

## Documents

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**Factors influencing the intention to use m-commerce in Malaysian: an extended IS success model**  
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Department of Business Administration, Kulliyah of Economics and Management Sciences, International Islamic University Malaysia, Kuala Lumpur, Malaysia

**Abstract**

The progress of mobile technology has undergone substantial development in recent years, leading to the emergence of new and creative ideas. This paper investigates the factors influencing consumers' intentions to use mobile commerce in Malaysia. The DeLone and McLean updated information system success model served as the basis for this study's proposed model. A convenience sampling method was employed to collect 310 surveys from smartphone owners who conduct mobile commerce activities in Malaysia. A "two-stage structural equation modeling" (SEM) technique assessed the research model and the study's assumptions. The findings revealed that "information quality", "service quality", "system quality", and "trust" significantly influence consumers' "intention to use mobile commerce in Malaysia". The findings further reveal that "system quality" is the strongest factor influencing the "intention to use mobile commerce in Malaysia". Therefore, the research outcomes will benefit academicians, researchers, policymakers, and practitioners in the mobile commerce industry in Malaysia. To the best of the authors' knowledge, this is the first empirical study that expanded the "information system success model" by including "trust" in the context of Malaysian mobile commerce users' "intentions". However, further research is recommended to explore the factors influencing consumers' "intention to use mobile commerce in Malaysia". © 2024, Intelektual Pustaka Media Utama. All rights reserved.

**Author Keywords**

Information system success model; Intention; Malaysia; Mobile commerce; Trust

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**Correspondence Address**

Barry M.; Department of Business Administration, Jalan Gombak, Malaysia; email: [barrymoussa4@gmail.com](mailto:barrymoussa4@gmail.com)

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