



اَوْنَبُوْ سِيْتِيْ بِاْتِيْكَوْ لُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

MODELLING THE INTENTIONS OF
USING E-BOOK AMONG
EDUCATORS

AFIFAH SURAYA ISMAIL 2010494648

JULAIKHA SERI AYU MAT YASIN 2010279248

BBM 226 6A

JANUARY - JUNE 2013

ADVISOR: MR. JUAN RIZAL BIN HAJI SA'ARI

**UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA**

MODELLING THE INTENTIONS OF USING E-BOOK AMONG EDUCATORS IN MALAYSIA

AFIFAH SURAYA BINTI ISMAIL
JULAIKHA SERI AYU BINTI MAT YASIN

A Thesis submitted to the Faculty of Business
Management in Partial Fulfillment of the Requirements
for the Degree of International Business

Universiti Teknologi MARA
Kampus Bandaraya Melaka

June 2013

Table of Contents

CONTENTS	PAGES
Abstract	i
Acknowledgment	ii
Table of Contents	iii
List of Tables	iv
List of Figures	v
List of Abbreviations	vi
1.0: Introduction	1
1.1: Research Background	2
1.2: Problem Statement	5
1.3: Research Objectives	7
1.4: Research Question	7
1.5: Significance of the Study	8
1.6: Limitations of Study	8
2.0: Literature Review	9
2.1: E-Book	10
2.2: Educators	11
2.3: Theory of Planned Behavior (TPB)	12
2.4: Research Framework & Hypothesis Development	14
3.0: Methodology	18
3.1: Population & Sample Selection	18
3.2: Research Instrument & Data Collection	18
3.3: Data Analysis Methods	19
4.0: Analysis and Discussion	20
4.1: Reliability Analysis	20
4.2: Demographic Analysis	21
4.3: Mean and standard deviation analysis	28
4.4: Pearson Correlations, Multiple Regressions and Hypotheses Testing	35
4.5: Discussion	40
5.0: Conclusion, Recommendations and Future Research	43
5.1: Conclusion	43
5.2: Recommendations	43
5.3: Future Research	45
References	47
Appendices	44

List of Tables

TABLE	PAGE
Table 4.1: Reliability	20
Table 4.3: Mean and standard deviation for Perceived Cost	29
Table 4.4: Mean and standard deviation for Ubiquity	30
Table 4.5: Mean and standard deviation for Convenience of Carrying	31
Table 4.6: Mean and standard deviation for Perceived enjoyment	32
Table 4.7: Mean and standard deviation for Perceived Usefulness	33
Table 4.8: Mean and standard deviation for Perceived Compatibility	34
Table 4.11: Correlation	36
Table 4.12: Multiple Regression	37
Table 4.13: Summary of the result of the hypothesis testing	39

Abstract

There is a growing interest in E-Books since there are advantages found when it is used, said Sohn, et.al. (n.d). Little is known on what attracts the educators to use e-book in their teachings. The purpose of this study was to study the intentions of educators in Malaysia to use E-Book (electronic book).

The data from the questionnaires answered by the respondents showed the importance of counting on the intentions of using e-books. Since the printed textbooks might be irreplaceable with e-books, it is important to know the intentions for educators to consider in using it.

Therefore, the aim of the study is to find out what are the intentions. The sample of this study is 100 respondents that mostly include the educators in Malaysia. We have distributed printed questionnaires to the respondents and also distributed it online.

It is found that only two hypotheses were supported in this study. It can be said that ubiquity and perceived compatibility have a positive and significant effect on intention to use e-books among educators in Malaysia.