

Jurnal Personalia Pelajar 20(2): 11 - 22

Factors Influencing Students' Usage Satisfaction Toward University Web Portal: A PLS-Sem Analysis
(Faktor-faktor yang Mempengaruhi Kepuasan Penggunaan Pelajar Ke Portal Web Universiti: Analisis
PLS-Sem)

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ABSTRACT

The aim of this study is to empirically examine the factors affecting users' satisfaction with university portals in Malaysia. This study tested seven hypotheses on factors affecting users' satisfaction of university portal with empirical data from a sample of 318 students from Universiti Kebangsaan Malaysia. Data were collected through personal-administered questionnaire. Partial Least Square (PLS) analysis results revealed that system quality, information quality, service quality, user ability, and educational services were significantly influence users satisfaction. Information quality was found as the dominating factor in this research.

Keywords: User satisfaction, university web portals, confirmatory factor analysis, Structural Equation Modeling.

ABSTRAK

Tujuan kajian ini adalah untuk mengkaji secara empirik faktor-faktor yang mempengaruhi kepuasan pengguna dengan portal universiti di Malaysia. Kajian ini menguji tujuh hipotesis mengenai faktor yang mempengaruhi kepuasan pengguna portal universiti dengan data empirikal daripada sampel 318 pelajar dari Universiti Kebangsaan Malaysia. Data dikumpul melalui soal selidik peribadi. Hasil analisa *Partial Least Square* (PLS) menunjukkan bahawa kualiti sistem, kualiti maklumat, kualiti perkhidmatan, keupayaan pengguna, dan perkhidmatan pendidikan secara signifikan mempengaruhi kepuasan pengguna. Kualiti maklumat didapati sebagai faktor yang mendominasi dalam kajian ini.

Kata kunci: Kepuasan pengguna, portal web universiti, analisis faktor konfirmasi, Pemodelan Persamaan Struktur.

INTRODUCTION

In the today's information age, the widespread extension of internet is replacing any organizations' traditional way of public interaction. Organizations are moving forwards in span, the necessity of accessing into large audience with improved operational efficiency become obvious for them (Mentes & Turan, 2012). The proliferation in usage of technologies is observed in organizations; web technology is one of them (Currie, 2000; Poon & Swatman, 1999; Westland & Clark, 1999; Teo & Tan 1998). The web sites are becoming centralized solution for customers and organizations meeting their diverse needs. It performs as a delivery mechanism or platform for services/interactions among stakeholders and simultaneously characterizes the organizations upholding organizations' culture, values, and vision (Iwaarden et al., 2004).

Universities are not lagging behind in the competitions comply with the prediction of Bill Gate in late nineties that technologies and internet will be crucial in both inside and outside class room teaching (Gates 1996). The learning time should not bind within the class hours and for active and comprehensive learning, it passes its beyond. For instance, students may be given quick assignment allowing to be submitted late night or they may be given class lecture ahead of the class so that class assignment can be given based on the free internet resources. Besides, universities are competing in the global environment in terms of international ranking for attracting global students. For these, universities need universal standards in their education curriculum and facilities where teacher, staffs, students, job providers, visitors and regulators could equally evaluate each other. Web portal is such a platform for becoming one stop facilitator for the universities.

A university web portal is an application with a single web-based interface to access aggregated and personalized view of information, resources, applications, and education/academic options from internal and external sources via a network connection in a password-protected setting (Adeyinka et. al., 2012, Al-Debei, et. al., 2013). Besides, it accumulates specific functions, such as search mechanisms, access to databases, user registration and personalization options. Despite the significant changes in the end-user computing environment during the past decade and explosion of web based information systems, there has

been little research on measurement of user satisfaction with web-based information systems especially in the academic domain.

UKM web portal is designed to provide online services to all students, which includes; facilitating admission processes, checking admission status, course registration, payment of tuition fees, requests for accommodation and providing relevant information about the University. In spite of the benefits of this information system to the university students, measuring its overall success will depends largely on students' satisfaction. Measurement of success of UKM web portal performance can only be achieved through a feedback from users. The feedback will act as a signal and a scale for stakeholders to justify their investment in the system and appraise their effort in the system development. This vital feedback can only be achieved through a survey of the web portal IS users to discover their candid view of the system. That is why this study is opted to explore the factors influencing web portal satisfaction and concurrently will shape it through structural equation modeling.

LITERATURE REVIEW

The term satisfaction is an inner state (pleasure or disappointment) resulted from the comparison of outcomes with expectation of individual (Kotler, 2000; Kotler and Keller 2012; Tse and Wilton, 1988; Oliver, 1980). Morgan and Hunt, (1994) viewed satisfaction as a function of consumers belief that the person was treated fairly. That is satisfaction is a combined outcome of perception, assessment and psychological reactions to the persons experience with the product/services (Yi, 1990). So, user satisfaction of web portal is the feelings of users that he or she got exactly the same or less what is supposed to get compared to the standard web portal features or expectations to carry out the purposes.

Customer Satisfaction is a most widely researched subject matter in the academic world from last two decades but users' satisfaction of web portals roughly appeared in the literature since 2005 (Shaltoni et. al., 2015). The information systems acceptance model proposed by Kuo et al. (2005) found empirically that empathy, ease of use, and information quality as well as accessibility influence satisfaction along with their refined scale for perceived portal quality. Liu and Arnett (2000) recommended information and