

Studies Used TAM Framework As a Guideline For the Research: Literature Review

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ABSTRACT

Several researchers have adopted theoretical framework such as Technology Acceptance Model (TAM) in order to get in depth information about the phenomenon that under investigation. This literature review will focus on the papers that adopted TAM framework in their studies in order to understanding which are the most factors that affected behavioral intention to use technology by users. The results of this literature review find out that Perceived Ease of Use and Perceived Usefulness are the most elements that influenced the behavioral intention to use technology.

INTRODUCTION

The TAM model was developed in the U.S., and this model also still uses by researchers in other nations (McCoy, Galletta, and King, 2007). Moreover; the most model employed related to the research into new information technology acceptance is TAM model. Also, the TAM model is considered to the most framework model that adopted by researchers in order to investigate user's behavioral intention towards new technology. The original TAM model comprised of two factors that affected intention to adopt new technology. These factors are Perceived Ease of Use and Perceived Usefulness (Davis, 1993). In the TAM model the individuals who see the technology easy to be used and there is benefit of it, they will use it more than those who did not see it easy to be used or there is no benefit of it (Davis, 1993). This literature review will present the studies that adopted TAM model in their research in order to find out which factors that affected the user's behavioral intention to the use of latest technology.

LITERATURE REVIEW

There are lots of studies that employed TAM model in the research to understand the most factors that affect user's behavioral intention to accept new technology strategies. In this section, some papers and thesis that conducted in Saudi nation or in other countries will be presented.

In 2020 Omran Alharbi carried out research that aimed to examine and explore the most factors that can affect student's adoption of technology in two Saudi Universities. The author used a questionnaire, which constructed based on TAM model, and the other tool was semi-structured interview in order to collect the data from the participants. The findings of the study informed

that the Perceived Ease of Use was the important factor that influenced learners' intention towards the adoption of Blackboard in learning environment. However; Park 2009 discovered in his study discovered that perceived ease of use and usefulness were significant factors that to determine users' attitudes towards the use of technology.

Furthermore, Weng, Yang, Ho and Su, 2018, Conducted a research in China in one school. The participants were only 460 of instructors selected by stratified random sampling. The main goal of the study was to investigate the major elements that that might influence teachers integrate of technology in their teaching methods. The results of the paper demonstrated that the perceived ease of use and teachers' attitudes were affected intention to use.

In 2009 Nim Park and Son conducted a study that aimed to examine the teachers' perceptions of the use of technology in teaching methods. The researchers used a questionnaire and interviews for collecting the data. The findings of this paper revealed that educators had positive attitudes towards the use of technology in teaching. The participants considered the technology was the useful tools in terms of enhancing learning and improve learners' skills. The others findings of the study found out that there are internal factors that affected the educators use of technology. These factors were insufficient skills and knowledge about the employing of technology in teaching approaches. Also, the study results indicated that there are external factors influenced the adoption of technology by teachers in their classroom. These factors were inadequate administrative support, limited time and deficiency of computer facilities. Jaradat carried out a study in Al al-Bayt University in Jordon in 2011. The main goal of the study was to examine the employment of the mobile learning in education and to examine the factors that affected the intention to use of mobile learning. The research used TAM model as a guideline for the research. The sample of the study was only 361. They were students. The study results revealed perceived usefulness significantly affected the behavioral intention to use. Also, the study revealed that perceived ease of use of Mobile learning has a substantial influence on behavioral intention to use Mobile learning. Moreover, Mailizar and Maulina 2021 carried out a study investigated the integration of elements that affect the intention to use e-learning by leaners during the covid-19 in one of the universities in Indonesia. The study sample was 109 of students. The researchers used questionnaire constructed based on TAM model as the main too for collecting the data. The model consists of six constructs: system quality, e-learning experience, attitude toward use, perceived ease of use, perceived usefulness, and behavioural intention. The researchers used Structural Equation Modelling (SEM) and SMART PLS 3.0 software for data analysis. The study results revealed that the most factor that influential on the intention to use technology during the Covid-19 was the attitudes.

It is appearing that from the literature review the most factor affected the intention to use technology by users was the perceived ease of use. As a result, the institutions should pay more intention to improve educators and students' technical skills in order to integrate e-learning tools in effective way.

METHODOLOGY

This literature review examines the studies that adopted TAM model as a guideline for research. The authors did search in many data base that were available to them. These data base were online Libraries, Google Scholar, Conference Procedure and so on. The authors used keywords

that included TAM model, Technology Acceptance Model in order to get findings from papers abstracts or titles. Each article was charted in order to provide summary for the results.

CONCLUSION AND FUTURE WORK

This study attempted to review the literature that adopted the Technology Acceptance Model as a guideline for research in education environment. The main goal of this paper is to offer a comprehensive understanding of the current research that is existing for researchers which adopted this types of framework. In other words, the outcomes from this paper has identified the gap in the previous studies specifically associated to this model. Based on the investigation of the aforementioned studies and papers results, it can be argued that there are some factors that can be affected the intention to use technology by users. These elements were perceived ease of use, perceived usefulness, attitudes towards the use of e-learning initiatives.

This research has provided some recommendations for future work. First of all, , this study only focused on reviewing literature about the implementation of the TAM Model in education environment. As a result; future research might concentrate on systematic literature reviews of the implementation of the UTAUT Model in education or in business. As well as to this, , more research is needed to scrutinise the pupils' and instructors' opinions of the implementation of new e-learning tools such as Twitter, Facebook and so on in the education environment. This can be done through a questionnaire constructed on the TAM model.

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