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THE FACTORS INFLUENCING ACTUAL USE OF MOBILE LEARNING AMONG STUDENTS IN MALAYSIAN UNIVERSITY

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ABSTRACT

Education has been significantly influenced by technological advancements. The widespread availability of information networks and continuous technological progress have given rise to innovative learning approaches, such as mobile learning. This signifies the introduction of a fresh educational platform that utilizes mobile technologies to facilitate comprehensive knowledge acquisition and experiential learning. Despite policy mandates and the reported benefits associated with educational technologies in learning, students may exhibit reluctance towards embracing mobile learning. This hesitance is indicated by the conflicting findings present in the existing literature. The question of whether students, as users of technology, possess favourable attitudes towards mobile learning remains an ongoing challenge to investigate. In order to do that, the objectives of this study are threefold: First, to investigate the impact of trust, perceived usefulness, perceived ease of use, and collaborative learning on behavioural intention to use mobile learning. Second, to examine how perceived usefulness and perceived ease of use influence attitudes towards using mobile learning. Third, to propose a comprehensive framework for implementing mobile learning in public universities. The research employed a quantitative approach, which is commonly adopted by many researchers in the education field. Structured Likert scale questions were utilized to collect data. Additionally, a detailed explanation of the data collection process and the outcomes of the pilot study are provided to ensure that the procedure was executed in a transparent and efficient manner. The study findings provide useful suggestions for decision makers, service providers, developers, and designers in the ministry of higher education as to how to assess and enhance mobile learning platform quality and understanding of multidimensional factors for effectively using mobile learning platforms.

Keywords: Mobile Learning, Trust, Perceived Usefulness, Perceived Ease of Use, Behavioural Intention to Use, Attitude

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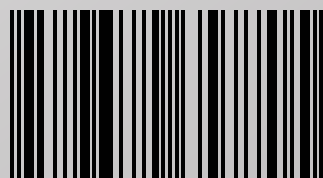## INTERNATIONAL CONFERENCE ON CROSS-DISCIPLINARY ACADEMIC RESEARCH 2023

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