

UNIVERSITI TEKNOLOGI MARA

**DETERMINING m-LEARNING
ADOPTION FACTORS - A CASE
STUDY AT CO-OPERATIVE
COLLEGE OF MALAYSIA**

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ABSTRACT

Acceptance of m-learning by individuals is critical to the successful implementation of m-learning systems. Thus, there is a need to research the factors that affect user intention to use m-learning. Mobile technologies offer unique opportunities for learners to become more engaged with learning activities beyond the boundaries. With m-learning, the mobile user can study his/her lessons from anywhere and anytime using his/her mobile phone, unlike other learning services that depend on the location of the user. Moreover, the m-learning system should be designed in a way that it provides easy access to courses and course materials. M-learning is depending on mobile technologies and their support infrastructure. In Malaysia, mobile learning is still under research project by educators and researchers to identify the significance of mobile learning could benefit to the education system. Mobile learning is still in the embryonic stage in Malaysia because the studies on it are still in the circle of establishing idea, theory, design, types of learning and activities using mobile technologies. This study attempts to determine influencing factors driving m-learning adoption at Co-operative College of Malaysia (CCM) in order to propose recommendation as a new learning initiative to support learning activities in CCM. The survey instrument was developed and deployed and the data collected were analyzed quantitatively. A survey questionnaire was conducted involving 407 learners at CCM were tested against the research model using the Structural Equation Modeling (SEM) approach. The finding of this study informed that students are ready to adopt mobile learning as their new technology. The results indicate Perceived Usefulness, Personal Innovativeness in Information Technology and Social Influence were all positive significant factors of behavioral intention to use mobile learning. However, finding for Perceived Ease of Use shows contradict result. In addition, the study found that strong correlation on factors among construct on proposed mobile learning research model. Meanwhile, this finding approved learners intention to use m-learning vary with different level of academic qualifications and there is no significant difference among gender and age. These findings provide several important implications for m-learning adoption, in terms of both research and practice.

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