

Content Factor to Promote Islamic Weblog Continuance Uses

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ABSTRACT

Religious information is now being disseminated through various internet applications including weblogs. Providing digital Islamic Information content online via the internet is vulnerable. Its exposure to the modification of information was taken from the original information resources by irresponsible parties. This research paper is about examining the information content and relationship of each factor that encourages the peoples to continue to use the Islamic weblogs and able to recognize between the true and false on Islamic information teaching. Quantitative research method was applied for data collection and about 800 questionnaires have been distributed to Islamic religious subject teachers. Finding of the study revealed significant value for content factors such as Continuance Use, Satisfaction, Perceived Usefulness that promote continued use of Islamic web blog. Hypotheses analysis of the finding indicated only content factors like Reliability and Confirmation, Perceived Usefulness and Satisfaction, Confirmation and Satisfaction, Continuance Use and Satisfaction have supported each other for prediction continuances use of Islamic web blog

Keywords: *Information Management, Islamic Digital Information, Content Management, Library Science, Islamic Information System.*

Development of Internet technology has improved tremendously the growth of digital religions information resources. The Dakwah (missionary work) approach has been influenced by the technology and being used for the needs. Religious information is now being disseminated through various internet applications including weblogs. In response to this scenario, it is essential to ensure that any Ulama or Islamic scholar works especially regarding the Al-Quran and Al-hadith translation are being discussed based on original and trustworthy sources of information. Al-Quran is the main source and reference to Muslim Society. The Al-Quran could not be edited or new arrangement because Allah has informed that Al-Quran will preserve from any alteration forever until the The Day of Judgment. "We have, without doubt, sent down the message: and we will assuredly guard it (from corruption)" (15:9). Providing digital Islamic Information content online via the internet is vulnerable. It is exposed to the modification of information by irresponsible parties. Due to the situation, objective of this research paper is about examining the information content and relationship of each factors that encouraging the people to continue uses the Islamic weblogs as the core medium in browsing and searching for the information regarding the fundamentals and practices of Islam. By continuance use of Islamic web blogs, the Internet users can recognise or distinguish between the true and false on Islamic information teaching.

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Islam and Internet

Blog is well recognized as a medium for the main source of online information among Internet among to Internet users. Content of the blog is accessible regardless of the boundaries regardless boundaries of time and places. Blog has become one of the most common applications in spreading information on the internet. Blog has been acknowledged as one of the most influential digital media that is able to influence people's perception on any issues. Zulkifli (2011) mentioned Blog is a modern media technology that is created and designed to meet the needs of the nature of new media and independent networks, which is known as the blogosphere. Islamic weblogs or Islamic blogs are part of religious weblogs. In general, the content of the Islamic weblogs is conveying Islamic religion, teachings, and practices. Islamic weblogs play a similar function with the Islamic websites, which act a platform to disseminate information on Islam, but differ in the aspect of contents' presentation. Various elements have been highlighted by various scholars in their attempt to define and describe the Islamic websites. According to Bunt (2003), the key in defining the Islamic websites is the content of the website especially in the aspect of authority and Islamic content. In addition, many researchers have described the concept of the Islamic websites and Islamic weblogs in the context of Islamic cultural perspectives. As stated by Rahim et al. (2008), Islamic websites served as a site which emphasises on the Islamic ideologist, rules and ethics. However, Mahmud et al. (2011) then explain the concept of Islamic websites and Islamic weblogs in a broader perspective. The authors discussed that the Islamic websites is being acknowledged as the websites that stress on the essential's lessons of Islam. Aliyu et al. (2010) propose the definition of Islamic websites in three different aspects that are including (i) sites that delivers the Islam fundamental like Solat, Muslim Creeds, Hajj, and others for the purpose of teaching and learning, (ii) sites that describe good values of Islam, according to Shari'ah, and (iii) sites which being developed for the purpose of describing the commandments of Allah in compliance with the Prophet Muhammad's (SAW) teachings

The vast review of literature in Information System Management on digital content described that there are few important factors that contributed to the continued uses of Information System applications like weblog. It was acknowledged that factors such as confirmation, perceived usefulness, credibility, objectivity, and reliability on information content has a vital role to encourage Islamic weblogs to carry on being used by the Internet user.

Continuance Use

It is important to emphasize continuance use in the Information System (IS) field. Continuance use is about the ongoing use of the website. Few prominent IS models such as Technology Acceptance Model (TAM) and Expectation Confirmation Theory (ECT) have been applied by researchers for understand about continuance intention to use an information system. The theory is used to embrace the positive and negative expectations about the information systems (Hoehle, Huff & Goode, 2011). According to Bhattacharjee (2001), continuance use is the individual's intention to continue to use the blogs continually. Continuous users could gain more profit than to have new users. There are several factors in information studies to predict the continuance intention. It is about the ongoing use of the information system in the future as well the user will continue to use the website. In this study, the satisfaction will lead the people to continue or discontinue using the Islamic website. It is important to understand the factors influencing the continuance intention of Islamic websites. The utilization of Information System functions is important to influencing intention to continue the information system (Larsen, Sorebo & Sorebo, 2009).

Confirmation

Confirmation is one of the elements studied in the Expectation-Confirmation Theory (ECT). Initially, ECT consists of expectation, performance, confirmation, satisfaction and repurchase intention. It is used to predict the customers' satisfaction, repurchase behaviour and marketing. ECT also explains that satisfaction is the most significant antecedent of repurchase behaviour and the users' satisfaction is being influenced by expectation and confirmation. Next, ECT also explains that confirmation is negatively being influenced by expectation, but positively being influenced by perceived performance. The expectation confirmation is commonly used to address the question of how consumers summarize their experiences which then influences their subjective evaluation of satisfaction (Oliver 1993). The confirmation of expectations proposes that users gained expected benefits through their usage experiences with the Information Technology (IT), which then created a positive effect on users' satisfaction. Confirmation also has an influence towards the continuance intentions in two indirect ways which are by influencing the users' satisfaction toward the service and by influencing users' perceptions on the usefulness aspect (Lee, 2010). Users with positive confirmation will have a greater satisfaction level, which indirectly attracts them to continue to use the products or services. Bhattacharjee (2001) mentioned that the confirmation of expectation is being referred to the users' insight of the similarity between expectation on the use of IS/IT and the actual performance. In other words, confirmation is the situation where the actual performance of the IS/IT is similar to the users' expectations. Venkatesh et al. (2011) then defined the positive or negative disconfirmation as the situations when things are better or worse than the expectations. A study conducted by Hsu et al. (2008) among the blog users in Taiwan reveals a coherent effect of users' expectation either before or after the usages. The study discovers that confirmation has contributed a positive impact on satisfaction and perceived usefulness. Other past research also shows that the confirmation has immense influence on the satisfaction (Bhattacharjee & Premkumar, 2004; Thong et al., 2006; He and Wei, 2009; Lin et al., 2012). Therefore, in the context of this study, when the actual use of the Islamic weblogs matches or exceeds the initial expectation of the users, confirmation will exist, and thus lead to user's satisfaction.

Perceived Usefulness

In the information system discipline, perceived usefulness is the one factor to the customer's intention to continue to use the information system and weblog is part of it. Perceived usefulness is the degree attained when people believe and are free of the compulsion factor to use a certain Information System applications (Davis 1989). Perceived usefulness is about the users' expected benefits from using information systems. Perceived usefulness will act as an influential tool that will increase social influences of user intention towards continuance to use (Al-Maghrabi & Dennis, 2011). Burke (1996) also has mentioned perceived usefulness is the primary prerequisite of the technology acceptance as well depends on the user expectations on how it is useful to them. The usefulness and accuracy of the website will influence customer attitudes. Users may continue without hesitation for using the services provided if they consider it useful (Bhattacharjee, 2001). Perceived usefulness predicts information technology use and intention to use (Gefen and Straub, 1997). Thus, perceived usefulness is important in aspects of Islamic website use in which the user evaluates the usefulness of the information system.

Satisfaction

There is much definition on user satisfaction and has been widely studied in the Information System and it is important for Information Success measures (Delone & Mclean, 2003). Oliver (1981) firstly describes satisfaction as the customers' evaluation of the products or services after the purchase

compared to the customers' prior expectations. He also noted that satisfaction is the emotion surrounding a consumer's prior feelings about the consumer experience. Swan and Trawick (1981) stated that satisfaction determines intentions to utilize or not to utilize in the future. Satisfaction is about the user's affect with the blog use. He also indicates that; the satisfaction was a significant predictor of Information System continuance. A satisfied use will tend to continue to use the same website.

Credibility

Islamic teaching is concerned regarding credibility of information. It is firmly mentioned in Al-Quran which is Allah has stated clearly in Surah Al-Hujurat about Information credibility: *"O believers! If a wicked person brings you a piece of news, inquire first into its truth, lest you should wrong others unwittingly and repent of what you have done."* (Al-Hujurat: 6).

The credibility of the website has nowadays become more important. Credibility is about believability. In information context, credibility of information is about the believability of information (Fogg & Tseng, 1999). There are two components of credibility which is trustworthiness and expertise. In Human Computer interaction research, there are the most common phrases used to identify the credibility, such as "trust the information", "accept the advice" and "believe the output". Since Islam promoting the way of life, Al-Quran reminds people think and careful about credibility any information they receive. By nature of Web blogs, it is a potential application tool for dakwah to provide solid understanding to the people. It is also highly effective in convincing people to share with each other about the Islamic information by multimedia approaches. With the capability of two-way communication, the religious interpretation and authority of web blogs can be questionable directly. Islamic web blog able to assist conventional Islamic teaching to provide authentic knowledge from the credible sources of information.

Objectivity

In line with transparent ideologies, an Islamic website should be clearly identified, have clear objectives or mission and be easy for the users to compare with their own needs. The main objective of the website should be clearly stated, which is to disseminate good Islamic practices. The content of the sites must avoid hidden agenda like misrepresentative statements without appropriate reliable references. This situation is associated with the content objectivity of the sites. It is no doubt that objectivity is also another feature that helps to attract people to use the websites. Many scholars in the area of Information System provide serious attention about the objectivity of information quality over the Internet. According to Alexander & Tate (1999) and Ahmed & Suleman (2007), the term objectivity is being explained as the degree to which the information or facts provided is free from any biases or personal feelings. Inline to this definition, Aliyu et al. (2012) and Suleman (2005) further explains that the information objectivity is where the information provided or shared should cover all the points of views of the particular topics and do not incline to the real meaning or principles. In the perspective of Islam, it is essential for the people to follow the Quran and Sunnah and avoid having different opinions and views. It is unavoidable situation having dissimilar perception, opinion, and views relating to Islam, but they must follow to the Quran and Sunnah to overcome the differences. Apart from that, Islam encourages peace and unity among people. From the perspective of this study, the information objectivity is best described as the feature where the information shared is free from biases towards or against the people as well as other religions. The Information System Scholars agreed that content of websites must have the objectivity feature for influence the internet users towards the use of the websites (Aliyu et al., 2010; Ahmed & Suleman, 2007; Karim & Hazmi, 2005). Hence, in the context of this study, objectivity is listed as one of the dimensions in content factors and expected to have an impact towards the users' satisfaction. This

study denotes that weblogs should not have misleading information, do not bias or against the Islamic ideologies and Islamic scholars' thoughts.

Reliability

Reliability is also another feature that enhances the use of the websites. In general, the reliability is being referred to the ability of a system or technology to carry out the services or functions as guaranteed dependably and precisely (Han, 2004). Koops (2004) mentioned that reliability in connection with well-defined as the possibility of accurate information. The author further explained that reliability also depends on the value of information appreciated by the Internet users after gain experience when using information and recognizing the level risk of information. Besides, both Kim et al. (2009) and DeLone & Mclean (2003) agree that the content reliability is associated with the website owner's ability, honesty as well as their readiness to share and manage the information. Parasuraman et al. (2002) has mentioned that the reliability of a website is an ability to keep service dependably and accurately. Therefore, based on the discussions, it can be concluded that reliability is associated to trust. Reliability may have an equal meaning of credibility, quality, trustworthiness, and accuracy, but the differences among them are blurred (Adams, 2010). In Islamic teaching content itself and authorship will determine the reliability of information (Rasheed et al., 2013). Apart of it, much effort has been done by Muslim scholars in defining the appropriate methods and approaches for measuring Islamic contents. There are two dimensions of reliability are being introduced, where one is associated to the content and the other one is on the authorship and narration chain (Ishak et al., 2011; Karim & Hazmi, 2005). There are studies showed that Muslim users are concerned about the unreliable content and it leads to have some doubt to certain Islamic websites or blogs (Karim & Hazmi, 2005; Ibrahim et al., 2009; Al-Shamaileh, 2011). Hence, aspects of religion and ethics are important for them when they use the websites. They felt conveniences when those websites demonstrated their Islamic culture and ethics. In Islamic perspective, websites' content and interface are supposed to reflect the reliability of the information provided (Ishak et al. 2011). Ibrahim et al. (2010) argue that until now, website's reliability from the Islamic perspective has not been studied in a systematic way. Therefore, it is necessary for Islamic scholars to identify the dimensions that could increase the reliability of Islamic websites to gain trust from the Muslims.

Analysis of literature has led to the established a research framework to guide how the research will take place. Since the research is done with the objective to find what are the factor All factors discussed have been taken as variable for the research framework stated in Figure 1.

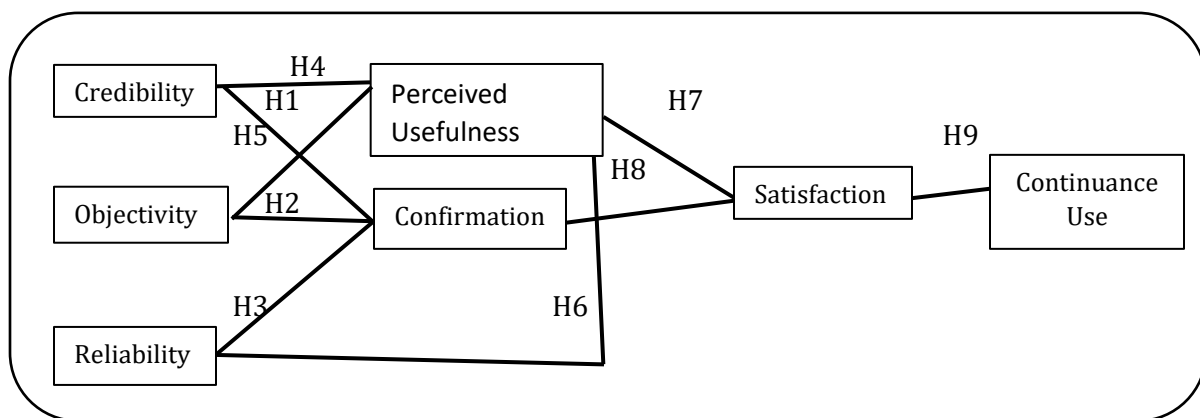


Figure 1: Research Framework

Justification derived from discussion review of the literature, researcher posits that there is a relationship between variables discovered and need to be tested by development of hypothesis.

- H1: Credibility (CR) significantly predicts Confirmation (CF).
- H2: Objectivity (OB) significantly predicts Confirmation (CF).
- H3: Reliability (RE) significantly predicts Confirmation (CF).
- H4: Credibility (CR) significantly predicts Perceived Usefulness (US).
- H5: Objectivity (OB) significantly predicts Perceived Usefulness (US).
- H6: Reliability (RE) significantly predicts Perceived Usefulness (US).
- H7: Perceived Usefulness (US) significantly predicts Satisfaction (ST).
- H8: Confirmation (CF) significantly predicts Satisfaction (ST).
- H9: Continuance Use (CO) significantly predicts Satisfaction (ST).

Methodology

This study is being conducted to identify the relationships that occur between the content factors users' satisfaction, and the continuance used of Islamic weblogs. Hence, to achieve the objectives of the study, the quantitative approach is being selected as the method of this research. Quantitative research is based upon the quantitative measurements of some characteristics and applicable to be applied in the situation or setting that can be expressed through numerical data or quantities. Taken from Aliaga & Gunderson (2002), the quantitative approach is being described as an approach adopted by the researchers to explain certain phenomena by gathering numerical data that are being analysed using mathematically based methods. In this study, all the variables proposed in the framework are being measured using the five-point Likert scale. The questionnaire was distributed to 800 Islamic religious subject teachers in Kuala Lumpur Federal Territory However, out of 800, only 550 questionnaires are successfully returned. Eventually, three questionnaires are removed. Hence, only 497 questionnaires are found usable for further analyses. Analysis of the research data was conducted by using SPSS statistical package SEM.

Finding

Based on the research data collected by questionnaire distribution, the researcher has sought the research finding. Descriptive analysis for conformation factors and hypothesis testing to examine the relationship of each factor was performed by the researcher.

Continuance Use

Table 4.0 demonstrates the finding of descriptive analysis for factors of digital Islamic information content that encourage the people to continue using the Islamic weblogs. By value means is 5.0, analysis showed that mean for Continuance Use is about 4.06, suggesting that the respondents of the study have intentions to continue use the Islamic weblogs in searching and disseminating the Islamic information. The overall analysis of standard deviation is about 0.668, which is less than 1, implying that; substantially the respondents have almost similar opinion about the continuance use of the Islamic weblogs. Further examination on the results reveal that the highest mean (4.10) is for "*I will continue using Islamic web blogs in the future*", while the lowest (4.03) is for "*I will introduce Islamic web blogs to friends and relatives*".

Table 4.0 - Descriptive Statistics for Continuance Use of Islamic Weblogs

		Mean	Std. Dev
C01	I want to continue using Islamic Web Blogs	4.04	.654
C02	I will introduce Islamic web blogs to friends and relatives	4.03	.676
C03	My intention is to continue using Islamic web blogs	4.07	.656
C04	I will continue using Islamic web blogs in the future	4.10	.685
		4.06	0.668

Satisfaction

Finding for Satisfaction (ST) variable was described by descriptive analysis in Table 4.1. By value mean analysis about 3.91, the respondents substantially were satisfied with the use of Islamic weblogs in searching and disseminating the Islamic information. By value standard deviation analysis is about 0.681, which is less than 1.0, implying that; majority of the respondents have almost identical opinion about the satisfaction of using the Islamic weblogs. Further analysis of the results suggests that the highest mean (3.95) is for “Overall I’m fully satisfied using the Islamic web blogs”, while the lowest (3.80) is for “The experience of using the web blogs has never been frustrating”.

Table 4.1 - Descriptive Statistics for Satisfaction of Using Islamic Weblogs

		Mean	Std. Dev
ST2	The experience of using the web blogs has never been frustrating	3.80	.684
ST3	I enjoy using the Islamic Web Blogs	3.99	.669
ST4	Using the Islamic blogs bring a sense of satisfaction to me	3.90	.678
ST5	Overall, I’m fully satisfied using the Islamic web blogs	3.95	.653
		3.91	0.671

Perceived Usefulness

Finding on Perceived Usefulness (US) variables was analysed descriptively as Table 4.2. The finding discovers overall mean for Perceived Usefulness is about 4.04. It is demonstrating that the respondents largely believe that the use of Islamic weblogs increase or improve their performance in searching and disseminating the Islamic information. Standard deviation analysis of the finding is about 0.662, which is less than 1.0, implying that; the respondents largely have almost similar opinion about the perceived usefulness of using the Islamic weblogs. Further examination on the finding discovers that the highest mean (4.08) is for “The Web Blogs help to improve my knowledge and skill”, while the lowest (4.00) is for “The Web Blogs are useful for exchanging and sharing information”.

Table 4.2 -Descriptive Statistics for Perceived Usefulness of Islamic Weblogs

		Mean	Std. Dev
US1	The Web Blogs help me in the learning process	4.02	.663
US2	The Web Blogs help to improve my knowledge and skill	4.08	.630
US3	The Web Blogs are useful for exchanging and sharing information	4.00	.679
US4	The Web Blogs are useful for my personal development	4.07	.675
		4.04	0.662

Confirmation

Finding on for Confirmation (CF) variables was analysed descriptively as Table 4.3. By value mean analysis for Confirmation is about 3.87, it is suggesting that the respondents of the study substantially agreed that the performance of the Islamic weblogs in searching and disseminating the Islamic information is closely to their expectation. Standard deviation analysis of the finding is about 0.673, which is less than 1.0, implying that; majority of the respondents overall have almost the same opinion about the confirmation of using the Islamic weblogs. Further examination on the finding discovers that the highest mean (3.90) is for “*My decision to use the Islamic Web blogs was a wise one*”, while the lowest (3.85) is for “*The Information provided by web blogs fulfil my expectation*”.

Table 4.3 - Descriptive Statistics for Confirmation of Using Islamic Weblogs

		Mean	Std. Dev
CF1	The information provided by Islamic Web Blogs fulfils my need	3.87	.671
CF2	The Information provided by web blogs fulfil my expectation	3.85	.658
CF3	My decision to use the Islamic Web blogs was a wise one	3.90	.688
CF4	The Web Blogs fulfil my requirement	3.86	.673
		3.87	0.673

Credibility

Finding on for Credibility (CR) variables as Content factor was analysed descriptively as Table 4.4. By value mean analysis for Credibility about 3.92, it is suggesting that the respondents of the study agree on the credibility of the Islamic weblogs in disseminating the Islamic information. Standard deviation analysis of the finding is about 0.748, which is less than 1, implying that; majority of the respondents overall have almost equal opinion about the credibility of the Islamic weblogs as a source of information. Further examine on the results suggests that the highest mean (3.98) is for “*The Web Blogs are hosted by a Muslim*” and “*The Web Blogs use renowned Islamic scholar’s opinion*”, while the lowest (3.83) is for “*The Web Blogs provide owner credential*”.

Table 4.4 - Descriptive Statistics for Credibility of Islamic Weblogs

		Mean	Std. Dev
CR1	The Web Blogs are owned by Muslim	3.95	.762
CR2	The Web Blogs are hosted by a Muslim	3.98	.721
CR3	The Web Blogs have clearly defined objectives	3.96	.735
CR4	The Web Blogs provide owner credential	3.83	.779
CR5	The Web Blogs provide author's credential	3.84	.754
CR6	The Web Blogs use renowned Islamic books for reference	3.92	.750
CR7	The Web Blogs use renowned Islamic scholar's opinion	3.98	.736
		3.92	0.748

Objectivity

Table 4.5 demonstrated the results of descriptive analysis for Objectivity (OB) variables, which demonstrate the Content Factor. The overall mean for Objectivity is 3.76, suggesting that the respondents of the study agree the information provided in the Islamic weblogs is free from any biases or personal feelings. The respondents largely have almost identical opinions about the objectivity of the Islamic weblogs in sharing and disseminating the information. It proved by standard deviation analysis is 0.757, which is less than 1.0. Further examination on the results reveals that the highest mean (3.88) is for "*The Web Blogs contain no discrimination against all the sahabah*", while the lowest (3.67) is for "*The Web Blogs contain no innovative (Bid'ah) information*".

Table 4.5 - Descriptive Statistics for Objectivity of Islamic Weblogs

		Mean	Std. Dev
OB1	The Web Blogs contain no misleading information	3.69	.775
OB2	The Web Blogs contain no innovative (Bid'ah) information	3.67	.778
OB3	The Web Blogs contain no bias interpretation of the Quran	3.79	.731
OB4	The Web Blogs contain no bias interpretation of hadith	3.75	.756
OB5	The Web Blogs contain no discrimination against all the sahabah	3.88	.722
OB6	The Web Blogs contain no racial /ethnic biased /stereotyped information	3.80	.743
OB7	The Web Blogs contain information that are not against the opinion of Islamic scholars'	3.75	.784
OB8	The Web Blogs contain information that are not against other Islamic ideologies	3.73	.772
OB9	The Web Blogs contain information that are not against other schools of thought (<i>Mazhab</i>)	3.76	.752
		3.76	0.757

Reliability

Finding on Reliability (RE) variables as Content factor was analysed descriptively as Table 4.6. By value mean analysis of the study for Reliability about 3.77, it is suggesting that the respondents substantially agree on the reliability of the Islamic weblogs in disseminating the Islamic information. Standard deviation analysis of the finding is about 0.732, which is less than 1, implying that; majority of the respondents overall have almost equal opinion about the Reliability of the Islamic weblogs as a source of information. Further examination on the results suggests that the highest mean (3.86) is for “The Web Blogs contain up to date information”, while the lowest (3.71) is for “The Web Blogs contain complete reference”.

Table 4.6 - Descriptive Statistics for Reliability of Islamic Weblogs

		Mean	Std. Dev
RE1	The Web Blogs contain complete reference	3.71	.751
RE2	The Web Blogs contain up to date information	3.86	.710
RE3	The Web Blogs contain comprehensive information	3.76	.716
RE4	The Web Blogs contain accurate information	3.79	.741
RE5	The Web Blogs contain consistent information	3.74	.716
RE6	The Web Blogs contain the date of document creation	3.76	.759
RE7	The Web Blogs contain links to original sources	3.75	.730
		3.77	0.732

The table 4.7 below presents the findings of hypothesis tests. SEM is being conducted to test the hypotheses constructed through the path coefficient and the critical ratio (C.R.) as illustrated in the table below.

Table 4.7 - Hypothesis Analysis

Hypothesis	Correlation	Estimate	S.E.	C.R.	P-value	Result
H1	CR → CF	0.057	0.044	1.293	0.196	Not Supported
H2	OB → CF	- 0.005	0.060	0.086	0.932	Not Supported
H3	RE → CF	0.120	0.059	2.034	0.042	Supported
H4	CR → US	-0.025	0.043	0.578	0.563	Not Supported
H5	OB → US	0.075	0.059	1.271	0.204	Not Supported
H6	RE → US	-0.035	0.058	0.610	0.542	Not Supported
H7	US → ST	0.370	0.056	6.567	***	Supported
H8	CF → ST	0.519	0.054	9.647	***	Supported
H9	CO → ST	0.470	0.087	5.375	***	Supported

H1 suggests that there is a relationship between Credibility and Confirmation. However, the SEM’s results show that p-value is 0.196 ($\beta = 0.057$, S.E. = 0.044, C.R. = 1.293), which is above the significant values (0.1 or 0.001). Hence, the results of this study suggest that there is no relationship between the Credibility of the weblogs and the Confirmation factors. In other words, the hypothesis (H1) is not supported.

H2 suggests that the Objectivity of the Islamic weblogs significantly predicts the Confirmation factor. The study reports that the p-value is 0.932 ($\beta = -0.005$, S.E. = 0.060, C.R. = -0.086), which is higher than the significant values (0.1 or 0.001). Therefore, the finding of this study suggests at the objectivity does not significantly predict the Confirmation factor, which indicates that there is no relationship between the Objectivity of the weblogs and the Confirmation factors. In other words, the hypothesis (*H2*) is not supported.

Next, *H3* suggests that there is a relationship between Reliability and Confirmation. The SEM's results show that p-value is 0.042 ($\beta = 0.120$, S.E. = 0.059, C.R. = 2.034), which is between the recommended significant values (0.1 or 0.001). Hence, the finding of the present study denotes that Reliability of the Islamic weblogs significantly predict the Confirmation factors. In other words, the hypothesis (*H3*) is supported.

H4 suggests that the Credibility of the Islamic weblogs significantly predicts the Perceived Usefulness factor. The study reports that the p-value is 0.569 ($\beta = -0.024$, S.E. = 0.043, C.R. = -0.570), which is higher than the significant values (0.1 or 0.001). Thus, the finding of this study encounter that the credibility does not significantly predict the Perceived Usefulness factor, which indicates that there is no relationship between the Credibility of the weblogs and the Perceived Usefulness factors. In other words, the hypothesis (*H4*) is rejected.

H5 suggests that there is a relationship between Objectivity and Perceived Usefulness. The SEM's result reported that the p-value is 0.205 ($\beta = 0.074$, S.E. = 0.059, C.R. = 1.268), which is above the significant values (0.1 or 0.001). Hence, the finding of this study discovers that there is no relationship between the Objectivity of the weblogs and the Perceived Usefulness factor. In other words, the hypothesis (*H5*) is not supported.

Apart from that, *H6* suggests that the Reliability of the Islamic weblogs significantly predicts the Perceived Usefulness factor. The study reports that the p-value is 0.542 ($\beta = -0.035$, S.E. = 0.058, C.R. = -0.609), which is higher than the significant values (0.1 or 0.001). Thus, the finding of this study suggests that the reliability does not significantly predict the Perceived Usefulness factor, which indicates that there is no relationship between the Reliability of the weblogs and the Perceived Usefulness factors. In other words, the hypothesis (*H16*) is rejected.

The study also concerns the relationships between the Perceived Usefulness and the Satisfaction of the Islamic weblogs. *H7* suggests that there is a relationship between Perceived Usefulness and the Satisfaction. The SEM's results indicate that the p-value is less than 0.001 ($\beta = 0.370$, S.E. = 0.056, C.R. = 6.567). The p-value reported meets the significant values (0.1 or 0.001). Hence, the finding of this study suggests that Perceived Usefulness of the weblogs significantly predict the Satisfaction factors. In other words, the hypothesis (*H7*) is supported.

H8 suggests that the Confirmation factor significantly predicts the Satisfaction of the Islamic weblogs. The SEM's results of the present study reports that the p-value is less than 0.001 ($\beta = 0.519$, S.E. = 0.054, C.R. = 9.647), which meets the required significant values (0.1 or 0.001). Thus, the finding of this study suggests that the Confirmation factor significantly predicts the Satisfaction of the Islamic weblogs, which indicates that there is a relationship between the Confirmation and the Satisfaction factors. In other words, the hypothesis (*H8*) is accepted.

H9 suggests that the Satisfaction factor significantly predicts the Continuance Use of the Islamic weblogs. The SEM's results of the present study reports that the p-value is less than 0.001 ($\beta = 0.470$, S.E. = 0.087, C.R. = 5.375), which meets the required significant values (0.1 or 0.001). Thus, the finding of this study suggests that the Satisfaction on the Islamic weblogs significantly predict the Continuance Use of the Islamic weblogs, which indicates that there is a relationship between the Satisfaction and the Continuance Use factors. In other words, the hypothesis (*H9*) is supported.

Discussion

The purpose of the study is to investigate the promoting factors for information sharing through the weblogs focusing on the Islamic weblogs. In detail, the study measured the level of user's rating of the Content Factors.

Hence, for the purpose of this study, the content factor is being measured by three different aspects namely credibility, objectivity and reliability of the contents shared over the Islamic weblogs. The table 5.1 below clearly shows the results of the content factors analysis.

Table 5.1 – Content Factors

Content Factors	Constructs	Overall Mean	Overall Standard Deviation
	Credibility	3.92	0.748
	Objectivity	3.76	0.757
	Reliability	3.77	0.732

Credibility of information is often associated with trustworthiness, integrity, and believability of something. It is crucial to examine the perceived credibility of a weblog since the Islamic weblogs are now becoming a significant source of information among Muslim users. The overall mean for Credibility is 3.92 in regards that the respondents of the study agree that the credibility of the Islamic weblogs is important. Generally, the content credibility is being described as the degree to which the user evaluates the content provided as complete, accurate, unbiased, appropriate, and accurately understood. Apart from that, in delivering the Islamic information to others, the bloggers must also be concerned about the credibility of the information by using renowned Islamic scholar's opinion to support the content. A source with some authority, especially from those who are an expert in the subject area are seen as more credible.

The second construct of the Content Factors is the content objectivity. Content objectivity is being referred to the extent to which the information shared over the weblogs are real information and it does not come from perception and free of biases (Alexander and Tate, 1999). The findings have illustrated that the overall mean for content objectivity is 3.76, which indicates that most of the respondents come to an agreement that an Islamic weblog should always be free from any biases or personal feelings. As discussed in the earlier chapter, the previous researchers proposed that content objectivity is one of the features that have an influence towards the use of the weblogs. Besides, the Islamic weblogs should be clearly identified, have a clear objective and be easy for the users to compare with their own needs. In the context of Islam, the content of the Islamic weblogs should always follow the Quran and Sunnah and avoid having different opinions and views.

In terms of reliability, within the context of online information, the content reliability aspect is often associated with the updated, accurate, consistent, comprehensive, and satisfactory information. Reliability of content relates to the website owners' ability, sincerity, and willingness to provide and manage information (Aliyu et al. 2013). The findings discussed reveal that the overall mean for content reliability is 3.77, indicating that the respondents of the study agree the reliability of the Islamic weblogs in disseminating the Islamic information is one the essential aspects in content evaluation. Users believe that in order for a weblog to be considered as reliable, the information shared needs be up to date and accurate. Apart from that, studies by Kim et al. (2009) and DeLone & McLean (2003) mention that reliability of content is described as the extent to which the ability, sincerity and willingness of the site's owners to provide and manage information. This present study reveals that the users categorized the weblogs as a reliable source of information when the information shared are up to date, complete, accurate, comprehensive, and consistent.

The findings show that four out of nine hypotheses constructed are supported. The results indicate that the Reliability is a Content Factor that has a strong relationship that influences the

continuance used of the Islamic weblogs. However, to become a strong content factor for continuance use, the hypothesis testing as well indicated that Reliability has to be supported by other factors such as confirmation and Satisfaction as Figure 2.0.

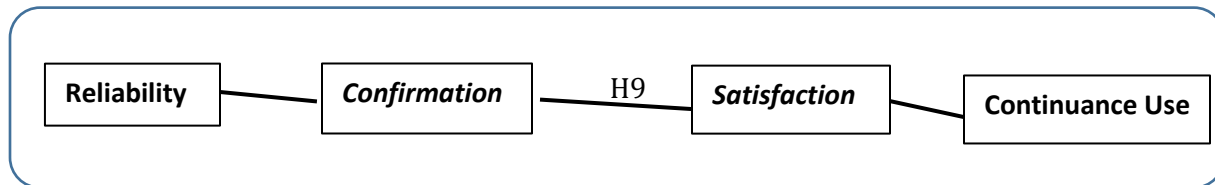


Figure 2.0 Weblog Content Factor

To conclude, this study has sought to unravel the potential content elements that influence people to continue using the weblogs as the tools to search and share the religious information, instead of the well-known satisfaction factor. Undoubtedly, the weblogs are not only a platform for people to share information. In today's environment, the weblogs have been recognized as a platform to promote the services, for businesses as well as for social interaction. Islamic weblogs are no exception to maximize for Dakwah. Despite sharing information, Islamic weblogs also offer Islamic services to the users. In addition, Islamic weblogs allow for interaction and communication among the Muslim communities from diverse area. With concerns to the content factors, it comes to light that, for the people who always seek for reliable and accurate information, the content itself possesses great value for them. This means that, in an effort to encourage people to revisit the Islamic weblogs, the blog owners have to think of a proper way to deliver the Islamic information over the weblogs to ensure that the information provided are credible, accurate, complete and reliable for the readers. People seem to be looking for information that is useful for them who fulfil their needs and helps to facilitate their life to overcome confusion. Therefore, bloggers must have a guideline to ensure that the information shared over the weblogs meet the required criteria.

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