Penerimaan dan penggunaan Sistem *Instant Messaging* di kalangan mahasiswa

Abstract

Instant Messaging is becoming increasingly important in an environment where it helps communities to improve communication and strengthen the relationships between them. This study is based on the theory of Technology Acceptance Model (TAM) and aims to examine (i) the positive relationship between motivation and commitment with users' attitude and intention to use Instant Messaging, (ii) the positive influence of perceived usefulness and perceived ease of use on users' intention to use Instant Messaging, and (iii) the effects on users' intention to use Instant Messaging that causes them to continuously use it. A total of 125 sets of questionnaires containing structured closed-ended questions were randomly distributed among the students of Bachelor and Master Degree Programs from Universiti Sains Malaysia (USM) Kampus Kesihatan, Kubang Kerian, Kelantan who have had experience in using Instant Messaging. Empirical results via multiple regression analysis revealed that the perceived usefulness and perceived ease of use influenced people's intention to use Instant Messaging. The implications of the study and direction for future research are also discussed.