IMPACT OF DIFFERENT CONCEPTUALIZATIONS OF SYSTEM USE ON FACEBOOK CONTINUANCE

Muhammad Zia-E-Taslim Iqbal Lallmahomed, Assoc. Prof. Dr. Azizah bte Abd. Rahman, Dr. Nor Zairah Abdul Rahim, Dr. Roliana binti Ibrahim
Faculty of Computer Science and Information Systems, Universiti Teknologi Malaysia
gigseldo@yahoo.com, azizahar@utm.my, nzairah@utm.my, roliana@utm.my

ABSTRACT
This research examines the conceptualizations of system use and its impact on continuance intention to use Facebook. We investigate the relationship between the user, system and task aspect of system use, in the light of numerous calls to explore this construct. A cross-sectional survey of Facebook users was undertaken. This research shows that the user/task aspect of use has a higher relationship with satisfaction as compared to the three aspects combined and the user/system aspect of use has negligible effect on continuance. Moreover, we compare multidimensional and one-dimensional measures of use and our results indicate that one-dimensional measures explain more variance than a multidimensional one. Thus discarding one-dimensional measures outright may not be appropriate in every context. The most significant predictor of continuance is volume of use and that of satisfaction is cognitive absorption. We discuss the implications of these findings for research and practice and offer recommendations for future research.

KEYWORD
System Use, System Use Measures, Usage, Usage Measures, System Use Dimensions, System Use Taxonomy