

Campus E-voting in a Developing Nation: An Application of the Unified Theory of Acceptance and Use of Technology (UTAUT) Model

ABSTRACT

The purpose of the paper is to determine the perceptions of students towards campus e-voting in Malaysia by applying the Unified Theory of Acceptance and Use of Technology (UTAUT) Model. A self-administered questionnaire was distributed among 300 students undertaking bachelor degree in a public higher institution in Federal Territory of Labuan, Malaysia. A descriptive investigation was performed via the Statistical Package for the Social Sciences (SPSS) computer program version 23.0 on factors such as performance expectancy, effort expectancy, social influence, trust in the university, trust in the Internet, computer anxiety, and behavioural intention. Result inferred that of the twentyeight measurement items, statement "If I have access to an online voting system, I will be more likely to vote" derived from performance expectancy factor leading the list with highest mean values. This is followed by two statements: "People who are important to me think that I should use an online voting site", and "I would find an online voting site useful". The first derived from social influence factor, and the latter from performance expectancy factor. This result infers that students have positive perceptions towards campus e-voting. Direction for future research is also explained.