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A STUDY OF THE MALAYSIAN YOUTH PERCEPTION TOWARD 'MUSLIM PRO' APPS THROUGH SMART PHONE IN MALAYSIA USING TECHNOLOGY ACCEPTANCE MODEL (TAM)

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Abstract

The justification of this exploratory study is to get a better understanding on current situation of the Malaysian youth perception toward 'Muslim Pro' apps through their smartphones. Moreover, most of previous studies focused on the categories and types of mobile applications but not specific on the consumers' perception (Heidi, 2014) Thus, the purpose of this study is to identify the users perception, use and usefulness of the mobile app that give a certain impact toward improving their practice toward basic Islamic principle as Muslim in Malaysia. Additionally, the user's perception as Muslim through this religion application had been examined through online survey by using The Technology Acceptance Model (TAM) as variable to measure. As conclusion, this information is beneficial for academics for the development of future research in the field as to improved future propose mobile application toward our Muslim society in Malaysia.

Keywords-component; Muslim Pro Application, Muslim Youth Perception

INTRODUCTION

In the modern age today, information and communication systems are making used by people to computer program. Thus, Mobile Application seems to be rapidly growing consistently with the technology among the sector. As stated by MobiLens study, the number of mobile application user in US grew by 28% between April 2009 and April 2010 (Srinivasan, 2010) It's performed on small handhold mobile device that is moveable and it can be use or access from anywhere and any place. People are using mobile application to contact friends, browse Internet, file content management, document creating and handling, entertainment etc. Beside, there are six different categories of mobile application as the communication, games, multimedia, productivity, travel, and utilities. Looking at the usability it depends on several factors such as screen resolution, Hardware limitations, Expensive Data Usage, Connectivity issues and also Limited Interaction possibilities. As reported last few years the developer of mobile companies a trying to develop mobile device with more screen resolution, more storage, better connectivity which provide better environment for modern application. (Md. Rashedul Islam, 2010)

PROBLEM STATEMENT AND OBJECTIVE OF STUDY

In previous study conducted by (Md. Rashedul Islam, 2010) after all the limitation of mobile environment and mobile application, the uses and popularity of mobile application are increasing day by day and people tried to used mobile application instead of desktop for easy task and the study focus on mobile application and business market. In the other hand, he stated that people could do many things of daily life by using mobile application.

Therefore this paper tries to identify three things. First it would like to recognize the perception of users towards the mobile apps. Secondly, this study also discover the use of mobile application and finally to recognize the usefulness of the mobile application. The research questions driving this study are as follows:

1)   What is the perception of users toward the religion mobile application?
2)   How does the usefulness of 'Muslim Pro' religion mobile application perceive users?
3)   What are the uses of religion mobile application to the users?

MOBILE APPLICATION AND RELIGION APPLICATION

Today the skyrocket of smart phones usage is because of the computing power of that mobile phone. The major areas such as communication like browsing, Voice chat, Facebook, Twitter etc. User can share with their friend and family any places with low cost using VoIP application and Internet by generate call. Beside that, GPS system is current position locating in map and road navigation, vehicle tracking for example The Google Map helps user to find out any place. (Md. Rashedul Islam, 2010) The scenario of mobile application today is very positive, as reported by Wireless Expertise Ltd the sales revenue of mobile application in different year is increasing about 11 billion from 2009 to 2013 (Khanna, 2009). The demand of mobile apps has been notice. Another significant category of mobile apps is religion mobile application. It is basically a mobile media and religion together with the center of attention are on religious groups' use of and response to cell phones, such as the perceived affordance of mobile devices by religious individuals and communities in the Philippines (Roman, 2006) and Israel (Campbell, 2010). According to Times of India the religion mobile application is a technology that has brought spirituality to the fingertips of today's generation (Menon, 2013).

A glance at religion apps as overall, there are a few classification of it globally. Reported in a study, there are nine practical classifications toward religion apps such as Lifestyle, Reference, Education, Book, Utilities, Entertainment, Games and Music. The term of 'religion' and 'spirituality' do not exist as an option for apps. (Campbell, 2014) Beside that, there are a few dominant types of apps found in (Campbell, 2014) research; there are Christian, Muslim, Jewish, Buddhist and Hindu apps. Stated that, according to Abrahamic faiths as the Christianity, Islam and Judaism tend to center on or facilitate engagement with their sacred texts, study tools or reference materials. (Campbell, 2014) In this study, the focus point is the Muslim or Islam perspective toward these mobile apps in religion apps. Scrutinize the Muslim apps, in (Campbell, 2014) study the classification are likely more to Reference, Education and Books such as the Holy Quran Arabic to English Translation and Know Islam Learn Quran. In the other hands, Muslim apps were most important linked as Reference, continue with Education and Book categories. This had been stated in Heidi A. Campbell study, for examples Know Islam Learn Quran (Zaid Lakdawala, 2012) allows users to learn basic teachings about Islam through language translation, recitations and links to recorded lectures by Islamic leaders.

METHODOLOGY

In this study quantitative method had been applied. To answer the entire research question researcher conducted an online survey by using 'Likert Scale' questionnaire as variable to measure the user's perception, uses and usefulness of religion mobile application. The survey involved 30 participants by convenience sampling consist of 17 – 29 years old. It is non-probability sampling method that depends on data collection from population representative who are conveniently available to participate in this study. (Dudovskiy, 2011) According to UNESCO youth is a person who going transition between childhood to adulthood age between 15 – 24 years old but it is very fluid categories than other age group. Moreover, the questionnaire questions are using the Technology Acceptance Model (TAM) as to investigate the perception of user's.

RESULT

According to the survey that had been done are in descriptive. The first segment of the questionnaire is about demographic. Most of the participants are Male with 53.3% with a slightly different 6.63% unalike with female participants. Participators are between 18 – 20 years old and 21 – 29 years old. Thus, 79.31% are among the 21 – 29 years old categories.

The perception of users toward the religion mobile application 'Muslim Pro' had been explored through four sections as in attitude, visibility, social influence and cost. Recognizing the attitude or behavior intention of the users, result showed 53.85% of the participants 'strongly agree' that it is a good idea to use the religion application and 44.44% of them stated 'agree' that they are had pleasant experience using this application. The religion application is beneficial to user and 48.15% of them 'strongly agree' of that question. They intend to use the application in whatever version either full or premium, as a result 40.73% of them 'agree'. They use the application whenever possible and 40.74% 'agree' on that. 38.46% participators 'agree' to use full version Muslim Pro app if it is inexpensive. 40.74% of the participant perceive 'neutral' on using the application in full version because of the price.

Furthermore, the visibility of users had been examined and in effect showed that 62.96% of them 'agree' that they have seen others applications than 'Muslim Pro' religion application through smart phone. However, 46.15% express 'neutral' perception seeing their community or family used this religion application. In the other hand, 38.46% 'agree' that have seen this application being used outside their community and family. As conclusion they 55.56% perceive 'neutral' seen the religion application been used in public.

This social influence section is to identify the participant's perception toward social influence to use the 'Muslim Pro' religion application. As a result, 33.33% of them stated 'agree' that they will use the application if the service is widely used by people in my community. 29.63% of them are 'strongly agree' that they will use the application if their friend used it. Beside, 40.74% stated ' neutral' on their adoption toward the application if their family members or relatives use it. A glance of the costs section, 44.44% of the participants perceive 'neutral' on the price application is reasonable and they felt the same way that the application is value for money.

Explanation of second questionnaire had been recorded through perceived usefulness (PU) through the participant perception. As defined by Fred Davis it interprets the degree to which a person believes that using a particular system would enhance the performance (Davis, 1989). In this section, researcher look into the usefulness of the religion application to his or her performance practice daily Muslim lifestyle. Using this 'Muslim Pro' religion application improves the quality of their lifestyle

as Muslim and 40% of the participant 'strongly agree' with the statement. On the other hands, by using this application it provides information on holy Qurans, prayer time, Qibla and Islamic information's around 46.6% of participators 'strongly agree' and just 3.33% 'disagree'. This application supports critical aspect of their Muslim lifestyle and 40% of them 'strongly agree' on the statement. Looking at this religion application it can improves their Islamic knowledge and 56.67% 'agree' with that instate strongly agree on that. 37.93% of participants 'agree' that this Muslim Pro religion app improves their holy Quran reading. Nearly 1.72% different to half percentage 'strongly agree' that this application makes their Muslim basic lifestyle come easier. As overall this app is useful toward their daily lifestyle as a Muslim the participants are 'strongly agree' and 'agree' with a same percentage with 40%.

Responding to the third questionnaire, the perceived ease of use (PEOU) by Technology Acceptance Model (TAM) had been applied to identify uses of this 'Muslim Pro' religion application. PEOU defined, as the degree to which a person believes that using a particular system would be free of effort and it is freedom from difficulty or great effort. (Davis, 1989) As the outcome, 36.67% of the participants give 'neutral' perception that they find it is inconvenience to use the 'Muslim Pro' religion application. 40% of them perceive 'neutral' toward learning to operate the Muslim Pro is easy for them. Interacting with the app is often frustrating and 30% of them feel 'neutral' about it. The religion application makes the participants understanding easier the basic Islamic practices and 43.33% of them 'agree' on the statement. On the other hand, 31.03% of participants stated as 'neutral' saying that the application is rigid and inflexible to interact with. It is easy to interact with this application and 36.67% of them 'agree'. Interacting with 'Muslim Pro' religion application required a lot of mental effort and they 'strongly agree' and felt 'neutral' on both statement with 27.59%. 37.93% totally 'agree' that the interaction of them with the religion application is clear and understandable. Beside that, it takes a lot of effort to become skillful at using this Muslim Pro app and participants 'strongly agree' on that with 33.33%. As overall they 'agree' and find the application is easy to use with 40%.

DISCUSSION AND CONCLUSION

The 'Muslim Pro' religion application is a mobile application that as general had given a lot of positive feedback as a result of this study. Scrutinize the attitude section, majority of the users are consent with the application instate of strongly agree but they are in conflict decision on the full version because of the price that they might thing is expensive because this supported with highly participator that could convert to full version if the price is inexpensive. In this case, the users majority felt this is very good idea to use this application that give them pleasant experience and benefits them. The majority of the users stated that they are aware with other application than 'Muslim Pro'. Half of the users stated that they felt disagreement toward the awareness of the product in public. Awareness toward the application should be improving due to the users perception in Malaysia among the youth. To support the statement, according to a visibility report the number of downloaded in Feb 2015 are 9,081 thousand had dropped to 4,650 in Apr 2015 (Search Man, 2014).

The users are influence most by friend toward the usage of 'Muslim Pro' application instate of family members. As observation, youth spend more time with friend than family because of student lifestyle living in hostel or working independently and renting outside from home this might influence the percentage of that. The statement supported by an article in The Telegraph, stated "the need to survive at school and mix with friends has a more significant impact on a child's behavior than lessons learned in the home" (Paton, 2007) Majority of the users give confuse answer toward

the price of 'Muslim Pro' are reasonable and value for money. Through this result, the price might be too expensive for the youth in Malaysia and that might be the reason they felt that way toward the product. As reported in 'Malaysia's Human Capital Towards a High-Income Economy' the "Malaysians, especially its youth, are struggling to cope on a daily basis. It is important for the government to create more jobs and among those, high-paying jobs" (Media, 2014) this statement give a view of youth situation in Malaysia as general.

This 'Muslim Pro' application very useful to the majority youth in Malaysia as they stated that it improves their quality as Muslim lifestyle. The apps also provide them information toward the Holy Quran, prayer time, Qibla and Islamic information especially they felt the apps help them improve on Quran reading and make their life easier and as conclusion they really felt the apps is very useful because all in one application.

The uses of this religion application to the users still in confuse zone as the result showed that they felt inconvenience and frustrating to use this application. This is maybe because of the Internet connection that not stable among the youth environment. Beside that, they perceive the same thing toward the 'Muslim Pro' apps is easy to learn and operate and they thing the apps is rigid and inflexible. From the result, researcher should consider on the interface design it is friendly user? As reported in an article title 'Essentials For Creating A User-Friendly Interface' she stated, "When people download an app, they usually look for things such as design, functionality, and efficiency. These fine qualities are never more present than in the app's interface. You can create an app that is artfully designed and visually stunning, but if no one can figure out to how to move beyond the home screen, it's not going to sell well. No matter how flashy an app looks, what most people want is an app that does exactly what they need it to do" (Vivo, 2013). Majority of them felt easy to interact, clear and understandable with the app in the other hand they think that it takes a mental effort to interact with the app. This is more because of this is a religion application that need a focus mind to interact. Most of the users find this app very easy to use. This is because the basic knowledge of Islamic that been applying in the application.

In conclusion, of this study is that the user's perception, use and usefulness should expand the study in the specific field. It highlighted the perception of the Malaysian youth as the mobile application users that might help researcher to expand or continue the study as to improve the problem that had been noted from the study as general. The descriptive research had given a certain percentage as indicator of how the users felt using the 'Muslim Pro' religion application. However, there are a few limitations and the need for more comparison or results on the religion app that can be explored for future research.

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