
The situational cognitive mediation effects on dispositional personality influence on the intention to use the internet: an empirical study of information technology acceptance within higher education institution

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Abstract: The objective of this research is to investigate the effect of dispositional personality factors on intention to use internet which mediated by situational cognitive factors. Personality factors are measured by five variables which are openness to experience, conscientiousness, extraversion, agreeableness and neuroticism. Then, situational cognitive factors are measured by perceived ease of use, perceived usefulness and self-efficacy. Survey was conducted on 350 students of Faculty of Economics, University of Bengkulu. Hypotheses testing conducted using Partial Least Square (PLS) with software SmartPLS version 2.0. Result shows that only openness to experience and extraversion from personality factors is significantly affected on situational cognitive factors. Meanwhile, perceived usefulness and self-efficacy are positively affected from situational cognitive factors on intention to use internet. It is indicated that situational cognitive factors were significantly mediated relationship between dispositional personality factors towards intention to use internet.

Keywords: dispositional personality; situational cognitive; IT acceptance; information technology acceptance; IS; information system.

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