A Meta-analytic Structural Equation Modelling on the Unified Theory of Acceptance and Use of Technology in Higher Education

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ABSTRACT

With technology advancements in society, many theories and models evolved for explaining the technology acceptance of people in different contexts, especially in education. This study's main objective is to confirm the factors influencing the actual use behaviour of technology in the higher education sector, based on the framework of the unified theory of acceptance and use of technology (UTAUT). This objective was executed by means of the modern statistical technique, meta-analytic structural equation modelling (MASEM). This study can synthesize 44 quantitative studies of UTAUT model, covering 16550 participants in higher education institutions. The result confirms the original version of the UTAUT model developed by Venkatesh et al. (2003), except the direct effect of facilitating conditions on use behavior. Therefore, performance expectancy, effort expectancy, social influence and facilitating conditions are the significant positive predictors of the teachers and students' behavioural intention to use the technology and behavioural intention can also significantly predict the actual technology use behaviour of teachers and students. It is anticipated that this study's findings can add the strong evidences of the validity and usefulness of the UTAUT model to the technology acceptance literature. Moreover, the future integration of ICTs and technology in higher education can be guided effectively by the practitioners with the help of this research's findings.

Keywords: UTAUT, Technology Use Behaviour, Behavioral Intention, Meta-analysis, Structural Equation Modelling