

Perceived Coerciveness, Intellectual Capital and Social Capital on Academic Information System Adoption

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Abstract:

Academic information systems play a crucial role in managing academic data and rely heavily on users' knowledge, social environment, and willingness to adopt the system. This study aims to investigate the role of intellectual capital, social capital, and social influence on students' behavioral intention to use and the usage behavior of the system, as shown in the Unified Theory of Acceptance and the Use of Technology, while also assessing the effect of perceived coerciveness in these relationships. This study collected 200 data from university students in Indonesia. Partial Least Squares Structural Equation Modeling was utilized to analyze the research model. The results show that intellectual capital, social capital, and social influence positively determine behavioral intention, which subsequently determines the use behavior of the academic information system. However, perceived coerciveness was found to have no significant effect on either behavioral intention or usage behavior. Intellectual capital and social capital were shown to reduce perception to coercion, whereas social influence increases it. These findings highlight the importance of fostering knowledge-sharing environments and strengthening user competencies rather than relying on coercive measures.

Keywords:

Academic Information System, Intellectual Capital, Social Capital, Unified Theory of Acceptance and Use of Technology, Perceived Coerciveness.