Abstract

Essential Factors Influencing Behavioral Intention to Use Cloud-Based Quality Management System in the Jordanian Universities

By
Hanady Tayseer Hasan Sa'ad

Supervisor
Prof. Dr. Saad Yaseen
Co-supervisor
Dr.   Ihab El Qirem

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The aim of this study is to provide a predictive model of essential factors influencing the behavioral intention to use cloud-based quality management system in the Jordanian Universities. A comprehensive research model was developed based on the Unified Theory of Acceptance and Use of Technology (UTAUT2) and Theory of Planned Behavior (TPB) which was tested using a cross-sectional data from Jordanian universities. The proposed model adapted three constructs from TPB; namely: attitude toward the behavior, subjective norm and perceived behavioral control, and two main constructs from UTAUT2 model: performance expectancy and facilitating conditions. The study adapts and modifies UTAUT2 model and TPB to explain behavioral intention to use cloud-based quality management system. The final sample consisted of a total of 500 (Professors, Associate professors, Assistant professors and Lecturers) from the Jordanian universities. The present study used SmartPLS3.0 and a structural equation modeling technique in order to analyze the data based on the online survey. The proposed model explained 0.478 percent of behavioral intention variance and 0.127 percent of the use behavior variance. Three constructs are found to be good predictors: perceived behavioral control, performance expectancy and facilitating conditions. Attitude toward the behavior and subjective norm are not significant predictors.

The main contributions of the current study revolve around developing a better understanding of the essential factors influencing the behavior intention to use cloud-based quality management system in the Jordanian Universities. Thus, the study's model provides better explanatory power than previous studies in business literature.