Variables Performance for E–Services Acceptance:
A Descriptive Statistical Analysis

Kamaljeet Sandhu
University of New England, Australia

EXECUTIVE SUMMARY

This case study examines the Web Electronic Service framework for a University in Australia. The department is in the process of developing and implementing a Web-based e-service system. The user experience to use e-services requires insight into the attributes that shape the experience variable. The descriptive data about the attributes that form the experience variable is provided in this study.

INTRODUCTION

Descriptive statistics can offer powerful insights into the factors involved in e-Services system acceptance by analysing students' responses from the survey. A large volume of descriptive data can highlight the role of these factors in influencing the international student's use of the e-services system on the University of Australia (not the real name) website. Analysing descriptive statistics is particularly effective for illuminating the inner workings of the constructs and ascertaining the strength of their effects in the international student's e-services acceptance process. The international students were from first, second, and third year degree courses including commerce, arts, science, and nursing. They were studying full time. Both male and female international students participated in the survey.

Data Collection

The data for the survey was collected from the university's international student population. An invitation to the international students to participate in the survey was sent to them by an e-mail. In addition the researcher also visited computer laboratories and distributed leaflets to international students requesting them to participate in the survey. This approach is believed to have been effective as the international students who were in the computer laboratories and in front of the computers responded immediately. An invitation was also sent in the international student's fortnightly newsletter email which is sent by the international students union. Participants could complete the survey online at anytime. The total numbers of responses received was 403. All responses received electronically were complete and without any errors. This resulted in eliminating incomplete survey responses which has its limitations in a paper-based survey.

Research Project Background

This chapter is part of a larger study investigating the critical success factors in e-service user acceptance. The aim of the case study is to investigate the acceptance and use of e-services system amongst student users. The case study examines the Web Electronic Service framework of the University of Australia (not the real name). The department is in the process of developing and implementing Web-based e-service system. International students have the option to lodge the admission application through either of any: web-based e-service system on the World Wide Web, phone, fax, or in person. On receiving the application a decision is made by the staff on the admission status. The department is implementing the electronic delivery of its services on the website. The Web electronic service is believed to be in use for approximately last two and half years. The e-service process involves students making the application and the staff processing application on the website.

    The items that are measured in this study are adopted for building and testing the user experience variable for studying the user acceptance of e-services. The items are also tested for effectiveness and performance for the measurement of the variables.

THE INTERNATIONAL STUDENT EXPERIENCE WITH USING THE E-SERVICES SYSTEM

The international students were asked to respond to seven category items about the extent of their experience with the e-services system. The seven items that measured international students experience were: (1) their skills; (2) finding information on

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