measurement in both voluntary and mandatory settings, consistent with previous model tests (Agarwal and Prasad, 1997; Compeau and Higgins, 1995; Davis et al, 1992; Taylor and Todd, 1995; Thompson et al, 1991; Venkatesh and Davis, 2000). However, from a theoretical point of view, there is reason to expect that the relationship between performance expectancy and intention will be moderated by gender and age. Table 2 (Part A) shows that items 1 to 4 measured Performance Expectancy. All four items revealed that majority of the respondents agreed that using the *E-Syariah* system increased their efficiency, helped them to complete tasks more quickly, increased productivity and increased their chances of getting a raise. It is clear that the mean scores for performance expectancy of the *E-Syariah* system are very high for all four items between 3.83 and 4.08. These high scores indicated that the respondents' attitudes on performance expectancy strongly influence the acceptance of *E-Syariah* system.

B. Effort Expectancy

Effort expectancy is defined as the degree of ease associated with the use of the system. Effort-oriented constructs are expected to be more prominent in the early stages of a new behavior (Davis, 1989; Szajna, 1996; Venkatesh, 1999). Venkatesh and Morris suggest that effort expectancy is more prominent for women than for men (Venkatesh and Morris, 2000). Table 2 (Part B) shows items that measured Effort Expectancy. It can be summarized that all four items showed that majority of the respondents agreed that they understand how to interact with the system, easy to become skillful, the system is easy to use and easy for them to learn how to operate the system. The mean scores for effort expectancy of the *E-Syariah* system are very high for all four items between 3.58 and 4.00. These high scores indicated that the respondents' attitudes on effort expectancy strongly influence the acceptance of *E-Syariah* system.

C. Social Influence

Social influence is defined as the degree to which an individual perceives that it is important that others believe he or she should use the new system. The role of social influence in technology acceptance decisions is complex and subject to a wide range of contingent influences and has an impact on individual behavior through three mechanisms: compliance, internalization, and identification (Venkatesh and Davis, 2000; Warshaw, 1980). Prior research suggests that individuals are more likely to comply with others' expectations when those referent others have the ability to reward the desired behavior or punish non behavior (Warshaw, 1980). Based on Table 2 (Part C), it can be summarized that all four items showed that majority of the respondents agreed that people who influence their behavior and people who are important to them think that they should use the *E-Syariah* system and the senior management as well as the organization has been supportive in the use of the system. The mean scores for social influence are high for all four items between 3.42 and 3.67. These high scores indicated that the social influence strongly influence the acceptance of *E-Syariah* system.

D. Facilitating Conditions

Facilitating conditions are defined as the degree to which an individual believes that an organizational and technical infrastructure exists to support use of the system. It has been demonstrated that issues related to the support infrastructure - a core concept within the facilitating conditions construct are largely captured within the effort expectancy construct which taps the ease with which that tool can be applied (Venkatesh, 2000). Table 2 (Part D)

above shows that item 13 to 16 measured Facilitating Conditions. It can be summarized that all four items showed that majority of the respondents agreed that organizational and technical infrastructure exists to support use of the system. The mean scores for facilitating conditions constructs are very high for all four items between 3.83 and 3.92. These high scores indicated that the facilitating conditions strongly influence the acceptance of *E-Syariah* system. The result on facilitating conditions shown in this study is consistent with the study carried out by Chen (2011) that measured the E-Learning acceptance.

3.4 Analysis on Indirect Determinants Construct

Table 3 below summarized the descriptive statistics on Attitude Towards Using Technology (ATUT), Self Efficacy (SE), Anxiety (AX) as indirect determinants construct in the questionnaire.

Table 3: Descriptive Statistics on Indirect Determinants Construct

Variable		Stro	Agre	Neither	Disa	Stron	Tot	Me
		ngly	e	Agree	agree	gly		
		Agr		nor		ly		
		ee		Disagr		Disagr		
		(5)	(4)	ee	(2)	ree		
				(3)		(1)		
A. ATTITUDE TOWARDS USING TECHNOLOGY (ATUT)								
1. Using system is good idea	Count	2	16	6	0	0	24	3.83
	%	8.33%	66.67%	25.00%	0.00%	0.00%	100%	
2. Makes works interesting	Count	4	16	4	0	0	24	4.00
	%	16.67%	66.67%	16.67%	0.00%	0.00%	100%	
3. Working is fun	Count	2	18	4	0	0	24	3.92
	%	8.33%	75.00%	16.67%	0.00%	0.00%	100%	
4. Like working with system	Count	4	16	4	0	0	24	4.00
	%	16.67%	66.67%	16.67%	0.00%	0.00%	100%	
B. SELF EFICACY (SE)								
5. Able to complete job when no one to help	Count	2	12	10	0	0	24	3.67
	%	8.33%	50.00%	41.66%	0.00%	0.00%	100%	
6. Able to complete job when someone to help	Count	4	10	8	2	0	24	3.67
	%	16.67%	41.66%	33.33%	8.33%	0.00%	100%	
7. Able to complete job when have lot of time	Count	4	12	6	2	0	24	3.75
	%	16.67%	50.00%	25.00%	8.33%	0.00%	100%	

Variable		Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Total	Mean
		(5)	(4)	(3)	(2)	(1)		
	%	16.66%	50.00%	25.00%	8.33%	0.00%	0.00	
8. Able to complete job when using only the built-in help	Count	4	10	8	2	0	24	3.67
	%	16.66%	41.66%	33.33%	8.33%	0.00%	0.00	

C. ANXIETY (AX)

9. Do not feel nervous	Count	4	12	8	0	0	24	3.83
	%	16.66%	50.00%	33.33%	0.00%	0.00%	100%	
10. Not scares to lose information	Count	2	16	6	0	0	24	3.83
	%	8.33%	66.66%	25.00%	0.00%	0.00%	100%	
11. Do not fear of making mistakes	Count	4	10	10	0	0	24	3.75
	%	16.66%	41.66%	41.66%	0.00%	0.00%	100%	
12. Not frightening	Count	4	10	10	0	0	24	3.75
	%	16.66%	41.66%	41.66%	0.00%	0.00%	100%	

A. Attitude Towards Using Technology (ATUT)

Attitude toward using technology (ATUT) is measured to investigate an individual's overall affective reaction to using a system (Venkatesh, et al, 2003). Based on Table 3 (Part A), it can be summarized that all four items showed that majority of the respondents agreed that using the *E-Syariah* system is good idea, the system makes their work more interesting, and working with the *E-Syariah* system is fun and they like working with the system. The mean scores for attitude towards using technology for the *E-Syariah* system are very high for all four items, which are between 3.83 and 4.00. These high scores indicated that the respondents' attitudes towards using technology strongly influence the acceptance of *E-Syariah* system.

B. Self Efficacy (SE)

Self efficacy (SE) is measured to investigate the level of judgment of one's ability to use a technology to accomplish a particular job or task (Bandura, 1986). All four items in Table 3 (Part B) had revealed that majority of the respondents agreed that they are able to use the *E-Syariah* system when they have no one to tell them what to do, when they could call someone

for help, when they have a lot of time to complete their job and when they only have the built-in help for assistance. It is clear that the mean scores for self efficacy in using the *E-Syariah* system are high for all four items between 3.67 and 3.75. These high scores indicated that the respondents' self efficacy strongly influence the acceptance of *E-Syariah* system.

C. Anxiety (AX)

Anxiety (AX) is measured to investigate the degree of evoking anxious or emotional reactions when it comes to performing a behavior e.g. using a system (Bandura, 1986). Table 3 (Part C) shows that item 9 to 12 measured Anxiety. Based on Table 3 (Part C), it can be summarised that all four items showed that majority of the respondents agreed that they are not nervous in using the *E-Syariah* system, they are not scared of losing information while using the system, they do not hesitate to use the system for making mistakes that they cannot correct and the *E-Syariah* system is not frightening to them. The mean scores for attitude towards using technology for the *E-Syariah* system are very high for all four items, which are between 3.75 and 3.83. These high scores indicated that the respondents' anxiety do not affect them in influencing the acceptance of *E-Syariah* system.

The results of this study are mostly in accordance with the UTAUT model expectations. The *E-Syariah* system had shown a high level of acceptance among the users where 98.80% from the respondents shows a positive acceptance of the system. People are in favor of the system as it benefits the users as well as the organization in many ways for example in increasing their productivity and effectiveness as well as the usefulness and ease of use of the system. The users support the system deployment and the system benefits. Even though there are certain pitfalls in the system, the study does not reveal potential severe acceptance problems. The descriptive statistics of all the constructs showed a strong significant effect on the use of *E-Syariah* system by the role of attitude. The constructs which described the attitude of users which are performance expectancy, effort expectancy and attitude towards using technology are the most suitable construct in measuring the *E-Syariah* users' attitude. The empirical results strongly support the proposed research assumptions. Interestingly, this study revealed that, performance expectancy and attitude towards use of technology are the most important determinant of the use of the system. This finding is congruent with the Theory of Reasoned Action (Fishbein and Ajzen, 1975) that assumes the full mediating role of attitude on behavioral intention. Among the technology acceptance studies, Agarwal and Prasad (1999) reported results similar to this study. They indicated that when prior experience, tenure, and knowledge are taken into account, the effect of attitude is stronger. The normative construct that consists of Social Influence (SI) showed that the colleagues, supervisors and the management also influenced the users to use the *E-Syariah* system. Result showed that subjective norms have often affected the users' decision making in using the system with a 98.53% of the responses. The behavioral constructs that consists of facilitating conditions, self efficacy and anxiety also showed a strong significant effect on the use of *E-Syariah* system. This theory has been proposed by Bandura (1986) whom suggested that people's beliefs about their capabilities to exercise control over their own level of functioning and events affect their lives. Triandis (1977) also suggested that individual who believes that an organizational and technical infrastructure exists to support use of the system would encourage the individual in the use of the system. It can be summarised that the stronger the users believe in their abilities to adopt the *E-Syariah* system as well as the existing of support in using the system, the more assurance they will have to continue using the system.

4.0 Conclusion

It has been found out that the *E-Syariah* system has been highly accepted by the users in Perak Syariah Judiciary Department. With these findings, this study should make a contribution to the understanding of the factors that contribute to the user acceptance of the *E-Syariah* system. Since *E-Syariah* is one of the E-Government applications being implemented in Malaysia, this study should contribute in assisting the Government to quantify the return of investment in Government's information system project in the future and also assists the organization in identifying whether the objectives of the *E-Syariah* implementation have been achieved or not. This study should also be able to highlight and emphasize the importance of user involvement during the development of a new system especially for Government use in the future.

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