FACTORS THAT INFLUENCE STUDENTS INTENTION TOWARDS USING MOBILE LIBRARY SERVICES

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Abstract
Nowadays, the use of mobile library services is increasingly popular. The aim of this research is to figure out factors influence students' intention towards using mobile library services.

Keywords: mobile library, factors influence students' intention, behavioral intention.

INTRODUCTION

Mobile technology or known as handheld computers originate as a one of the trend nowadays, which people use in their daily life. Examples of mobile device are smartphones, and tablet. Mobile technology has been more widely and quickly adopted than any other innovation ever (Pope et al., 2010). As we know, in this new digital era, everyone has their own phone and they use it every day in order to communicate with others and get information. Thus, this statement agreed by Jacobs (2009) he stated that mobile access has become a universal form of communication. It means that everyone uses mobile technology everywhere and anywhere they wish. The increasing interest of mobile technology in providing library services has changed the transformations in computing and networking. This pattern was moderate to move into public libraries and different sort of academic library such as undergraduate libraries, in spite of the high quantity of mobile technology being used by university students and the people in general (Educause Center for Applied Research, 2009). In addition, according to the Ellyssa Kroski's (2008) on the change with the mobile web which are libraries and mobile technologies is one of the most systematic publications including mobile applications in library services.In addition, mobile innovation allows resilience for library services and additional.

Continuous access to advanced data (Herman, 2007; Karim et al., 2006). Vielmetti (2008), stated libraries looking to change over their site into a mobile-friendly idea must first identify the architecture of information offered on a mobile library site will be distinctive due to the little screen on handheld gadgets. Before create library mobile service, librarians need to recognize and decide their objective user, they user need, and they have to consider about the factors that will attract them. According to the Kroski (2008c), mobile web can be identified and divided into the three categories which are communicated, information and resources download and information search. Seema (2013) also stated that the successful deployment of a digital library implementation may depend on a specific set of success factors.

Nevertheless, a little screen is their essential vulnerability and regardless of the screen increase in recent years, it is still very hard to utilize them for review long messages. Users still prefer to read full texts, especially those in the PDF format, on a computer (Ballard & Blaine, 2013; Cummings et al., 2010). According to the Dresselhaus & Shrode (2012), some studies have shown that students also use mobile devices for finding academic contents, but academic community, including libraries has generally gradually recognized and acknowledged the requirements of this sort of users. At this point in time, libraries have turned to this kind of mobile users and today a vast number, especially academic libraries, intend to go in that direction mean to go in that guidance (Carlucci Thomas, 2010). At this new era technology, libraries need to make changes to their services and make it be more sophisticated regarding the change development.

ISSUES

In this paper, we identify issues regarding factors that influence students' intention towards using mobile library services. The issue is:
- Less research on factors influences students' intention towards using mobile library services.

RESEARCH QUESTIONS

In this paper, we develop a research question regarding factors that influence students' intention towards using mobile library services. The research questions are:

- How does librarian develop interest to attract students' intention towards using mobile library services?
- What are the factors that will influence students' intention using mobile library services
- How does the factors will attract students' intention towards using mobile library services.

RESEARCH OBJECTIVES

The aim of this research is to figure out factors influence students' intention towards using mobile library services. In order to achieve this aim, we identify the sub-goals:
- To identify factors influence students' intention towards using mobile library services.
- To find out the behavior of students' regarding using mobile library services.
- To influence students about the benefits of using mobile library services.

LITERATURE REVIEW AND PROPOSED FRAMEWORK

Based on previous research, we can determine the expected outcome it would be. Each of the factors that influence students' intention towards using mobile library services has their own perspective. The mobile device is one of the ways for librarians to connect with users easily and also be used to create a mobile website or library application that allow user to access library services. This statement agreed by Nowlan (2103) he stated that as user expectations for mobile services increases, libraries have an exciting opportunity to engage their users in new and dynamic ways. In addition, kroski (2008) stated that mobile services to libraries are now considered conventional include access to the online catalogue, readers' advisory apps, downloadable audio books, access to databases, text notifications and text reference.

First factors that influence student's intention towards using mobile library services is service quality. Service quality plays an important role in order to attract student's intention towards using the mobile library service. According to the Taveira et al. (2003) he stated that service quality is a somehow neglected concept from a macro ergonomic perspective. In addition, DeLone & McLean (2003) stated that service quality includes three dimensions which are responsiveness, assurance and empathy to assess service quality. Based on previous studies conducted by Chen (2016), he stated that it is hard to utilize "use" to effectively evaluate service quality, this study supplanted it by "intention to use" as an option measurement under certain conditions. However, Petter & McLean (2009) were also stated that, they examined relationships within the IS success model at the individual level of analysis and found service quality and user satisfaction was not significant and service quality and use also was not significant but they have an ambiguous and powerful effects on attitude toward using through user satisfaction. Nevertheless, there is a hypothesis that stated service quality of an information system has a significant and positive effect on attitude toward using (Chen 2016).

Second factors that influence students' intention towards using mobile library services is perceived ease of use. Based on previous studies by Chen (2016) he stated that functions such as generosity and complete data, steady and well-organized system efficacy, and online continuous cooperation and reaction in reality, influence the perceived ease of use of the system. Library need to develop such system that provide and will satisfy users need. According to the Davis (1986) perceived ease of use will influence the attitude of an individual through two main mechanisms which are self-efficacy and instrumentality. This two mechanism is important for perceived ease of use. In addition, according to the Pandora (2012), he stated that self-efficacy is an idea that clarify the more a system is easy to use the batter should be the user's feeling of efficacy. Furthermore, perceived ease of use reflects the duration to which an individual assumes that the self-service technologies (SSTs) will be simple to learn and utilize (Davis & Wiedenbeck, 2001). This fact is admitted by Van Dolen et al. (2007) that it's easy to understand and run SST is some of the time engaging with consumers, since they would feel great while using that innovation.

Third factors that will influence student's intention towards using mobile library services is perceived usefulness. Based on previous studies by Davis (1989) & Hong et al. (2002), they revealed that perceived usefulness has important commitment on students' intention to utilize innovation. Perceived usefulness is measured based on the users' probability that he or she use specific application system that will increase his or her performance. Advantages of measured perceived usefulness increased productivity, effectiveness of the work and make the job easier. In addition, perceived usefulness reflects the extent to which a person believes that using SSTs will enhance the way he or she could finish a given work (Davis et al., 1989). However, according to Hong et al. (2002), he stated that even though the technology product is easy to use and master, in the future, it can be neglected if it does not provide critically needed functionality.
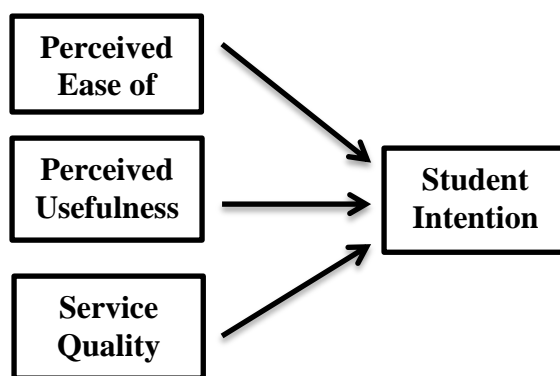

Figure 1. Research Framework.

Figure 2 represents the direct relationship between student's intention and the factors influencing the relationship and the generous analysis of these influences.

CONCLUSION

This research paper concentrates on the factors that influenced student's intention towards using mobile library services. Smartphones became across the broad in the 21st century and most of people in this world have their own phone. The smartphone has turned out trendy either to youthful and old era. Smartphone also be made as a trend for people using it to communicate with each other's, get information and entertainment. Libraries are one of the organizations that use this chance to make a change in their services and develop mobile library services. Mobile library services are the new services that library provide to ease users access to the library that provide self-service wherever they are without having to the libraries but can access it through their smartphones. As their goals are to provide better services and to meet the needs of users, so they need to improve their services in order to achieve those goals. Librarians play an important role to attract student's intention towards using the mobile library services. In order to meet the needs of users, they need to know the factors that influence student's intention to use mobile library services. There is abundant content that usually libraries provided on the mobile library services such as asking a librarian,

OPAC, online catalogue, databases, library SMS services and many more. In this study, factors that have been found in order to influence student's intention towards using mobile library services are based on technology acceptance model (TAM). The TAM model focuses on two convictions that known as perceived ease of use and perceived usefulness. In addition, based on this study were also found that service quality is one of the factors that will influence student's intention. Ahn et al. (2007) noted that information quality, system quality and service quality all significantly effect on perceived ease of use and perceived usefulness. These three factors have a relationship with each other and used as an external variable. The external variable will support the internal variable in order to influence student intention and behavior. According to the Zeithaml et al. (2002), stated that easy and understandable service system may be attractive to consumers and can enhance customers' commitment to the service providers. The mobile library services allow users to feel free and allow them to enjoy the services provided by the libraries without having to go to the libraries.

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