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FACTORS INFLUENCING THE ACCEPTANCE OF (AI)-DRIVEN SERVICE IN MALAYSIAN ACADEMIC LIBRARIES: CONCEPTUAL FRAMEWORK.

Atiqah Al -Insyirah Hamdan Yusi[1]*, Masitah Ahmad[2], Nurul Izzah Jamil[3], Nur Dayana Balqis Norul Azizi[4]

[1]Faculty of Information Science, University Teknologi Mara (UiTM), Malaysia
2025173411@student.uitm.edu.my https://orcid.org/0009-0003-2763-6201
[2]Faculty of Information Science, University Teknologi Mara (UiTM), Malaysia
masitah@uitm.edu.my https://orcid.org/0000-0001-6804-1405
[3]Faculty of Computer and Mathematical Sciences, Universiti Teknologi Mara (UiTM), Malaysia
nurizzah@uitm.edu.my https://orcid.org/0000-0002-4169-0883
[4]Faculty of Information Science, Universiti Teknologi Mara (UiTM), Malaysia
2025358383@student.uitm.edu.my https://orcid.org/0009-0001-1479-7861
*Corresponding Author

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Abstract:

This study aims to examine the factors influencing user acceptance of artificial intelligence (AI)-driven services in Malaysian academic libraries. As libraries increasingly adopt AI applications such as chatbots, recommendation systems, and automated cataloguing tools, understanding user perspectives becomes critical to ensuring successful implementation and sustained usage. Grounded in the Technology Acceptance Model (TAM), this study proposes a conceptual framework that extends TAM's core constructs to incorporate accessibility and user satisfaction, in order to explain users' behavioural intentions toward AI-driven services. A quantitative research design will be employed using an online questionnaire consisting of closed-ended items measured on a five-point Likert scale. Data will be collected from users at three Malaysian academic institutions, Universiti Teknologi MARA, Universiti Malaya, and Sunway University. The data will be analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) via SmartPLS to assess both the measurement and structural models. This study is expected to identify the factors that influence the acceptance of AI-driven services among academic library users, with accessibility, perceived usefulness, and user satisfaction expected to play crucial roles in shaping this acceptance. By extending the Technology Acceptance Model within a developing country context, this study will contribute to the limited body of knowledge on AI

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adoption in Malaysian academic libraries. The findings are expected to provide practical insights for library administrators and policymakers to design user-centered AI strategies and enhance digital service delivery.

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Keyword:

Academic Library, AI-Driven Services, Artificial Intelligence, Library Services, Malaysia

Introduction

The rising advancement of technology is slowly transforming the library environment from traditional hands-on services to digital services, including self-check machines. The growth of Artificial Intelligence (AI) is worldwide in different types of libraries, including academic libraries. Academic libraries are increasingly experimenting with AI-driven services such as chatbots, intelligent search, recommender systems, robots and cataloguing. This transformation is slowly changing the library environment, from a traditional library that only offers hands-on material and where users need to be present in the library to access the information, with the help of AI, users can seek faster access to information, and it offers 24/7 availability of library material as long as the users are able to access the library website. Most of the libraries need to adapt to the current evolution of technology to fulfil user needs, allowing users to have a more efficient and effective use of library services, where user able to have a personalized experience (Kavak, 2025). These technologies can mostly be seen in developed countries, where they have been fully implemented in AI-driven services, including machine learning, chatbots, algorithms and automated cataloging systems (Hussain, 2023).

In the Malaysian context, the Malaysian government offers several training programs and AI initiatives to different industry sectors to ensure competitiveness in a digital economy. Malaysia libraries are either investigating or utilizing AI technologies, where more than 75% of them show an increasing need for digital content and give positive feedback for programs such as MY Digital (Aqilah Mohd Sapri et al., 2024). Studies done by Y. S. Xu et al. (2025) stated that Malaysia and Singapore strongly embrace AI regulations. This statement proves that an AI implementation in Malaysia is moving forward. While, in academic libraries, AI-driven services are being adopted to support teaching, learning and research activities. The studies from Y. S. Xu et al. (2025), show that Malaysia is positioned among the leaders with its

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extensive AI initiatives, libraries such as Universiti Malaya (UM) and Universiti Kebangsaan Malaysia (UKM) are leading QS universities that are proactively integrating AI into their research and patron services.

Several empirical studies on the adoption of AI in academic libraries is growing, the existing literature in the Malaysian context focuses on library professionals, while studies on AI adoption, especially in academic libraries, are growing. Although the awareness of AI among library professionals is generally demonstrated as high, the actual adoption and integration of these services is significantly limited (Edam-Agbor et al., 2025). A study by Aman & Zakaria (2024) revealed that the polled librarians considered using AI technology in their library institutions. The global readiness and acceptance of AI-driven services show that AI supports librarians' work performance by assisting librarians in managing their tasks (Iqbal et al., 2025). The limited number of empirical inquiries into the behavioral intentions and the level of AI acceptance patterns of actual academic library users.

However, the concern of this study is not for librarians but for AI adoption among library users in Malaysian academic libraries. Existing research on AI adoption in Malaysian academic libraries has largely focused on librarians' awareness and readiness to adopt AI, or on AI implementation in developed-country contexts, leaving user-level acceptance within a developing-country academic library setting comparatively underexplored. In particular, how factors such as accessibility, perceived usefulness, and user satisfaction jointly shape academic library users' acceptance of AI-driven services has yet to be examined through an established technology acceptance framework, especially in the Malaysian context. To address this gap, this study aims to propose a comprehensive research framework by synthesizing the Technology Acceptance Model (TAM) theory to examine the factors influencing the acceptance of AI-driven services in Malaysian academic libraries. This framework is designed to provide researchers and library administrators a clear set of hypotheses and variables; it is designed to act as a road map for future quantitative validation.

Although national initiatives programs like 'MY Digital' aim to promote digital competitiveness in the context of higher education in Malaysia, library users are facing a different and unique set of challenges. These includes varying levels of digital literacy, system navigation difficulties and lack of familiarity with user-friendly digtal platform. Current literatuures fails to address the process of transition from physical, librarian assisted information search to autonomous AI-driven encounters. Without understanding user-centric determinants like accessibility, perceived usefulness, and post-adoption user satisfaction, library administrators lack empirical evidence to justify heavy financial investments in AI tools. This study directly addresses this void by proposing and quantitatively validating a modified TAM framework tailored specifically to Malaysian academic library users.

This study aims to propose a comprehensive research framework by synthesizing the Technology Acceptance Model (TAM) theory and to examine the factors influencing the acceptance of AI-driven services in Malaysian academic libraries. This framework is designed to provide researchers and library administrators a clear set of hypotheses and variables; it is designed to act as a road map for future quantitative validation.

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Literature Review

Definition AI-driven Services

AI-driven services, in a general sense, refer to the application of Machine Learning (ML) that utilizes computational algorithms, Natural Language Processing (NLP) and predictive analytics to perform complex tasks, including providing personalized interactions by mimicking human cognitive functions. These services can learn, make decisions, and often automate activities that adapt to human behavior and input information (Ahammad & Hasan, 2025; Akter et al., 2023). AI-driven service has been widely used in different sectors such as healthcare, finance, education and customer service. This service appears as a recommendation agent, chatbots, predictive decision tools and virtual agents and sometimes they replace parts of human work (Syed et al., 2025).

AI services can be defined as offerings provided to clients that utilize machines with 'intelligent capabilities' similar to human cognition, learning and decision-making (Akter et al., 2023). The primary feature that sets AI-based services apart from traditional digital systems is their capability to mimic cognitive processes and deliver data-driven insights instantaneously. They may support simple standardized tasks, more complex personalized tasks, or even emotionally oriented interactions, and can either support humans "behind the scenes," augment human–customer encounters, or directly perform the service encounter themselves for example, a chatbot handling a whole interaction. Cloud-based 'AI as a Service' models extend this by providing on-demand AI capabilities such as pretrained models, development tools, and infrastructure, which organizations can plug into their own services without deep in-house expertise (Lins et al., 2021).

AI-driven Services in Libraries

In an academic library setting, the integration of intelligence technologies such as machine learning and automated systems is known as AI-driven services (Chandramani Kailash, 2024; Panda & Chakravarty, 2022). These technologies are used to enhance user engagement, service delivery, and information access compared to a traditional library, that are more complicated and limited. AI-driven services capable of learning from user performances by collecting data from user interactions continuously (Panda & Chakravarty, 2022). AI enhances library operation, especially for the core library function, including indexing, cataloguing and information retrieval. These implementations of AI-driven services in academic libraries offer not only for library operation but also for users.

AI is crucial, especially in fulfilling users' needs in transforming the academic environment in information searching, where users require timely accuracy and discipline-specific information. On the user side, an AI-driven service provides real-time reference support, enabling unlimited library assistance without increasing human workload, while the robotic technology is rarely used since it requires high financial investment (Ali et al., 2020). The implementation of AI has offered more accurate and quicker access to scholarly resources across large and complicated databases with the help of automated metadata development and intelligent search algorithms (Kumar & Jyoti, 2024).

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AI-powered services signify a significant change in academic library systems, transitioning from traditional information storage to dynamic, user-focused service settings. This evolution enhances operational effectiveness and alters user expectations, highlighting the importance of exploring the elements that affect the acceptance and utilization of AI technologies in academic library environments.

AI-driven Services in Malaysian Academic Libraries.

As academic libraries aim to deliver enhanced access to information, greater user engagement and increased research support, the application of AI-driven service delivery models within Malaysian Academic libraries is growing. Although the use of AI in academic libraries in Malaysia is still in the embryonic stage, some Malaysian academic libraries have stated applying AI technology in certain areas of service delivery (Iqbal et al., 2025; Mutia et al., 2024; C. Xu & Loo, 2025). Trends indicate that Academic Libraries in Malaysia will continue to evolve into more technologically focused and User-Oriented Service Environments. However, the move toward full automation of Smart Libraries is currently limited.

Research assistance is among the major fields in which AI is findings its application in academic libraries in Malaysia. Libraries are increasingly offering access to AI-enhanced databases and discovery tools, such as Scopus AI and CNKI AI, which aid users in searching literature, analyzing citations and information discovery (Kulkanjanapiban et al., 2025; C. Xu & Loo, 2025). These technologies enable students and researchers to find relevant scholarly resources more effectively, thereby enhancing the overall research experience. Additionally, Malaysian academic libraries have begun to promote initiatives aimed at increasing AI literacy through training programs, equipping librarians and users to better comprehend generative AI tools and how they can be applied in an academic context (Mutia et al., 2024; Y. S. Xu et al., 2025).

In general, AI-powered services within Malaysian academic libraries show great potential for improving research assistance, personalized services and digital interaction. Nevertheless, the effective implementation and long-term viability of these technologies rely on more robust institutional strategies, enhanced staff skills, sufficient infrastructure, and well-defined governance structures. As AI technologies progress, it is vital to comprehend users' acceptance and views regarding AI-driven services to ensure their successful integration in Malaysian academic libraries.

Theoretical Framework

The tremendous development of technology offers a different willingness of adoption on the technology. Numerous studies have proposed the use of a theoretical framework that helps in interpreting findings, by connecting the existing theories and identifying the pattern of the study, it allows researcher for future directions (Kouam Arthur William, 2024). In a quantitative study, the research framework helps researchers justify and shape the research question and hypothesis by indicating which variables are relevant to the study (Van der Waldt, 2024). Since the rising popularity of AI services in academic settings has become a relevant topic, librarians need a guideline on understanding how users perceive and accept new technologies, the use of the TAM model provides the framework for librarians to understand users (Shahzad et al., 2025). This study applies the Technology Acceptance Model (TAM) as a guideline for identifying user acceptance among academic library users. Aqilah Mohd Sapri et

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al. (2024) stated that TAM can be employed to investigate how librarians and users perceive AI tools.

Technology Acceptance Model (TAM)

Among the various theories that are widely used as a research framework, the Technology Acceptance Model (TAM) remains one of the most widely applied in explaining technology adoption. Ongoing technological developments globally have encouraged researcher to utilize TAM. Many empirical studies have adopted TAM to investigate the factors that influence individuals' attitudes and intentions toward adopting new technologies (Venkatesh & Davis, 2000). This model was originally developed by Davis in 1989 using his dissertation as a base model in 1989, therefore, many different models based on various accepted theories regarding acceptance, including the Theory of Reasoned Action (TRA) have been developed before arriving at the final TAM acceptance model from TRA (Muhamad Prabu Wibowo, 2019).

According to TAM, two key elements or constructs that influence technology acceptance are Perceived Usefulness (PU) and Perceived Ease of Use (PEOU), PU refers to an individual's beliefs that using technology can enhance their work performance, whereas PEOU reflects the belief that technology can be used with minimal effort (Davis, 1989). In recent years, the technology has become increasingly integrated into academic libraries, TAM has been increasingly applied in studies of AI in Academic libraries. TAM provides a useful framework for examining users' and librarians' perceptions of AI-driven services and technologies (Aqilah Mohd Sapri et al., 2024).

Model development

This research utilized a modified version of the Technology Acceptance Model (TAM). This framework is adapted in relation to the context of AI-driven services within academic libraries. The foundation of TAM encompasses three constructs, including Perceived Ease of Use (PEOU), Perceived Usefulness (PU) and Attitude Toward Use (ATU).

This research modifies and aligns with the existing construct of experiences from users' interaction with AI-driven services. The original framework, PEOU identify the cognitive or physical effort a user believes a system demand. When evaluating the virtual assistant and the discovery tools in academic libraries, It is important to consider the quality of information including the degree to which their use is easy and flexible for user in the first place. This study broadens PEOU to include the concept of Accessibility in terms of the efficiency of AI-driven services. Accessibility is conceptualized as an extension of the PEOU construct. When users find that AI can be accessed to perform a task regardless of time, location or device, user perception of PEOU increases. Thus, accessibility provides a direct measure of PEOU within this framework.

In line with TAM, perceived usefulness conveys the level of user's belief that AI-enhanced services help them work efficiently, facilitate academic tasks, or represent a substantial advancement in their access to information and/or how they learn. The research adopts the original concept of TAM (1989) but adapts it to the context of modern library services such as the use of smart discovery tools, including Scopus AI to sift through vast bodies of academic literature. By retaining the term 'perceived usefulness' instead of using the term usefulness,

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the concept remains aligned to its original meaning that is a subjective belief of the user about the usefulness of the systems.

Traditionally, TAM treats ATU as a cognitive judgment formed before a user actually adopts a system. In AI environments that develop in a context of real-time interaction and conversation, however, a user's intentions rely more on their emotional response right after the use of the system as opposed to any previous evaluation. To account for this, ATU is to be redefined as User Satisfaction, an effective, emotion-driven reaction stemming from the user's practical experience of using the library's AI tools. Since satisfied users are more likely to create strong intention to continue using the system, User Satisfaction becomes a better and more precise mediator of acceptance of technologies in a voluntary digital library environment.

Conceptual Framework

Variable	Type Of Variable	Symbol
The Acceptance of AI-Driven Service in Academic Library	Dependent Variable	Y
Accessibility of AI	Independent Variable	X_1
Perceived Usefulness of AI-Driven Service	Independent Variable	X_2
User Satisfaction Toward AI	Independent Variable	X_3

Source: modified conceptual framework from author.

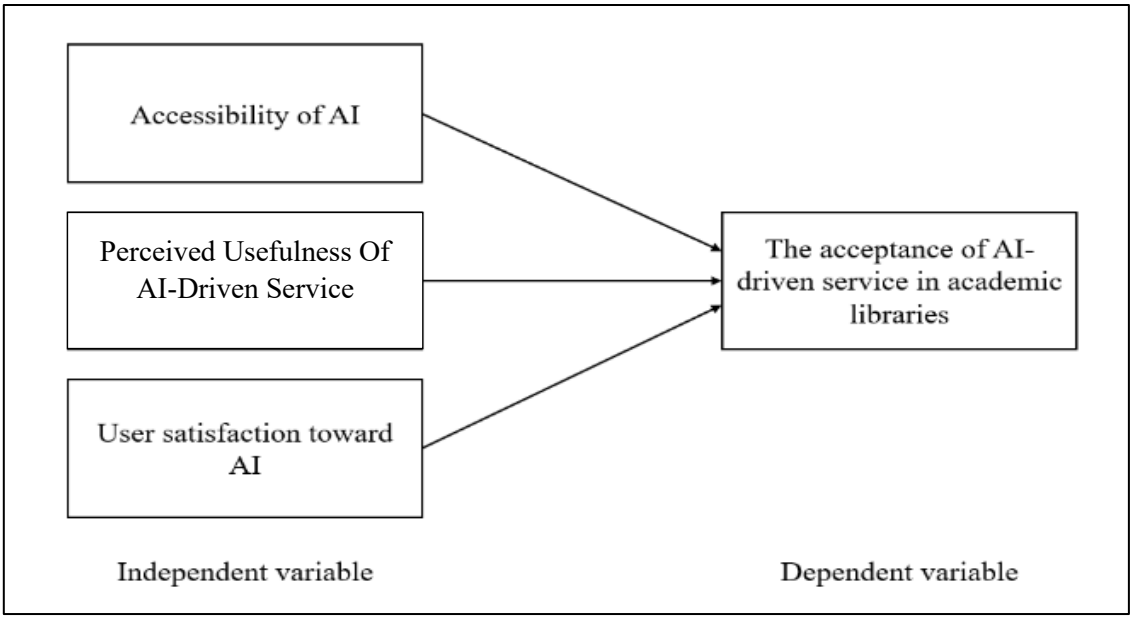

Figure 1: Proposed Conceptual Framework.

Research Methodology

Utilising a quantitative research strategy, this research's data collection methodology was an online questionnaire (via Google Forms) that served as the primary method of data collection. The rationale behind utilising the survey-based approach is to enable the systematic collection of standardised data from a large number of participants within a relatively short amount of time, thus providing efficiency and consistency of measurement. The survey-based approach has a structured questionnaire with measurement items to facilitate the analysis of the

relationship between variables across a wide range of demographics for the Malaysian academic libraries' community. The survey instrument includes several sections such as demographic characteristics and constructs' measurable items.

Population and Sampling

The target population for the current study comprises users of academic libraries in Malaysia from public and private universities currently implementing or actively investigating AI-driven services, such as Universiti Teknologi MARA (UiTM), Universiti Malaya (UM) and Sunway University. To ensure the sample represents the broader Malaysian academic library population, a stratified random sampling method will be used across these three universities. The sample size for this study will be determined using G*Power and an estimated sample size of 200 to 300 participants will be targeted for active survey distribution in this study.

Data Collection

The primary research instrument is a structured online questionnaire that consists exclusively of closed-ended questions, utilizing a Likert scale. A five-point Likert scale is adopted, ranging from 1 (strongly disagree) to 5 (strongly agree), to ensure consistency and quantifiable respondent evaluations. Starting from the demographic profile, followed by the section measuring the independent variables Accessibility (X1), Perceived Usefulness (X2), User Satisfaction (X3) and the dependent variable, The Acceptance of AI-Driven Service in Academic Library (Y).

Data Analysis

The collected data will be analysed using statistical software such as IBM SPSS Statistics. This analysis will be conducted to ensure the validity and reliability of the findings in several stages. The result of the analysis will be interpreted to determine the extent to which each factor contributes to user acceptance

Conclusion

This proposed research aims to investigate the relationship between the primary determinants of AI-driven services acceptance in Malaysia's academic libraries, focusing on accessibility, perceived usefulness and user satisfaction. The results indicate that these determinants can influence a user's intent to utilise AI technology, with accessibility and perceived usefulness being the primary predictors. In addition, user satisfaction plays a crucial role as an emotional mediator. Knowledge and familiarity with AI's capabilities also have a further positive impact on acceptance, highlighting the importance of positive user perceptions and trust, as well as technological effectiveness, to achieve successful acceptance of technology.

The results of this research will emphasize that for academic libraries to successfully implement AI-driven services, they must not only be technologically advanced but also take into consideration the cognitive and behavioural reactions of their users to these services. The Technology Acceptance Model (TAM) is extended based on theory through the integration of accessibility, perceived usefulness and user satisfaction; this study will provide a deeper and more holistic understanding of user acceptance patterns among academic library users in developing countries.

Ultimately, the findings from this study are useful for academic library administration and policy development when creating user-based AI services. The study findings suggest that there is a need for library administrators and policymakers to work on the usability of their systems, but they also need to promote awareness of their AI services through training and engaging their users. Overall, the stakeholders in the study should align the technology they implement with the users' expectations of the system using acceptance factors, allowing for better service offerings through the successful long-term integration of AI-related improvements in Malaysia's academic libraries.

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Ethics Statement: Even this study might involves surveying human participant especially data collection for academic's library users, this study are aware of the institutional ethical clearance will be obtained prior to survey distribution for future data collection. All data collection procedures will ensure participant confidentiality, anonymity and informed consent in accordance with established academic integrity guidelines.

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