

The Mediating Effect of Reading on the Relationships between Awareness, Perception and Attitude towards Satisfaction with IIUMToday Campus Newspaper

Aini Maznina Abdul Manaf*

Saodah Wok

International Islamic University Malaysia

Corresponding email: maznina@iium.edu.my*

Abstract

IIUMToday, established on May 1, 2014, is the official campus newspaper for International Islamic University Malaysia (IIUM). It is operated by students under the jurisdiction of the Department of Communication. To test the level of satisfaction in reading it, the objectives of the study are (1) to determine the degree of agreement to reasons for visiting the IIUMToday website, awareness of, perception of, attitude toward, reading habit of, and satisfaction with IIUMToday among students in the IIUM; (2) to examine the awareness of, perception of, attitude toward, reading habit of, and satisfaction with IIUMToday among the students in IIUM; (3) to test the relationships among awareness, perception, attitude and reading habit with satisfaction; and (4) to determine the mediating effect of the reading habit of IIUMToday among students on their satisfaction. The study used the quantitative research design, employing the survey method with the questionnaire as the research instrument for data collection. A total of 104 respondents were found to be readers of IIUMToday. Results show that there exist moderate levels of awareness, perception, attitude, reading habit, and satisfaction with IIUMToday. The relationships among the variables concerned are significantly positive. In addition, reading habit partially mediates the relationship between the predictors and the criterion.

Keywords: Attitude, Awareness, Perception, Reading Habit, Satisfaction with Campus Newspaper.

Kesan Pengantara Membaca dan Hubungannya dengan Kesedaran, Persepsi dan Sikap Terhadap Kepuasan Membaca IIUMToday

Abstrak

IIUMToday, adalah akhbar kampus yang mula diterbitkan pada 1 Mei 2014. Akhbar ini telah diurus dan diterbitkan oleh para pelajar di bawah naungan Jabatan Komunikasi di Universiti Islam Antarabangsa Malaysia (UIAM). Kajian ini mengukur tahap kepuasan para pembacanya berpandukan objektif berikut (1) untuk menentukan tahap persetujuan para pengguna tentang tujuan mereka mengakses laman web IIUM Today, kesedaran, persepsi, sikap, tabiat membaca dan kepuasan para mahasiswa di UIAM; (2) untuk menentukan tahap persetujuan responden tentang tujuan melayari laman web IIUM Today, kesedaran, sikap, tabiat membaca dan kepuasan para pelajar di UIA terhadap laman web itu (3) untuk menguji hubungan antara kesedaran, persepsi, sikap dan tabiat membaca dengan kepuasan; dan (4) untuk menentukan kesan perantaraan tabiat membaca di laman web IIUMToday dengan kepuasan. Kajian ini dilaksanakan mengikut rekabentuk kuantitatif dengan menggunakan borang soal selidik. Seramai 104 respondents yang dikenal pasti sebagai pembaca IIUMToday telah bersetuju menjadi responden. Dapatan kajian menunjukkan responden mempunyai tahap sederhana dalam kesedaran, persepsi, sikap, tabiat membaca dan kepuasan dalam melayari laman web berkenaan. Hubungan antara semua pemboleh ubah yang dikaji adalah positif. Kajian ini juga menunjukkan tabiat membaca sebahagiannya menjadi perantara antara peramal dan kriteria.

Kata Kunci: *Sikap, Kesedaran, Persepsi, Tabiat Membaca, Kepuasan dengan Akhbar Kampus*

Introduction

In the International Islamic University Malaysia (IIUM), IIUMToday is the sole campus newspaper operated by students for students, and it was formally established on May 1, 2014. The newspaper was established at the Human Sciences Division of the Kulliyah of Islamic Revealed

Knowledge and Human Sciences (KIRKHS) and be put under the Department of Communication. IIUMToday is a training platform for journalism students on reporting and managing news spots. The campus newspaper aims to expose Journalism students in journalism practices in preparation for their future career, besides preparing them for the news media industry.

The contents of IIUMToday are breaking news, sports, campus activities, lifestyles, and student activities. The students are also exposed to industry attachments, media training, and news writing skills through sharing sessions with practitioners. The students have the opportunity to conduct and cover the events on campus as their group projects. Hence, between one and three articles can be uploaded online daily. The frequency depends on the time of the year and whether it is done during the regular semesters, short semesters, or the holiday/festive seasons. The Main Board of IIUMToday consists of The Editor (lecturer), two Managing Editors (students), and the committee members of a certain bureau. They are entrusted with overseeing the progress of the campus newspaper. Draft articles are forwarded by the Managing Editors to the Editor who acts as the second gatekeeper, edit the forwarded articles, and then returns the edited versions for uploading. The posted article acts as an incentive and motivation to student contributors, more so if it is cited and quoted by the mainstream newspaper. Their products can also serve as an added value to student portfolios and resumes when seeking jobs. In addition, students can make media contacts and forge networking with others: the public, politicians, and leaders.

Thus, the researchers aim to determine the reception and acceptance of IIUM students toward IIUMToday as the only campus newspaper in the university. The newspaper is meant as a training ground for journalism students; however, interested students from other departments are also encouraged to contribute stories and news like the rest of the student community.

Problem Statement

Reading is important for university students, not only for the subject matter but also to get additional information regardless on the scope of their study. In this context, the students need current and updated information to keep them abreast with the progress and development of both the national and international news. Hence, the reading habit is important for language development and skills in writing and speaking. Reading itself is a mental activities. If the articles are well written, then satisfaction with the campus newspaper prevails. Hence, reading acts as the mediator between the predictors: awareness, perception, and attitude, and the satisfaction with IIUMToday.

For the IIUM students, it is a privilege to know whether campus newspaper is accepted by the student community. Are they satisfied with IIUMToday? A campus newspaper is the main source of information for the students. It provides a one-stop center with information on campus events, campus community news, and views about local, national, and international happenings that are perceived as important by students.

Objectives of the Study

The objectives of the study are:

- (1) To determine the degree of agreement to reasons for visiting the IIUMToday website,
- (2) To examine the awareness of, perception of, attitude toward, reading habit of, and satisfaction with IIUMToday among the students in IIUM;
- (3) To test the relationships among awareness, perception, attitude and reading habit with satisfaction; and
- (4) To determine the mediating effect of the reading habit of IIUMToday among students on their satisfaction.

Literature Review

The Uses and Gratification Theory and the Online Newspaper

Discussions related to media and social consequences initiated by the Frankfurt school approach postulate the dominant role of the mass media in conveying messages to the society (Michailina, Andreas, & Christos, 2015). At this point, audiences are considered as passive and unable to react to the messages that come from the mass media. However, with new and contemporary developments in technology, the conception of the passive audience is no longer relevant. The interactivity feature that dominates the new media changes the role of audiences from passive to active (Michailina, Andreas, & Christos, 2015).

The uses and gratifications theory (UGT) support that the users use the media for their own benefit, which fulfills their needs and satisfaction. Generally, the uses and gratifications theory assume that audiences are active and in control of their media consumption. At this juncture, audience members are aware of their needs, and they select their own media contents and channels that they believe will provide the gratifications that they seek (Katz, Blumler, & Gurevitch, 1974). Essentially, people choose media contents which could satisfy their needs. In general, people read newspapers to satisfy their needs to obtain information, particularly on the current updates locally and internationally. However, it is not surprising that the young generation read newspapers for reasons that are different from the older ones. In a study conducted by Akmar Hayati and Siti Zobidah (2014), they assert that teenagers choose to read newspapers for escapism and cognitive needs rather than social, feelings, and personal needs. Teenagers choose to read newspapers due to the contents that contain escapism elements: reading materials that could reduce stress and cure loneliness.

The online newspaper, being the new media that is embedded with interactivity and more user-friendly features, is more likely to be preferred than the traditional newspaper (Wilson, Leong, Nge, & Hong, 2011). The interactivity feature of the online newspaper that is considered an important characteristic of the uses and gratifications theory in relation to

the new media, links the online newspaper to its audiences since that's their needs and requirements (Michailina, Andreas, & Christos, 2015). In a study conducted by Nayan, Devarajoo, Othman, Lee, and Hasan (2016), university students prefer the online newspaper to hard copy newspapers in consuming news. Most respondents read the online news because they are satisfied with its convenience. Apart from the main satisfaction that is related to fulfilment of their responsibility to academic activities, online news is easier to read than a journal or a book, easier to read with the audio and video provided, readily accessible and easily read via mobile devices, and with less effort needed as it can be linked to other websites, hence making life easier for the students.

Relationships of Awareness, Perception, and Attitude with Satisfaction

Awareness triggers satisfaction. When students are aware of the existence of an online newspaper, they have the tendency to look for the newspaper concerned and search for the contents of their interest. Then only would they find satisfaction after reading the contents that relate to their needs and interests. In general, students are keen to keep abreast with the progress and development of happenings around the world. Thus, the most convenient way to obtain such information is by reading online newspapers. The nature of an online newspaper that is free of charge encourages university students to read the online newspaper rather than the traditional one (Matthew, Ogedebe, & Adeniji, 2013; Nayan, Devarajoo, Othman, Lee, & Hasan, 2016). This will lead them to have a positive perception of the online newspaper.

Students prefer to read newspapers more than reading their own books (Nor Shahriza, 2005). In a study conducted by Nor Shahriza (2006) among students of the IIUM, she finds that the majority (74%) of respondents read newspapers, followed by academic books or text books, websites, magazines, fiction, and journal articles. This study proves that university students have a strong inclination towards newspaper reading, thus, have a positive perception towards it. Therefore, positive perception leads to satisfaction towards the newspaper.

Field of study has a positive influence on reading habits and attitude towards reading. Human Science students should have the liking and preference for reading to improve their academic performance (Nor Shahriza, 2006). This is in line with the nature of their study that requires them to keep pace with current issues. A positive attitude encourages students to appreciate the contents of the newspaper, which, in turn, influences their satisfaction on reading it as not all types of contents are read but only selected topics.

Mediating Effect of Reading on Level of Satisfaction

Reading is an intellectual activity when new things are learned intentionally or by coincidence which, in turn, enables readers to develop new ideas and then expand them in their discussions and writings. Thus, it is important for students to inculcate the reading habit while on campus. The newspaper, being light reading and with the soft type of information, can create the reading habit and hence, it would be possible to differentiate between those who read and those who do not. The beloved Prophet Muhammad SAW was commanded to read, even though he was illiterate. This highlights the importance of reading. In a campus newspaper, reading is vital for students to develop their vocabulary, and the ideas they read can help in improving their personal knowledge, attitude, and behavior for the betterment of their life. The reading habits of people from different nationalities and cultures differ, and these can be cultured and cultivated properly. However, motivation must be there as the driving force from within the students. Students from Western countries and Japan love reading, and this habit can easily be observed. Nowadays, reading can be done online through handy Smartphones.

Majumder and Hassan (2013) find that university students read the newspaper for various reasons: to improve general knowledge, for fun, hobby, and leisure, in that sequence. However, the campus newspaper is found to be read by 60% of the students (Clark, Martire, & Bartolomeo, 2004). In addition, Bresser and Bergen (2002) find that students are more likely to read their campus newspaper than the mainstream newspaper. The contents of the newspaper, therefore, must be tailored to the needs of the student community, which is generally much younger and their needs and wants are more for knowledge and relaxation (Morton, 2003; Pohlig, 2003).

Bresser and Bergen (2002) find that the Midwestern university students prefer to read the campus paper instead of the online newspaper. This provides a challenge to IUMToday as it is an online campus newspaper. Present day students are Internet savvy and depend on the Smartphones for online information including searching for campus information that is served by IUMToday. The contents of the campus newspaper also play an important role in the readership of the campus newspaper (Burch & Cozma, 2016).

Theoretical Framework

Based on the discussion, the theoretical framework of the study is presented in Figure 1, where the General Hypothesis is presented as GH and the sub-hypothesis represented as SH.

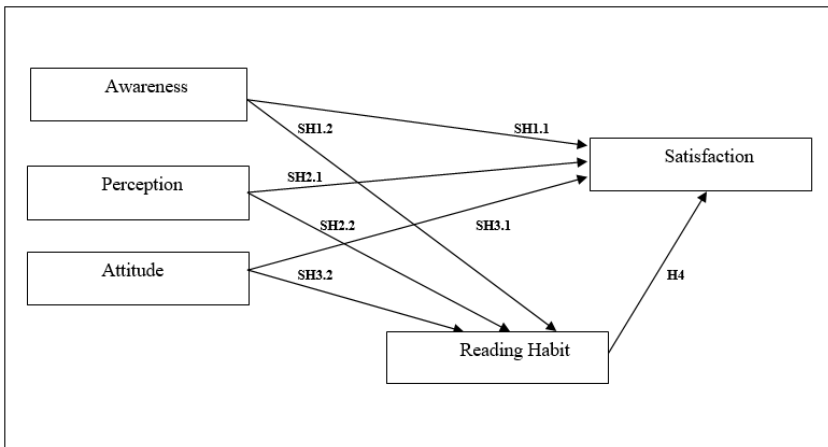


Figure 1: Mediating Effect of Reading Habit on Awareness toward Satisfaction

Hypotheses of the Study

The following are the hypotheses postulated for the study:

GH1: Reading habit mediates the relationship between awareness and satisfaction.

SH1.1: Awareness influences satisfaction with IUMToday.

SH1.2: Awareness influences the reading habit.

GH2: Reading habit mediates the relationship between perception and satisfaction.

SH2.1: Perception influences satisfaction with IUMToday.

SH2.2: Perception influences the reading habit.

GH3: Reading habit mediates relationship between attitude and satisfaction.

SH3.1: Attitude influences satisfaction with IUMToday.

SH3.2: Attitude influences the reading habit.

H4: Reading habit influences satisfaction with IUMToday.

Methodology

Research Design

The study uses the quantitative research design, employing a survey method with the questionnaire as the research instrument for data collection. Only 104 respondents were found to be readers of IUMToday.

Population and Sampling Procedure

The population of the study comprises students from the Human Science Division (HS Division), which consists of six departments: Communication, English Language and Literature, History, Political Science, Psychology, and Sociology & Anthropology. The total number of active HS Division students is approximately 5000.

Instrument and Measurement

The research instrument is a self-administered questionnaire consisting of questions on the demographic background of the respondents (gender, age, and nationality), utilization of IUMToday (have visited the IUMToday website, when, and how often), reasons for visiting IUMToday (entertainment, knowledge, and academic purpose), awareness of IUMToday (e.g., I'm aware of the multimedia section), perception of IUMToday (e.g., I think IUMToday is beneficial for me), attitude towards IUMToday (e.g., I like the stories inside IUMToday), behavior regarding IUMToday (e.g., I visit IUMToday to gain information), and satisfaction with IUMToday (I'm satisfied with the topics discussed on IUMToday).

Validity and Reliability

The face validity of the research instrument was verified by experts in the field of journalism. The constructs were tested for own reliability. The Cronbach's alpha reliability test was used. All of the constructs used in this study were found to be reliable for awareness with 11 items (Cronbach's $\alpha = .916$), perception with seven items (Cronbach's $\alpha = .904$), attitude with eight items (Cronbach's $\alpha = .931$), reading habit with eight items (Cronbach's $\alpha = .908$), and satisfaction with eight items (Cronbach's $\alpha = .944$).

Data Collection

Data were collected from 224 students in the Human Science Division, where the IIUMToday operation room functions. The students were selected using the stratified random sampling procedure by using the department as the stratum. Other factors considered are gender, age, nationality, department, and year of study program. The researchers distributed the questionnaires personally with the permission of the lecturers concerned before class. The data collection was carried out in November 2016.

Data Analysis

Data were analyzed using the Statistical Package for Social Sciences (SPSS) version 20. Both descriptive statistics and inferential statistics were used to answer the objectives of the study. The descriptive statistics used include percentage, mean, standard deviation, and correlation. The inferential statistics used is the hierarchical regression analysis.

Findings

Demographic Characteristics of the Respondents

Out of a total of 224 respondents, 104 are readers of IIUMToday (46.4%). This means that there are more non-readers of the university campus newspaper operated by students. They comprise female students (61.5%) and 38.5% male readers. Almost all students (95.2%) are adolescents, aged between 21–25 years old while the rest are teenagers aged between 16–20 years old (6.7%) and young adults aged between

26–30 years old (4.8%). The majority (87.5%) are Malaysian students while the rest (12.5%) are the international students. Almost one-third of the number of respondents is Communication students (30.8%), and the rest comes from the English Language and Literature (16.3%), History (11.5%), Political Science (16.3%), Psychology (11.5%), and Sociology & Anthropology (13.5%) majors. They are almost equally distributed among years of program: 19.4% first year, 25.2% second year, 26.2% third year, and 29.1% final year students.

Awareness of IIUMToday

All of the items on awareness (Table 1) are significantly positive except for the last item “I’m aware that I can participate in IIUMToday”. This means that more than six in ten respondents are aware of the existence of IIUMToday. What they are not aware of is the possibility of participating in IIUMToday. Even though IIUMToday is under the jurisdiction of the Department of Communication and it is compulsory for Journalism students to contribute and become members of the association, students from other departments are also invited to join and contribute their talents in writing. Majority of the students are aware that IIUMToday is an online newspaper.

Table 1: Mean and percentage of awareness of IIUMToday website

No.	Awareness (N = 103)	Mean	SD	%
1	I’m aware that IIUMToday is an online newspaper.	4.330	0.879	86.6
2	I’m aware that IIUMToday always posts news which is important to me.	3.544	0.926	70.9
3	I’m aware that IIUMToday posts new articles every day.	3.427	1.125	68.5
4	I’m aware of IIUMToday logo.	3.418	1.257	68.4
5	I’m aware of the campus, events and about sections.	3.379	1.067	67.6
6	I’m aware of the multimedia section.	3.350	1.135	67.0
7	I’m aware of IIUMToday’s objectives.	3.320	1.068	66.4
8	I’m aware of the opinion section.	3.262	1.137	65.2

9	I'm aware of the different sections in the IIUMToday.	3.233	1.068	64.7
10	I'm aware of the life style section.	3.223	1.128	64.5
11	I'm aware that I can participate in IIUM-Today.	3.107	1.228	62.1

Perception of IIUMToday

More than three-quarters of the respondents have a positive perception of IIUMToday (Table 2). Specifically, the respondents think that IIUMToday is beneficial (76.7%), keeps them updated on campus happenings (76.3%), and the language of the articles is easy to understand (76.0%). Overall, the respondents perceive IIUMToday as significantly positive with the mean values ranging from 3.837 to 3.798. This means that the potential of having more readers in the future is bright especially when the students can spread the news online easily. In any case, the campus newspaper is meant for disseminating news on campus, and it is from students for students on a sharing basis so that students can participate in major campus events, which hopefully, is on their own accord. Therefore, we can expect fuller student involvement in campus activities.

Table 2: Mean and percentage of perception of IIUMToday

No.	Perception of IIUMToday (N = 104)	Mean	SD	%
1	I think IIUMToday is beneficial for me.	3.837	0.893	76.7
2	I think IIUMToday keeps me updated with campus happening.	3.817	0.953	76.3
3	I think the writing of the articles is easy to understand.	3.798	0.863	76.0
4	I think IIUMToday helps me to interact with IIUM environments.	3.625	1.010	72.5
5	I think IIUMToday voices out students' opinions.	3.490	1.033	69.8
6	I think it is easy to navigate through IIUMToday website.	3.471	0.995	69.4
7	I think IIUMToday has enough variation of sections.	3.375	0.967	67.5

Attitude towards IUMToday

Results show that the highest rated item is “I have no doubt that IUMToday is beneficial” (M=3.835; SD=0.919), followed by “I’m certain that the information shared on IUMToday is up-to-date” (M=3.3670; SD=0.868) and “I like the stories inside IUMToday” (M=3.485; SD=0.948) (Table 3). In addition, all items are positively rated, with means ranging from 3.330 to 3.835 and a significant t value. This means that the liking and preference toward IUMToday is positive. Once there is a positive feeling, the chance is that the students are likely to spread the good news to other students on campus as well as to others outside the campus, hopefully to other university students whom they have befriended. Thus, the chance that IUMToday is going to be popular is there provided the standard of writing and the quality of the articles are maintained and improved,

Table 3: Mean and percentage of attitude toward IUMToday

No.	Attitude on IUMToday (N = 103)	Mean	SD	%
1	I have no doubt that IUMToday is beneficial.	3.835	0.919	76.7
2	I’m certain that the information shared on IUMToday is up-to-date.	3.670	0.868	73.4
3	I like the stories inside IUMToday.	3.485	0.948	69.7
4	I prefer the topics that are discussed in IUMToday.	3.447	0.947	68.9
5	I’m confident with IUMToday’s contents.	3.437	0.904	68.7
6	I prefer the design of IUMToday’s website.	3.408	0.912	68.2
7	I prefer the existing sections of IUMToday.	3.408	0.912	68.2
8	I feel motivated to re-visit IUMToday.	3.330	1.023	66.6

Reading Habit of IUMToday

Reading is the outcome of awareness, perception, and attitude towards the campus newspaper (Table 4). Seven in ten respondents visit IUMToday to gain information (75.2%), to keep themselves updated

on what is happening on campus (72.9%), and because the campus newspaper represents IIUM students (70.8%). Nevertheless, the only negative aspect of their involvement in IIUMToday is that they do not contribute to the contents of IIUMToday. Fortunately, the students are very sincere in their claims. All these involvements help the campus newspaper concerned to a certain extent.

Table 4: Mean and percentage of reading habit of IIUMToday

No.	Reading Habit Regarding IIUMToday (N = 104)	Mean	SD	%
1	I visit IIUMToday to gain information.	3.760	1.010	75.2
2	I read IIUMToday to be updated on what is happening on campus.	3.644	1.114	72.9
3	I visit IIUMToday because it represents IIUM students.	3.539	1.123	70.8
4	I know about the upcoming events on campus from IIUMToday.	3.471	1.140	69.4
5	I read IIUMToday because of its rich contents.	3.346	1.003	66.9
6	I rely on IIUMToday to voice out students' opinions.	3.337	1.039	66.7
7	I recommend IIUMToday to my friends.	3.317	1.091	66.3
8	I contribute to the contents of IIUMToday.	2.712	1.341	54.2

Satisfaction with IIUMToday

The overall satisfaction with IIUMToday is 70.4% (Table 5). The highest satisfaction is "I am satisfied with the language used in IIUMToday" (71.45%). This is because the Editor edits all the articles in the campus newspaper. The readers are also satisfied with the layout (71.5%), features (70.4%), and representation of the students' opinions (70.4%) in IIUM. The students are less satisfied with the amount of information shared in IIUMToday. The students expect more than what is given in the campus newspaper.

Table 5: Mean and percentage of satisfaction with IIUMToday

No.	Satisfaction with IIUMToday	Mean	SD	%
1	I'm satisfied with the topics discussed on IIUMToday.	3.481	0.924	69.6
2	I'm satisfied with the current sections of IIUMToday.	3.442	0.857	68.8
3	I'm satisfied with the amount of information shared on IIUMToday.	3.385	0.928	67.7
4	I'm satisfied with the language used in IIUMToday.	3.779	0.903	75.6
5	I'm satisfied with the layout of IIUMToday.	3.573	0.892	71.5
6	I'm satisfied with the features on IIUMToday.	3.519	0.892	70.4
7	I'm satisfied with the representation of the students' opinions on IIUMToday.	3.519	1.024	70.4
8	I'm satisfied with the frequency of the articles.	3.471	0.965	69.4

Overall Findings of the Variables

The overall mean for each variable is formulated based on the summated ordinal measure for each variable and it is then divided by the number of items that make it. Results show that there are moderate levels of awareness, perception, attitude, reading habit, and satisfaction of IIUMToday. Table 6 presents the percentage, mean, and standard deviation (SD) with one sample t-test for a test value of 3 to determine the level of awareness, perception, attitude, and reasons for reading the IIUMToday online. Results show that the variables are significantly positive for awareness ($M = 3.418$, $SD = 0.810$, $t = 5.230$, $p = .000$), perception ($M = 3.631$, $SD = 0.765$, $t = 8.403$, $p = .000$), attitude ($M = 3.502$, $SD = 0.764$, $t = 6.673$, $p = .000$), reading habit ($M = 3.391$, $SD = 0.868$, $t = 4.589$, $p = .000$), and satisfaction with IIUMToday ($M = 3.520$, $SD = 0.782$, $t = 6.784$, $p = .000$). This means that IIUMToday readers are aware of the existence of their campus newspaper online, perceive it positively, have a positive attitude toward reading it, and they are satisfied with it.

Table 6: Mean, Standard Deviation, and Percentage for Selected Variables

Variable	N	Mean*	SD	%	t**	p	%
Awareness	103	3.418	0.810	68.4	5.230	.000	76.7
Perception	104	3.631	0.765	72.6	8.403	.000	73.4
Attitude	103	3.502	0.764	70.0	6.673	.000	69.7
Reading habit	104	3.391	0.868	67.8	4.589	.000	68.9
Satisfaction	104	3.520	0.782	70.4	6.784	.000	68.7

* On a 5-point scale; ** test value of 3

Hypotheses Testing

The relationships among the variables concerned are significantly positive. Table 7 shows that there is a strong relationship between level of satisfaction and attitude ($r = .830$ $p = .000$). In addition, a strong relationship exists between reading habit and perception ($r = .746$, $p = .000$), and between reading habit and attitude ($r = .700$, $p = .000$). All other relationships are moderate: between reading habit and awareness ($r = .596$, $p = .000$), awareness and perception ($r = .582$, $p = .000$), and awareness and attitude ($r = .552$, $p = .000$). This implies that all variables are positively related to one another. Hence, all hypotheses are supported. Reading is found to mediate the relationship between satisfaction and awareness, perception, and attitude.

Table 7: Zero- and Partial Correlations among Selected Variables

Control	Variables	Satisfaction	Awareness	Perception	Attitude
None	Satisfaction	1			
	Awareness	$r = .498$, $p = .000$	1		
	Perception	$r = .781$, $p = .000$	$r = .586$, $p = .000$	1	
	Attitude	$r = .830$, $p = .000$	$r = .552$, $p = .000$	$r = .828$, $p = .000$	1
	Reading	$r = .765$, $p = .000$	$r = .596$, $p = .000$	$r = .746$, $p = .000$	$r = .700$, $p = .000$

Reading	Satisfaction	1			
	Awareness	r=.082, p=.207	1		
	Perception	r=.490, p=.000	r=.265, p=.004	1	
	Attitude	r=.640, p=.000	r=.235, p=.009	r=.643, p=.000	1

In addition, all factors contribute towards explaining the satisfaction with IIUMToday except for awareness (Table 8). Specifically, level of satisfaction is explained by perception (Beta = .296, t = 2.969, p = .001) and attitude (Beta = .583, t = 6.007, p = .000). Among the variables, the best predictor of satisfaction is attitude. This means that if the students like IIUMToday, they tend to be satisfied with it; perception influences the reading habits of students. Reading habit is able to mediate the relationship between perception and satisfaction fully but partially mediates the relationship between attitude and satisfaction. Therefore, GH2 is fully supported while GH3 is partially supported.

Table 8: Simple Multiple Regression Analysis between satisfaction and the predictors

Model	Variable	Unstandardized Coefficients		Standardized Coefficients	t	p
		B	SE	Beta		
1	Constant	.436	.216		2.019	.046
	Awareness	.003	.062	.003	0.045	.964
	Perception	.303	.102	.296	2.969	.001
	Attitude	.567	.094	.583	6.007	.000
F=82.480, df=3,98, p=.000; R= .846, R2=.716, R2 Adj=.708; R2 Change=.716, F Change=82.480, df=3,98, p=.000						
2	Constant	.448	.199		2.254	.026
	Awareness	-.067	.059	-.072	-1.127	.262

	Perception	.149	.100	.146	1.488	.140
	Attitude	.495	.088	.509	5.599	.000
	Reading	.304	.070	.343	4.331	.000
F=77.756, df=4,97, p=.000; R=.873, R2.762=, R2 Adj.=752; R2 Change=.046, F Change=18.756, df=1,97, p=.000						

Discussions and Conclusion

Based on the findings on the 104 students, it can be concluded that IIUMToday is not widely known to the student community as more Human Science students (n = 120) do not even visit the IIUMToday website in the first place. Therefore, publicity and promotion efforts have to be aggressive so that readers are always eager to read IIUMToday to quench their thirst for knowledge and to keep them informed of the activities on campus.

Among the readers, awareness, perception, and attitude are acceptable based on the overall mean for each construct. The positive evaluations reflect the acceptance of IIUMToday among the readers. These findings are in line with previous studies (Matthew, 2013; Nayan et al., 2016; Nor Shahriza, 2006).

Since all relationships among the variables in the study are positive and significant, it can be concluded that all variables are important in giving impact on satisfaction with IIUMToday. Reading is able to mediate perception fully but partially mediates attitude toward IIUMToday.

The study has its limitations. Therefore, future research should look into conducting a longitudinal study where cohort analysis can be done. Besides that, it is good to look at the characteristics of the non-readers so that promotion and publicity can be targeted at them.

References

- Akmar Hayati, A.G. & Siti Zobidah, O. (2014). Teenagers' needs towards newspapers content. *Malaysian Journal of Communication*, 30 (special issue), 17-28.
- Bressers, B., & Bergen, L. (2002). Few university students reading newspaper online. *Newspaper Research Journal*, 23(2-3), 32-45. doi: 10.1177/073953290202300204
- Burch, A., & Cozma, R. (2016). Student election stories use more diverse news sources. *Newspaper Research Journal*, 37(3), 235-248. doi: 10.1177/0739532916663209
- Clark, Martire, & Bartolomeo, Inc. (2004). *Growing lifelong readers: A study of the impact of student involvement with newspapers on adult readership*. Unpublished study prepared for the Newspaper Association of America Foundation. Retrieved on June 20, 2017 from https://www.americanpressinstitute.org/wp-content/uploads/2013/09/NIE_Growing-lifelong-readers.pdf
- Gerbner, G., & Gross, L. (1976). Living with television: The violence profile. *Journal of Communication*, 26(2), 172-194.
- Katz, E., Blumler, J. G., & Gurevitch, M. (1974). Utilization of mass communication by the individual. In J. G. Blumler and E. Katz (Eds.), *The uses of mass communications: Current perspectives on gratifications research* (pp. 19–32). Sage: Beverly Hills.
- Lipschultz, J. H., & Hilt, M. L. (1999). Predicting newspaper readership on the campus community. *Psychological Reports*, 84, 1051-1053.
- Majumder, D., & Hasan, M. M. (2013). Newspaper reading habits of private university students: A case study on World University of Bangladesh. *Journal of Business and Management*, 12(1), 87-91. Retrieve from <http://www.iosrjournals.org/iosr-jbm/papers/Vol12-issue1/L01218791.pdf?id=4049>

- Michailina, S., Andreas, M., & Christos, P. (2015). Understanding online news: Uses and gratifications of mainstream news sites and social media. *International Journal of Strategic Innovative Marketing*, 3(1), 1-13.
- Matthew, J., Ogedebe, P.M., & Adeniji, S.B. (2013). Online newspaper readership in the north eastern Nigeria. *Asian Journal of Social Sciences & Humanities*, 2(2), 230-238.
- Nayan, L. M., Devarajoo, A. R., Othman, S. S., Lee, K. T., & Hasan, N. N. N. (2016). Online newspaper uses among university students. *Journal of Human Capital Development (JHCD)*, 9(1), 119-130.
- Nor Shahriza, A. K. (2006). Reading habits and attitude in Malaysia: Analysis of gender and academic programme differences. *Kekal Abadi*, 25(1/2), 16-24.
- Schmidt, H. C. (2015). Student newspapers show opinion article political bias. *Newspaper Research Journal*, 36(1), 6-23. doi: 10.1177/0739532915577959
- Wilson, S., Leong, P., Nge, C., & Hong, N.M. (2011). Trust and credibility of urban youth on online news media. *Malaysian Journal of Communication*, 27 (2), 97-120.