

Determining the factors affecting the success of m-learning implementation in Jordan Higher Institution of Learning

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The absence of a unified framework to evaluate the success of M-learning hinders its success and discourages universities to invest in the technology and despite the contributions of social influence to success of new technology, prior studies in M-learning are yet to investigate its impact on the successful implementation of M-learning. Hence, this study aims to measure the effect of the factors proposed in Delone and McLean IS success model on M-learning implementation in Jordanian higher education institutions and to measure the effects of social influence on using M-learning in institutions of higher education institutions. The study introduced social influence into the DeLone and McLean Success Model to test how this factor determines user intention and the students' satisfaction as elements of M-learning. This quantitative research sampled a total of 768 respondents studying in the Jordanian universities, and questionnaires were distributed to them. A total of 431 of the questionnaires were good enough for further analysis. Data collected was analysed via SPSS version 18 and smart PLS 2.0 m3 software packages. Precisely, social influence, information technology, system quality and intention to use were found to be significantly and positively related to user satisfaction. User satisfaction and intention to use were positively and significantly related to net benefit. Social influence, information technology, system quality, service quality and intention to use were found to be significantly and positively related to user satisfaction. Social influence and intention were positively and significantly related to intention to use and user satisfaction and intention to use was positively and significantly related to net benefit. The research findings provide support for social influence, information technology, system quality and service quality as significant factors that affect the successful implementation of M-learning in Jordan, thus expanding the Delone and McLean IS success model on M-learning implementation. Consequently, university administrators should consider all these factors when implementing an M-learning system.

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