

UNIVERSITI TEKNOLOGI MARA

**TRUST CONTRIBUTING FACTORS IN M-LEARNING
AMONG UNIVERSITI TEKNOLOGI MARA STUDENTS**

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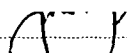
STUDENT'S DECLARATION

I declare that the work in this research was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledged as reference work. This research has not been submitted to any other academic institution or non-academic institution for any other degree of qualification.

In the event that my research is found to violate the conditions mentioned above, I voluntarily waive the right of conferment of my degree and degree to subject to the disciplinary rules and regulations of Universiti Teknologi MARA.

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ABSTRACT

The use of m-learning is gaining attention. However, trustworthiness towards the effectiveness of the learning sessions using m-learning is still questioned such as the accuracy, validity and understandability of information dissemination. Therefore, this research focuses on trust contributing factors in m-learning among Universiti Teknologi MARA (UiTM) students to delve deeper into this issue. Three components of factors are concerned which are demographic, build trust and sustain trust factors. Two models are adapted and modified which are 'Build Trust in Learning Network Framework' and 'Derived Trust Building Framework'. 19 trust factors and seven demographic factors were used as variables. Data were collected using a self-administered survey. Usable questionnaires were analyzed using descriptive analysis and inferential analysis. For model testing, a Structural Equation Modeling (SEM) method was adopted. The findings of this research show that the m-learning users among UiTM students that are more trustworthy towards m-learning are 'male', '28-38' years old, from 'main campus', 'part time students', period of using was more than five years, frequency of using is 'everyday' and the iPhone users. Meanwhile, the trust factors that are able to influence users to trust m-learning in descending order based on percentage are 'Familiarity', 'Information Quality', 'Interaction', 'Feasibility', 'Goal Setting', '3rd Party Recognition', 'Attractive Reward', and 'Rules' to build the trust; and 'Consistency', 'Reliability', 'Experience Sharing', 'Integrity', 'Security Control', 'Community Building', 'Open Communication', 'Site Quality', 'Feedback', 'Time', and 'External Auditing' to sustain the trust. However, from the EFA result it collectively groups the factors into System Ability, Policy Setting, System Functionality, and Incentive Program as Build Trust Factors; and Security, Information Reliability, Feedback, Added-Value, Open Communication, and Experience Sharing as the Sustain Trust Factors. But, from the model testing result, it was suggested that both models need some modification.

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