Factors affecting the public higher education institution (PHEI) acceptance of online meetings applications during COVID-19 pandemic: An empirical study

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ABSTRACT
In order to ensure effectiveness of staff's performance using online meetings applications during coronavirus disease (COVID-19), having the behavioural intention is mandatory for staff to measure, test, and manage the staff's data. Understanding of Public Higher Education Institution (PHEI) staffs' intention and behaviour toward online meetings platforms is needed to develop and implement effective and efficient strategies. The objectives of this paper to identify the factors that affect staff to use online meetings applications, to develop a model that examining the factors that affect PHEI staff to online meetings applications and to validate the proposed model. This study used a cross-sectional quantitative correlational study with using UTAUT2 model by validating the model and mediating variables to enhance the model's explanatory power and to make the model more applicable to PHEI staff's behavioural intention. **Design/methodology/approach:** The data were collected in Malaysia from March to May 2021. The survey took place using Google form and was send to PHEI staff for answer. This research particularly chooses PHEI as the location to carry out the research due to two main factors. Statistical analysis and hypotheses were tested using structural equation modelling based on the optimisation technique of partial least squares. SmartPLS software, Version 3.0 (Hair *et al.*, 2010) was used to conduct the analysis. A conceptualised estimation model was "drawn in" the partial least squares structural equation modeling (PLS-SEM) to analyse the consequences of the variables' relationships. In essence, the PLS-SEM simulation was carried out in a model by assessing and computing various parameters that included elements like validity, durability, and item loading. Henseler *et al*. (2009) suggested a two-step method that includes PLS model parameter computing. This is accomplished by first solving the estimation model in the structural model independently before calculating the direction coefficients. The results of data analysis using SmartPLS findings and interpretation of the data are addressed. The questionnaire was extensively examined to ensure that the data obtained were presented in a clear and intelligible manner, with the use of figures, and graphs. **Findings:** This current study found that the usability of the material, the reliability of operating, the impact of the PHEI staff's views on its usage, and finally the familiarity with the online meetings platforms influenced PHEI staff's behavioural intention for adoption and long-term use of online meeting platforms using UTAUT2. The staff's behavioural intention for using online meeting platforms was significantly influenced by the effort expectancy, facilitating conditions and habit of online meeting platforms. There was a clear association between "Habit" and "Behavioural Intention" for the usage of information technology in learning in several studies (El-Masri and Tarhini, 2017; Uur and Turan, 2018; Mosunmola *et al.*, 2018; Venkatesh *et al.*, 2003). As a consequence of the utility of online meeting platforms in daily staff meetings and learning activities, this technology has been

adopted. **Originality/value:** This study used UTAUT2 and structural equations modelling in this study to assess respondents' perspectives on the use of online meetings platforms in PHEI, since users' perspective is a significant factor in the adoption and acceptance of online meeting applications. Staff's behavioural intention to use online meeting platforms was effectively enhanced by "Effort Expectancy," "Facilitating Conditions" and "Habit" in this study. The study shows that identifying PHEI staff's perspectives will effectively increase the staff's aversion to utilising online meeting platforms for online meetings purposes.

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