
An empirical analysis of the adoption of m-learning in Malaysia

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Abstract: This paper empirically examines the factors affecting the adoption of Mobile learning (m-learning) in Malaysia. The six factors examined in this study are perceived ease of use, perceived usefulness, technical feasibility, cost effectiveness, quality of services and cultural aspects. Data were collected from 181 Malaysian users. The hypotheses were analysed using multiple regression analysis. The results show that perceived ease of use, perceived usefulness, quality of services and cultural aspects have significant and positive effects on the adoption of m-learning in Malaysia. Educational institutions that are planning to adopt m-learning will be formulate adoption strategies based on this study's findings.

Keywords: m-learning; mobile learning; Malaysia; data analysis; technology adoption.