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CONTENTS

- 1 An Empirical Study of Servant Leadership on the Performance of Small and Medium-sized Enterprises in Malaysia
Raja Rizal Iskandar Raja Hisham, Saiful Azizi Ismail, Elina Abd Manan and Muhamad Rahimi Ramli
- 19 Customer Relationship Management Strategies in Small and Medium Enterprises: A Study in Tourism Industry in Vietnam
Vu Minh Ngo, Hieu Minh Vu and Mai Hong Nguyen
- 37 Effect of Dividend on Stock Price: An Indian Perspective
Shilpa Jain and Vijay Kumar Gupta^b
- 61 The Effect of Working Capital Management on Firm Performance in Industrial Products Sector
Siew-Ling Sim and Azlan Ali
- 93 Customer Satisfaction and Brand Switching Intention of Mobile Service among University Students
Mei Ling Goh, Seng Huat Tan, Elaine Ang Hwee Chin and Mei Qi Yap
- 117 Do Audit Committee Attributes Affect Firm Performance of Sri Lankan Firms?
Pratheepkanth Puwanenthiren
- 131 The Effect of Perceived Usefulness, Perceived Ease of Use, Trust, Attitude and Satisfaction Into Continuance of Intention in Using Alipay
Florentina Kurniasari, Nadiah Abd Hamid and Chen Qinghui

The Effect of Perceived Usefulness, Perceived Ease of Use, Trust, Attitude and Satisfaction Into Continuance of Intention in Using Alipay

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ABSTRACT

The rapid development of information and communication technology is happening in various lines of businesses including the financial sector. As one of the most popular mobile payment channel in China, Alipay faces a tough competition from its rival, WeChat. Security and fraud have become serious issues for customers in using mobile payment channels. There was a decrease in the number of Alipay users due to these issues. The objective of this paper was to examine the effect of Perceived Usefulness, Perceived Ease of Use, Trust and Satisfaction on Continuance of Intention of consumers in using the Alipay mobile application. Quantitative methods were used to test the hypotheses. Questionnaires were distributed among Chinese residents who have used the Alipay application. Data was analyzed using the SEM with the SmartPLS. The result of the study showed that only perceived usefulness did not have any positive effect on attitude. Meanwhile, the other variables such as perceived ease of use and trust had a positive effect on attitude. Furthermore, the attitude variable also had a positive effect on user satisfaction with the satisfaction having the strongest effect towards continuance intention in using the Alipay application.

Keywords: Perceived Usefulness, Perceived Ease of Use, Trust, Attitude, Satisfaction, Continuance Intention

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INTRODUCTION

Globalization has brought changes in various businesses and has connected people around the world (Hitt, Ireland, & Hoskisson, 2017). Ritzer (2007) stated that there are three dimensions of globalization, namely: economics, politics and socio-cultural. Globalization would make a country more open to other countries and support a country's economic growth. The Peoples Republic of China (PRC) or China as the most populated country in the world, has enjoyed significant economic growth since the government decided to be more open to foreign countries. This economic growth was showed by the Gross Domestic Product (GDP) of China in which for three years in a row (2016-2018), was ranked second in the top ten highest GDP in the world. China's position was just only one level below USA and China was able to surpass the position of Japan, Germany and the United Kingdom (World Bank, 2019). GDP is a standard measurement of the creation of value added production of products and services in one country for a specific period of time. Therefore, GDP is be able to measure the income from the production of products (OECD, 2018). In 2018, China's GDP reached US\$ 13,608.2 million and made China one of the most prosperous country in the world (World Bank, 2019).

This significant growth was definitely influenced by the growth of ICT in China. In June 2016, active internet users in China was only 709.58 million people. This number grew around 20.4% in only three years, and in June 2019, active internet users in China reached 854.43 million people. Meanwhile, smartphone users in China grew around 29% and represented 99.10% of the total number of internet users in China (China Internet Network Information Center, 2019). The most favourite internet application usage in China was for mobile payment and online shopping. There were 600.40 million people who used the smartphone to conduct their financial transactions and 610.11 million people used it for shopping online (China Internet Network Information Center, 2019).

One famous and big e-commerce platform in China is known as Taobao, and was built by the Alibaba Group in 2003 (China Internet Network Information Center, 2019). Taobao was created as a response to the significant growth of online shopping in China. The Alibaba Group started to develop the ecosystem to support Taobao by introducing their own

digital payment platform called Alipay. This new platform was expected to make it more convenient for the Chinese to settle their online shopping payment to Taobao. With more innovative strategies, Alipay is widely used throughout the nation. Not only for settling payments to Taobao, Alipay can currently be used to settle payments in other stores, such as: grocery stores, restaurants, gasoline and others. The features in Alipay have changed the habit of Chinese from using cash as a method of payment into becoming cashless by taking advantage of smartphone usage. Once Alipay is downloaded in a smartphone, it could be used for various financial transaction. The iResearch global data (iResearch Global, 2019) showed that Alipay had the strongest position in digital payment in China (54.2%), followed by WeChatpay (39.5%) and others (6.3%). The fierce competition in that attractive markets had created a declining market share for Alipay (Sohu, 2017). WeChatpay as Alipay's major rival, was introduced in 2013. The success of WeChatpay was mostly due to the expansion of WeChat as an instant messenger application that is widely used in the country. WeChatpay is part of the integrative features offered by WeChat for its users that could be used to settle all financial transactions including utilities payment, groceries, public transportation tickets, etc. Therefore, WeChatpay offered better features than Alipay. Alipay had to offer more innovative features to maintain its position as the market leader. This study aimed to analyze the factors that influence user continuance intention in using the Alipay application by considering the variables of perceived usefulness, perceived ease of use, trust, attitude and satisfaction (Davis, 1989).

LITERATURE REVIEW

Mobile Transaction

The term mobile transaction refers to all transactions using mobile devices or other technologies (De Albuquerque et al., 2014). Mobile transactions are divided into three categories, namely: mobile payment, mobile money dan mobile banking.

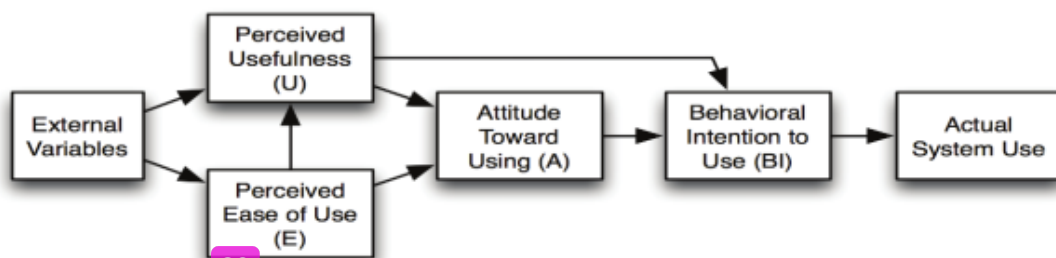
Ondrus & Pigneur (2005) defined mobile payment as a wireless network transaction using cellular or smartphones that can be used in handling a financial transaction. Mobile payments cover all payments

through digital mobility technology using handheld devices, with or without mobile telecommunication networks (De Albuquerque et al., 2014). Payment refers to a digital financial transaction, even if this kind of payment is not necessarily related to banks or other financial institutions. The mobile payment method is developed within the networks which adopt different market approaches and are regulated in the specific fields, such as: financial and telecommunications. In the current financial industries, mobile payment plays a key role in increasing mobile commerce transactions and financial inclusion (Dinh et al., 2018). Mobile payment gives users more simple, cheaper and convenient alternative mode of payment (Zhou, 2013). Chandra et al. (2010) explained that mobile payment consists of two modes of payment: remote m-payment application and proximity payment. In remote m-payment application, the users had to connect to a remote m-payment application server to do the payment. Mobile banking services and mobile internet payment services are just two sample of this kind of application. Proximity payment means that users do the payment through their smartphone without moving from their place. This mode of payment uses radio frequency identification (RFID) and near frequency communication (NFC) and could be used to pay public transportation or utilities bills.

22

Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM) explains that due to a specific belief, one would have an intention to behave based on that belief that finally motivates them to do the actual behavior (Davis, 1989). The TAM model can be seen in the following diagram:



26

Figure 1: The Technology Acceptance Model

Source: Davis (1989)

The TAM theory was further developed to understand the causal relationship of external variables and user acceptance towards application used technologies (Cho, 2015). The TAM model was supported by the main constructs, namely: *perceived usefulness and perceived ease of use* (Elwalda et al., 2016). The TAM theory was used to measure user adoption into the new technology (Davis, 1989).

Perceived usefulness (PU)

Davis (1989) in his theory mentioned that perceived usefulness could be used to measure how far a user believed in a specific application to increase work performance. There would be positive action if users gained some benefit while using that application (Gefen et al., 2003). Alarcon-del-Amo et al. (2014) explained that perceived usefulness had a positive effect into attitude and continuance intention (Liébana-Cabanillas et al., 2018; Chawla & Joshi, 2018; Lee et al., 2015; Shipps & Phillips (2013) even in the banking industry (Mwiya et al., 2017).

Perceived ease of use (PE)

Davis (1989) also explained that the perceived ease of use referred to a condition in which a user is able to use technology with less effort by maximizing the features in that application (Mwiya et al. (2017) and Alarcon-del-Amo et al. (2014) mentioned that ease of use had a significant effect on attitude. Perceived ease of use also had a positive influence on users to use an application (Liébana-Cabanillas F. et al., 2018; Lee et al., 2015; Shipps & Phillips, 2013).

Attitude

Attitude is defined as a person's action towards specific issues (Secord, 1964). Attitude is formed by a person's knowledge, feeling and belief (Baron & Branscombe, 2012). A positive attitude would encourage people to adopt new technology (Mwiya et al., 2017).

Trust

Trust is developed if an organization is able to fulfill user's expectations (Gefen et al., 2003). Trust is also related to integrity, interdependence among organizations (Mwiya et al., 2017). Trust has a significant influence on attitude (Alarcon-del-Amo et al., 2014). Mwiya et al. (2017) explained that perceived trust had a positive and significant

effect on attitude in using e-banking. Al-Debei et al. (2015) also mentioned that trust would influence a customer's attitude in using online shopping.

Satisfaction

Satisfaction is created by the individual evaluation resulting after consuming products or experiencing specific services (Zhao & Lu, 2012). Each customer has a higher expectation before using a product. They would compare their experiences after adopting technology with their expectations. Highly satisfied users tend to behave in more positive ways (Bhattacharjee, 2001) and became a loyal user (Oliver, 1993) Shippy & Phillips (2013) described that attitude would influence user satisfaction in using social networking tools. Therefore, attitude would have a positive effect on satisfaction (Lee et al., 2015; Ibrahim & Najjar, 2008).

Continuance Intention

Bhattacharjee (2001) in his previous research showed that continuance intention is a customer final decision to repurchase the product or services based on a positive experience when using a product or service. Bhattacharjee (2001) stated clearly that satisfaction was a strong predictor toward the continuance intention, in which users' *continuance intention had a positive impact on users's satisfaction* (Yu et al., 2016; Zhou, 2013). The users' positive satisfaction would bring higher users's continuance intention in using an application (Zheng, 2018; Gong et al., 2015; Zhou et al., 2014). Humbani & Wiesel (2019) also explained that satisfaction becomes a major predictor of continuance intention in using mobile payment applications.

The research hypothesis 5 was developed based on the explanation of the theory above, in which perceived usefulness, perceived ease of use, perceived trust had an effect on attitude and satisfaction (Davis, 1989) and finally would encourage the customers' continuance intention in using the Alipay mobile payment (Bhattacharjee, 2001). The conceptual framework for this research could be explained as follows:

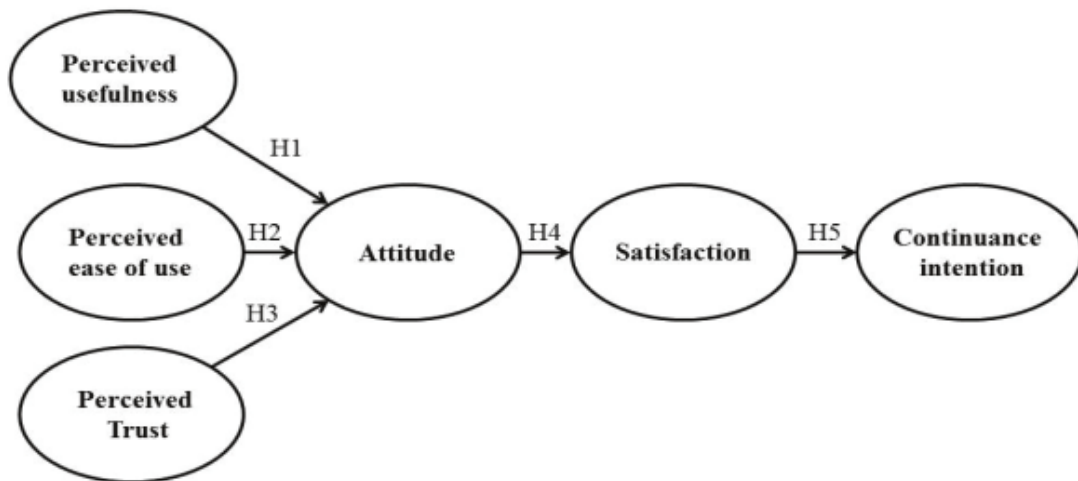


Figure 2: Research Conceptual Framework

Source: Mwiya et al. (2017), Yu et al. (2016) and Shipps & Phillips (2012)

21

The framework above showed the hypotheses of this study:

- H1: There is a positive effect of perceived usefulness on attitude to use Alipay.
- H2: There is a significant effect between perceived ease of use and attitude to use Alipay.
- H3: Trust has a positive effect on the attitude of the user in using Alipay.
- H4: Attitude has a significant effect on users' satisfaction in using Alipay.
- H5: Satisfaction in using Alipay has a great effect on users' continuance intention to use Alipay.

RESEARCH METHODOLOGY

The sample of this research was the existing customers of Alipay who were frequently using the Alipay application in doing their financial transactions. As a quantitative research, the researcher distributed questionnaires to 100 respondents. The sample size fulfilled the rule of thumb in which the minimum sample size needed for this research was five times of the total number or indicators (Malhotra, 2010). There were 18 indicators used in this research. It meant that only 90 respondents were needed for this research. The purposive sampling technique was used to choose the appropriate respondents (Sekaran & Bougie, 2016) using some qualifications. The respondents were asked to answer all the questions listed in the online questionnaire using a Likert scale of 1 to 5.

The perceived usefulness (PU) variable was indicated by three indicators, namely: Alipay made the financial payment process efficient (PU1); Alipay assisted the user in doing financial transactions in more simple ways (PU2) and users would get many benefits in using Alipay (PU3) (Mwiya et al., 2017). Mwiya et al. (2017) mentioned that the perceived ease of use (PE) was reflected in three indicators, such as: the ease in managing Alipay (PE1); less effort in understanding Alipay (PE2) and ease in using Alipay to settle financial transactions (PE3). The trust variable (T) was explained by five indicators, including: Alibaba's reputation (T1); service quality (T2); privacy (T3); integrity (T4) and commitment to keep promises (T5) (Mwiya et al., 2017). Oliver (1993) mentioned that the satisfaction variable (SAT) could be measured by two indicators: satisfaction (SAT1) and happiness (SAT2) in using Alipay. Lee, et.al (2015) explained that customers' attitude in using new technology was influenced by the customer great experience (AT1) and the happiness in trusting the new technology (AT2). The continuance of intention variable (CI) according Bhattacharjee (2001) could be explained with three indicators, such as: continuing Alipay for a month (CI1); for a year (CI2) and forever (CI3). The pre-test of 30 respondents was done to measure the validity and reliability of the research instrument. There were some requirements that had to be met in PLS-SEM which was used in this research: t-statistic value and p-value (Sig.). The t-statistic value had a function to decide the acceptance or rejection of the hypotheses (Ghozali, 2013). Since this research had more than one endogen variable, the researcher decided to use the Structural Equation Model (SEM) with Smart PLS to do a relationship analysis among the variables (Hair et al., 2014). The Goodness of Fit (GOF) was used to measure the regression function in estimating the actual value of the samples (Ghozali, 2013).

FINDING AND DISCUSSION

Demographic data explained the profile of the respondents; 73.5% respondents were female with the majority aged between 30-39 years old (63.3%); 99% respondents paid their online shopping with the cashless payment system and 62% of respondents were familiar with the Alipay payment system. The average mean value of each indicator is shown in Table 1 with perceived usefulness variable having the lowest mean value (3.64) and the satisfaction variable having the highest mean value (4.72).

This data showed that customers would continue to use Alipay in settling their online payments only if they had a wonderful experience and are satisfied with the services. PU3 had the the lowest mean value since the respondents felt that they did not get many benefits when using Alipay as their mode of payment. SAT 2 had the highest mean value since customers felt happy using Alipay.

Table 1: Mean Value for Each Indicators

No	Variable	Measurement Code	Mean Value	Average
1	Perceived Usefulness	PU1	3.97	3.64
		PU2	3.55	
		PU3	3.40	
2	Perceived Ease Of Use	PE1	3.87	4.01
		PE2	4.17	
		PE3	4.00	
3	Trust	T1	4.33	4.30
		T2	4.29	
		T3	4.29	
		T4	4.29	
		T5	4.29	
4	Attitude	AT1	4.03	3.92
		AT2	3.82	
5	Satisfaction	SAT1	4.65	4.72
		SAT2	4.78	
6	Continuance Intention	CI1	4.48	4.50
		CI2	4.51	
		CI3	4.50	

Source: Primary Data Analysis (2019)

The variables would be valid if the MSA value was ≥ 0.5 (Malhotra, 2010). The validity pre-test of 30 respondents showed that all the variables had a MSA value of more than 0.5, which is shown in the following table:

Table 2: Validity Test (Pre-Test)

No	Variable	Measurement Code	Validity Test				Note
			KMO (≥0.5)	.Sig (< 0.05)	MSA (> 0.5)	Factor Loadings (> 0.5)	
1	Perceived Usefulness	PU1			0.546	0.955	Valid
		PU2	0.582	0.000	0.550	0.943	
		PU3			0.888	0.663	
2	Perceived Ease of Use	PE1			0.679	0.909	Valid
		PE2	0.719	0.000	0.697	0.898	
		PE3			0.808	0.851	
3	Trust	T1			0.590	0.760	Valid
		T2			0.615	0.895	
		T3	0.658	0.000	0.706	0.877	
4	Attitude	T4			0.715	0.770	Valid
		T5			0.685	0.835	
		AT1	0.500	0.000	0.500	0.977	
5	Satisfaction	AT2			0.500	0.977	Valid
		SAT1	0.500	0.000	0.500	0.941	
6	Continuance Intention	SAT2			0.500	0.941	Valid
		CI1			0.778	0.985	
		CI2	0.792	0.000	0.799	0.984	
		CI3			0.799	0.984	

Source: Primary Data Analysis (2019)

The variables could be reliable if they have a Cronbach's Alpha value of $\geq 0,6$ (Malhotra, 2010). Table 2 shows that all the variables used in this research were reliable, in which each variable had a Cronbach's Alpha value ≥ 0.6 : perceived usefulness (0.811); perceived ease of use (0.862); trust (0.879); attitude (0.951); satisfaction (0.871) and continuance intention variable (0.984). The result of the reliability test is shown in the following table:

Table 3: Reliability Test (Pre-test)

No	Variable	Measurement Code	Reliability Test	
			Cronbach's Alpha (≥ 0.6)	Note
3 1	Perceived Usefulness	PU1	0.811	Reliable
		PU2		
		PU3		
2	Perceived Ease Of Use	PE1	0.862	Reliable
		PE2		
		PE3		
3	Trust	T1	0.879	Reliable
		T2		
		T3		
		T4		
		T5		
4	Attitude	AT1	0.951	Reliable
		AT2		
5	Satisfaction	SAT1	0.871	Reliable
		SAT2		
6	Continuance Intention	CI1	0.984	Reliable
		CI2		
		CI3		

Source: Primary Data Analysis (2019)

The MultiTrait-MultiMethod (convergent validity and reliability testing) was used in measuring the model (Ghozali & Latan, 2015). The indicators of each variable were valid if the Loading Factor value was more than 0.70 (Ghozali & Latan, 2015). The following describes the result of validity testing of each indicators:

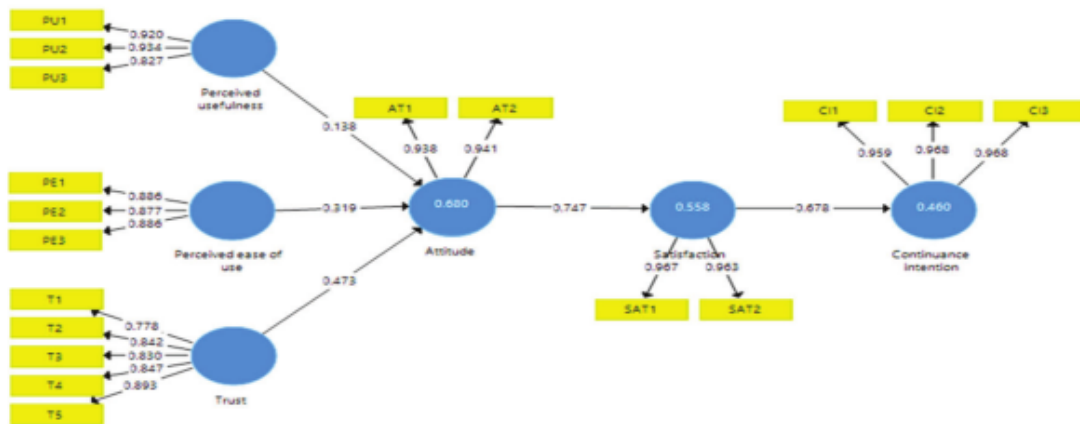


Figure 3: Validity Testing for Indicators

Source: Primary Data Analysis (2019)

Figure 3 shows that all indicators had a loading factor value > 0.7. Therefore, it could be concluded that all variables were valid and could be used in this study. Reliability testing was used to proof the accuracy, consistency and appropriate ¹⁹s of the instruments in measuring the constructs. In PLS-SEM, the value of Cronbach's Alpha and Composite Reliability of more than 0.60 showed the reliable indicators (Hair et al., 2014), such as in the next table:

Table 4: Reliability Test

No	Variable	Measurement Code	⁸ Cronbach's Alpha (> 0.6)	Composite Reliability (> 0.6)
³ 1	<i>Perceived usefulness</i>	PU1	0.874	0.923
		PU2		
		PU3		
2	<i>Perceived ease of use</i>	PE1	0.859	0.914
		PE2		
		PE3		
3	<i>Trust</i>	T1	0.894	0.922
		T2		
		T3		
4	<i>Attitude</i>	T4	0.868	0.938
		T5		
		AT1		
5	<i>Satisfaction</i>	AT2	0.927	0.965
		SAT1		
6	<i>Continuance Intention</i>	SAT2	0.963	0.976
		CI1		
		CI2		
		CI3		

Source: Primary Data Analysis (2019)

Hypotheses testing was analyzed using the Path Diagram based on the output SmartPLS of SME method. If the T-value ≥ 1.96 and P-value ≤ 0.05 , it can be concluded that there was significant relationship among the variables and all ¹⁴ hypotheses were accepted. If the T-value was < 1.96 and P-value > 0.05, it could be concluded that there was no significant relationship between the variables and all the hypotheses are rejected. The analysis of structural method with T-value and P-value for hypotheses testing is shown below:

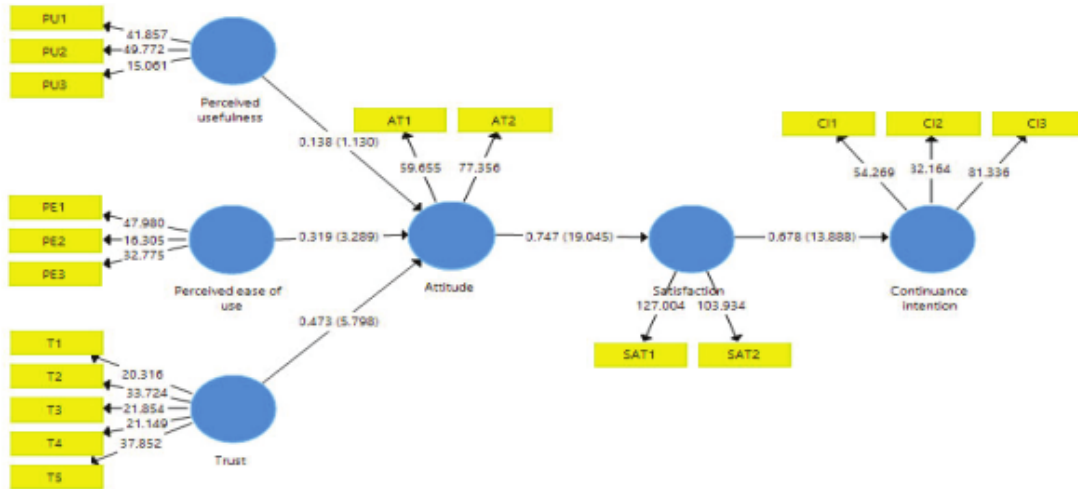


Figure 4: Path Diagram T-value
Source: Primary Data Analysis (2019)

6
Table 5: Path Analysis (T-value)

Hypothesis	Path	T Statistics (O/STDEV)	Conclusion
H1	Perceived usefulness -> Attitude	1.130	Reject H1
H2	Perceived ease of use -> Attitude	3.289	Accept H2
H3	Trust -> Attitude	5.798	Accept H3
H4	Attitude -> Satisfaction	19.045	Accept H4
H5	Satisfaction -> Continuance intention	13.888	Accept a H5

Source: Primary Data Analysis (2019)

24
The analysis of the path diagram t-value showed the results of hypothesis testing:

H1: There was a positive effect of perceived usefulness on attitude to use Alipay.

The first hypothesis was rejected since the t-value was lower than 1.96. This result did not support previous studies done by Liébana-Cabanillas et al. (2018) Mwiya et al. (2017) and Alarcon-del-Amo et al. (2014) who stated that perceived usefulness had a positive effect on attitude. Even if Alipay offered a simpler way to settle financial transactions, customers still considered other important factors such as: security protection and data privacy. This finding aligned with the study of Lestari (2015) and Lee

et al. (2015) who mentioned that guarantee of security is a major factor in online payment systems.

H2: There was a significant effect between perceived ease of use and attitude to use Alipay.

The second hypothesis was accepted since the t-value was higher than 1.96. This finding supported previous research that showed that perceived ease of use had a significant effect on attitude (Liébana-Cabanillas et al., 2018; Mwiya et al., 2017; Alarcon-del-Amo et al., 2014). Less effort in using Alipay would encourage customers to use Alipay more frequently (Shipp & Phillips, 2013).

H3: Trust had a positive effect on users' attitude in using Alipay.

This study accepted the third hypothesis since the t-value 5.798 was greater than 1.96. The finding supports previous research that explained that trust significantly influenced users' attitude (Alarcon-del-Amo et al., 2014) and user behavior in shopping online (Al-Debei et al., 2015). The reputation and integrity of the holding company, Alibaba Group increased customer's confidence in using Alipay.

H4: Attitude has a significant effect on user's satisfaction in using Alipay.

The fourth hypothesis was accepted and proves that attitude had the greatest effect on satisfaction with the t-value of 19.045. This result supports Lee et al. (2015) and Shipp & Phillips (2013) who stated that attitude had a positive effect on satisfaction in adopting to new technology. Ibrahim & Najjar (2008) also explained that if customers had a great experience when consuming products or services, it would automatically bring more satisfaction and happiness about the products or services.

H5: Satisfaction in using Alipay had a great effect on user's continuance intention to use Alipay.

Statistical testing supported the fifth hypothesis that showed that user satisfaction would create memorable experiences. Customers who were highly satisfied with a product or service would decide to become

loyal customers and continue to use the product or service. This finding aligned with a previous study done by Bhattacharjee (2001) who mentioned satisfaction as the main predictor of continuance intention. Therefore, the satisfaction variable had a positive effect on continuance intention (Gong et al., 2015). Zheng (2018) also described that satisfaction had a direct effect into continuance intention. If customers felt happy with the digital mobile payment system, they would use the same system for a longer time (Kurniasari & Utomo, 2020). The strong effect into continuance intention was fully influenced by the satisfaction variable as a mediating variable. Therefore, satisfaction was a strongest predictor towards continuance intention in mobile payment applications (Zheng, 2018).

CONCLUSION

This research concludes that the variable of perceived ease of use and trust had a positive affect on attitude. The attitude variable had the greatest effect on satisfaction. Meanwhile, the satisfaction variable also had a positive effect on customer's intention to continue using Alipay as a digital payment platform. Only the variable of perceived usefulness did not have any significant effect on attitude. Therefore, the researcher suggests that Alipay had to provide interactive features with more User Experience (UX) or User Interface (UI) designs. Alipay would get better trust from customers if they could provide excellent service to customers. Alibaba has to maintain a long relationship with customers and ensure that they are able to develop an integrative system that could protect data security for their customers. Future research should consider government policies in handling security issues in ensuring customer use the online payment system.

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