



**FACULTY OF ADMINISTRATIVE SCIENCE & POLICY
STUDIES**

UNIVERSITI TEKNOLOGI MARA

**THE EFFECTIVENESS USAGE OF INTERNET
TECHNOLOGY: A CASE STUDY AT MAJLIS
PERBANDARAN SUBANG JAYA (MPSJ), SELANGOR**

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**CLEARANCE FOR SUBMISSION OF THE RESEARCH PROPOSAL BY THE
SUPERVISOR**

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Title of Research Report : The Effectiveness Usage of Internet
Technology: A Case Study at Majlis Perbandaran Subang Jaya
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I have reviewed the final and complete research proposal and approve the submission of this report for evaluation.

Remarks:

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Date:

THE DECLARATION

Declaration

We hereby declare that the work contained in this research proposal is original and our own except those duly identified and recognised. If we are later found to have committed plagiarism or acts of academic dishonesty, action can be taken in accordance with UiTM's rules and academic regulations.

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ABSTRACT

In this study, the researchers are focus on the effectiveness usage of Internet Technology: A Case Study in Majlis Perbandaran Subang Jaya. The purpose of the study is to examine how leadership play a role to the effectiveness on the usage of internet technology in Majlis Perbandaran Subang Jaya, to examine how employee's motivation can influence to the usage of internet tehnolgy in Majlis Perbadaran Subang Jaya, to identify whether customer oriented influence the effectiveness on the usage of internet tehnology in Majlis Perbandaran Subang Jaya and to examine whether organisation transformation influenced the usage of internet technology in Majlis Perbandaran Subang Jaya. This research were conducted to learn how Internet Technology (IT) can benefited the organization and people as well. This research emphasize on the purpose of conducting by examining how several factors lead to the effectiveness of Internet Technology (IT) such as leadership, customers oriented, employees' motivation and organization transformation. For this study, Convenience Sampling technique were used and about 122 questionnaires were returned. The respondents were the customers of Majlis Perbandaran Subang Jaya (MPSJ) that came from Subang Jaya and in this study several methods used like descriptive analysis, frequency analysis, test of nornality, realibility analysis, spearman correlation, and multiple regression. The findings shows that higher numbers of respondents answered the questionnaire were females. Based on the research, there are two factors; i.e employee's motivation and organization transformation indicate that there are positive relationships with the internet technology and leadership and customer oriented indicate that are negative relationship with the internet technology. Based on the multiple regressions, it shows that organizational transformation is the most factor influenced the effectiveness usage of Internet Technology meanwhile factor that influence to the effectiveness usage of Internet Technology and customer oriented was recorded as the lowest factor that influences the effectiveness usage of Internet Technology: A Case Study in Majlis Perbandaran Subang Jaya.