Chapter 10
Factors Affecting Students’ Acceptance of SMART2 Learning Management System

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ABSTRACT

The aims of this study is to inspect the factors affecting students’ acceptance of SMART2 Learning Management System. This study applied a multiple regression for data analysis covering a sample of 218 respondents. Results revealed that the proposed hypothesis via multiple regressions validated that the acceptance and usage of SMART2 UMS was effected positively by the use behaviour. Research outcomes may benefit the learning management system market involving SMART2 UMS in developing constructive strategies to evaluate the usage behaviour of students in UMSLIC in using the SMART2 UMS learning management system and assess the acceptance level of students of SMART2 UMS towards the use behaviour. The consequences of this research study offer a new towards the front movement to the discoveries of advanced studies on acceptance and use behaviour, which is not revealed much in the literature in the state of affairs of UMSLIC by providing extra details in tapering the research space with considerations to comprehend the acceptance and usage of the SMART2 UMS.

INTRODUCTION

Educational technology has become a crucial part for most of the education environment which include schools or colleges worldwide. According to Richey (2008), educational technology is the study and proper practice to assist the progress of learning and improving performance by establishing, exploiting and managing appropriate technological processes and resources. Educational technology is an effec-

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tive educational tools not only for the students and teachers to communicate easily regarding the studies but also for the business trainings and other settings. Electronic educational technology or also called as e-learning allows the students to adapt information faster through the internet. It has various type of media that distribute text, images, and videos streaming. Information and communications system are also a way that adapted in the system to increases the interactions between the students and the teachers. Educational technology can be take place in or out of the classroom.

The lecturers of Universiti Malaysia Sabah are encouraged to use Smart2 UMS as a platform to allow their students to get any kind of information easier from the site. Different types of educational approach from incorporation of technology have driven to a more cooperative educational system (Lee, 2010). Other than that, forums and discussions also can be done through SMART2 UMS. It is easier for lecturers to reach all the students regarding any problems that they faced. According to the latest statistics from semester 2 of year 2014/2015, most of the lecturers have fully utilized SMART2 UMS; there are 1,223 files and discussions made in the system for 74 subjects of Labuan Faculty of International Finance; 731 files and discussions made in the system for 51 subjects of Faculty of Computing and Informatics. Both faculties are based in University Malaysia Sabah Labuan International Campus (UMSLIC) which is the research main background. According to website.informer.com, the user of SMART2 UMS has viewed the page averagely for 4.6 times per user monthly. They spend mostly more than 5 minutes on that site.

Learning Management System (LMS) is developed to reinforce students learning, therefore, accepting the endorsement behaviors of these technologies is important because acknowledgement is a required behavior for participation (Cheung & Vogel, 2013). LMS is a software used for delivering, tracking and managing training and education. Examining the factors affecting the acceptance and use of LMS. Therefore, the current study is basically seek to investigate students’ acceptance and usage of SMART2 UMS at UMSLIC by using the extended unified theory of acceptance and use of technology (UTAUT2) as the theoretical base (Venkatesh, Thong & Xu, 2012). In addition, unlike many previous studies which have been conducted in USA, Korea and New Zealand (Yang, 2013), this study examines the elements of the recognition and usage of LMS in Malaysia.

The objective of this research is to investigate the acceptance and usage of SMART2 UMS among UMSLIC students, on both Labuan Faculty of International Finance (LFIF) and Faculty of Computing and Informatics (FCI). SMART2 UMS is known as an information system that lecturers use as a communication platform to students, for example, announcements and upload course materials for the students, and also for students and lecturers to communicate in a forum. This enabled the students to be effectual in learning process despite in or outside of lecture halls. SMART2 UMS provides appropriate infrastructure of e-learning use, a variety of e-content for consolidating the process of learning and teaching, and conduct research and development in pedagogy and technology e-learning. The missions of SMART2 UMS are: (i) to provide an information computer technology (ICT) infrastructure that accommodates all source of information, (ii) to provide quality and innovative ICT environment, (iii) to provide information technology management and communications service that is efficient, effective, quality and consistent, and (iv) empowerment of service management through a culture of ICT green technology.

This study is also aim to strengthen the literature by extending the UTAUT2 into the context of LMS at a government university in Malaysia. There are many benefits of e-learning such as faster delivery, lower cost, more effective learning, and lower environmental impact and so on. SMART2 UMS help students to gain better understanding of learning topics and achieve better academic performance. Nowadays,