UNIVERSITI TEKNOLOGI MARA

A MODEL TO INVESTIGATE IMPACT OF CONTENT FACTOR & ISLAMIC FACTOR ON CONTINUOUS USE OF ISLAMIC WEBLOGS

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ABSTRACT

The rapid and dynamic change of the internet development and usage has enhanced people's lifestyle and consumptions behavior. In line to this, the method of disseminating and collecting information has also been enhanced from traditional sources to the online sources. Religious activities are included with no exception. The emergence of computer technologies including WWW and other related services provide a new insight for the people to acquire knowledge on Islam and Muslims. Now, there are numbers of Islamic websites found over the Internet and most of the sites are being established in order to deliver the message of Islam and to disseminate the Islamic teachings and practices. However, apart from websites, weblogs are another tool in the Web 2.0 applications that is gaining acceptance as a medium for improving the process of knowledge sharing. Hence, through this situation, the Islamic communities grab the opportunity to introduce the Islamic weblogs as a source to enrich the Islamic knowledge. Recently, there are growth in the number of Islamic blogs or weblogs found. Previous studies highlighted that, despite Judaism, Christianity, Hinduism and Buddhism, the use of blogs as a part of medium for religious preaching has also been widely recognized by Islam. The problem of study issues on credibility and authenticity of the content remained questionable. Past studies revealed that majority of the content of the websites and weblogs are lack of authority and credibility. Thus, to address this gap, this study attempted to explore the features and quality that an Islamic weblog should have which then help to influence the users' satisfaction and trust and lead to the continuance used of weblogs. To meet this aim, a quantitative methodology was designed to discover the impact of content factors and Islamic factors towards the continuance used of these Islamic weblogs. The data was analyzed to evaluate and determine the overall mean for Credibility is (3.92), content objectivity is (3.76) and content reliability is (3.77) which regarded that the respondents agreed that credibility, objectivity and reliability of the Islamic weblogs are important. Meanwhile, the overall mean were presented for Islamic Identity (3.86), Islamic Services (3.55), Islamic Symbols (3.86) and Ethical Values (3.98) measure the Islamic factors. The study showed that both content-related and Islamic-related factors influence the continuance used of Islamic weblogs indirectly. The analysis revealed that Confirmation and Perceived Usefulness mediated the relationship between both content and Islamic factors towards the continuance used. This study contributed both theoretically and practically. The study addressed part of the gap found the past literatures by enriching the theoretical ideas of continuance used of the technology by broadening the measurement model. Several other key factors that influenced people to continue using the Islamic weblogs in sharing and collecting information pertaining Islam are being identified. Practically, this study helps to increase the awareness among the Muslims regarding the importance of credibility and authenticity of the Islamic weblogs by proposing a proper guideline.

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