



**TECHNOLOGY ADOPTION AMONG CONSUMERS WHILE  
PURCHASING TICKETS AT  
TERMINAL BERSEPADU SELATAN (TBS)**

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Submitted in Partial Fulfillment of the Requirement  
for the Bachelor of Business Administration  
with Honors (Marketing)

**BACHELOR OF BUSINESS ADMINISTRATION WITH (HONS) MARKETING  
FACULTY OF BUSINESS MANAGEMENT  
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KOTA BHARU CITY CAMPUS  
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**JANUARY 2016**

## ACKNOWLEDGEMENT

First and foremost, I am Nurul Shuhada binti Razali would like to express my grateful feeling to Allah the Al-Mighty due to His Willingness for giving me lot of strength and sustain me in a good health in order for me to complete the full thesis. I would also like to express my appreciations to those individuals who had been significantly encourage, influential, and responsible towards me in completing this project paper, especially to both my beloved parents, Mr. Razali bin Mamat and Mrs. Haslina binti Mat.

I would like to take this opportunity to express my special gratitude appreciation to my beloved first project advisor Mrs. Nurul Syaquirah binti Zulqernain whom I respect the most,for her guidance, intellectual brainstorming and her advice on the scope of the research that I need to do for my thesis. I also would like to take this opportunity to express my deep regards to my second examiner Dr. Tuan Mohd Rosli bin Tuan Hassan for his exemplary guidance, monitoring and constant encouragement throughout the course of this thesis. Big thanks also would be dedicated to my supervisors in giving me advices and guidance in monitoring me doing this project paper which are, Mr. Muhammad Hanef bin Rusnan and Mr. Indra Gunawan bin Pardi.

Apart from that, this thesis would have not been completed without an incredible support from Maju TMS Sdn. Bhd, the Quality Management team for their consent. Next, to my friends who directly and indirectly contribute and encourage me through thick and thin throughout the progress of this thesis. Their moral support and prayers for me to complete this project paper would not be forgotten. In addition, to all my lecturers and colleagues that have contributed for my thesis by giving their best views and opinions they could give. I appreciate that much. Last but not least, I would like to thank my beloved respondents whom have answered my questionnaires willingly.

Thank you so much.

## TABLE OF CONTENTS

Section	Description	Page
	Title of Page	i
	Originality of Work	ii
	Letter of Submission	iii
	Acknowledgement	iv
	Table of Content	v
	List of Figures	ix
	List of Tables	x
	Abstract	xi
<b>CHAPTER 1: INTRODUCTION</b>		
1.0	Introduction of Chapter 1	1
1.1	Introduction	1
1.1.1	Background Of Study	1
1.1.2	Background of Transportation Industry	5
1.1.3	Background of Company	6
1.1.4	Background of Self-Service Technologies	9
1.1.5	Background of Self-Service Kiosk	10
1.2	Problem Statement	11
1.3	Research Objective	15
1.4	Research Questions	16
1.5	Theoretical Framework	16
1.6	Hypothesis	18
1.7	Significance of Study	19
1.8	Definitions of Term	20
1.9.	Scope of Study	22
1.10	Limitations of Study	22
<b>CHAPTER 2: LITERATURE REVIEW</b>		
2.1	Introduction	24
2.2	Technology Adoption	24
2.3	Perceived Usefulness	25
2.4	Perceived of Use	26
2.5	Perceived Risk	27
2.6	Privacy and Security	30
2.7	Trust	31
2.8	Summary of Literature Review	33

## **ABSTRACT**

The study is conducted in order to examine the relationship between technology adoptions among consumers while purchasing bus tickets in Terminal Bersepadu Selatan. The relevancy of the study is to observe the impact of reputation on technology adoption. Maju TMAS Sdn. Bhd. is commercially known as Terminal Bersepadu Selatan (TBS) which provides an efficient facility management services and operation terminal as the sole operator for TBS. The study takes place at Terminal Bersepadu Selatan, Bandar Tasik Selatan in Kuala Lumpur. In addition, the relevancy of choosing Terminal Bersepadu Selatan (TBS) as the centre of conducting a research study is to make sure that the variables of the research able to figure out the main issues that influence consumers in making decisions while choosing the best way to purchase the bus tickets. Hence, at the end of the research study, the outcomes of the study will answer the research questions on how far do the consumers aware of the technology and adopt it in their daily lives. The idea is that the perspectives as the service subscriber could generate the answers primarily due to the views on the relationship of the technology adoption and the independent variables involved such as perceived usefulness, perceived ease of use, perceived risk, privacy and security, and trust. Therefore, those variables can be identified whether they could satisfy the consumers on each services that they get from the self-service kiosk or ticketing vending machine, or not. A set of questionnaire has been distributed to the consumers in Terminal Bersepadu Selatan as respondents. These primary data were collected and were analyzed using Statistical Package for the Social Sciences (SPSS) software and the findings can be a point of reference for future researches.

## CHAPTER 1

### 1.0 INTRODUCTION

#### 1.1 INTRODUCTION

This chapter will introduce the details of the background of study that need to be acknowledged and understood before going through the factors involved on how this research has to be done. Later, this chapter will also explain in details the problem existed to conduct this study to investigate what is the real matter that this research study must be accomplished by several objectives. There will be also a scope of study within this research involved and the limitations of this research in order to complete it in a smooth way. Definition of terms will be explained briefly to acknowledge people about the mostly terms used in this research so that soon there will not be any confusedness occurred later on.

##### 1.1.1 BACKGROUND OF THE STUDY

According to Arthur (2011), technology creates our world more than anything else. Technology forms our very way of being, it constructs our wealth, and it generates our economy. Technology is referred as an appropriate technological processes and resources learning managed by a proper training of enabling improving performance by producing, consuming and handling (Januszewski and Molenda, 2008). According to Einstein (1946), technology has surpassed our humankind which it becomes inexcusably apparent that it has. Besides, regarding to Balmer (n.d) technology enables people to do what they want to do which is the number one benefit of technology based on information.