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

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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.