



819/F

### **Success factors of software/ technology acceptance in language translation sector in Sri Lanka**

Nalin Liyanaarachchi<sup>1</sup> and Prasad Neelawala<sup>2</sup>

<sup>1</sup>London Metropolitan University-UK

<sup>2</sup>ESOFT Metro Campus Colombo

The unified theory of acceptance and use of technology (UTAUT) proposes that performance expectancy, effort expectancy, social influence, and facilitating conditions predict behavioral intention towards the acceptance of Technology. The theory further proposes that facilitating conditions and behavioural intention predict use behavior in the acceptance and implementation of software/ technology for the language translation sector in Sri Lanka. Therefore, 74 questionnaires were distributed among translators, editors, and Christian church leaders. Furthermore, an Inference analysis and descriptive analysis were conducted in order to assess the efficiency and the acceptance of new technology / software in the translation and editing in Sri Lanka. According to the conducted research, effort expectancy and social influence are the factors that have the highest correlation of 0.90 and 0.91 respectively. Additionally, one level increase of social influence will increase efficiency of software/ technical acceptance by a factor of 0.47 (as a percentage 47%). A single level of increase of performance expectancy will result in an increase of efficiency by 0.16 (as a percentage 16%). One level increase of facilitating conditions will result in an increase of efficiency by 0.09 (as a percentage 09%). Also, one level increase of effort expectancy will result in an increase of efficiency by 0.35 (as a percentage 35%). According to Table 6, t-stat for performance expectancy and facilitating conditions are lesser than 1.96. Furthermore, the t-stat value of effort expectancy and social influence are more than 1.96. Therefore, effort expectancy and social influence are positively correlated and significant.

Keywords: UTAUT, Efficiency, Technical acceptance, Facilitating conditions, Social influence, Performance expectancy, Effort expectancy.

gotabaya12287@gmail.com

Tel: +94 777557073