

EXPLAINING EMAIL USE AT UiTM
WITH TECHNOLOGY ACCEPTANCE MODEL

PREPARED BY:

ZARINA BT DENAN
SHARIFAH BT ALIMAN

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Prof Madya Dr Mohamed Hashim Bin Mohd Kamil
(*Pengarah UiTM Johor*)

Prof Madya Ruhana Binti Zainuddin
(*Mantan Koordinator URDC UiTM Johor*)

Puan Azizah Bt Aris
(*Koordinator URDC UiTM Johor*)

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TABLE OF CONTENTS

LIST OF TABLES	ix
LIST OF FIGURES	v
ABSTRACT	vi
CHAPTER 1: INTRODUCTION	1
1.0 Overview	1
1.1 Background of the Study	2
1.2 Statement of the Problem	4
1.3 Conceptual Framework	4
1.4 Purpose of the Study	6
1.5 Importance of the Study	6
1.6 Scope of project/limitation	7
1.7 Definitions of Terms/Concepts	7
CHAPTER 2: REVIEW OF LITERATURE	9
2.0 Overview	9
2.1 Review of Related literature	9
2.1.1 Email	9
2.1.2 Technology Acceptance Model	10
CHAPTER 3: METHODOLOGY	14
3.0 Research Design and Methodology	14
3.1 Conceptual Framework	14
3.2 Research Design	16
3.2.1 Variables and Operational Definitions	16
3.2.2 Population and Sample	16
3.3 Data Collection Instruments	17
3.3.1 Development	17
3.3.2 Statistical Analysis	17

ABSTRACT

This is a correlational study that examines the factors which influence the use of the email at the workplace among UiTM staff. The Technology Acceptance Model was used in this study as the conceptual framework. This study seeks to examine; the relationship between perceived usefulness and intention to use, the relationship between perceived ease of use and intention to use, the relationship between perceived usefulness and perceived ease of use, the relationship between subjective norm and perceived usefulness and the relationship between power distance and perceived usefulness. The results of this study show that there are strong relationships between perceived usefulness and intention to use, perceived ease of use and intention to use and perceived ease of use and perceived usefulness. The relationships of social influence processes (subjective norm and power distance) with perceived usefulness were not significant. The findings contradicted the findings of Huang et. Al (2003) from the People's Republic of China. It can be concluded that though Malaysians (UiTM staff) who are considered to have high power distance (Currie, 1991), we are not easily influenced by the superior in the technology adoption. From this study, it can be seen that the opportunity exists for UiTM in particular to realize a deeper, wider and productive organization by creating opportunities for greater technology acceptance. This study will also help the management of UiTM to have a better understanding of its users (staff) adoption behavior. Generally, the staff of UiTM has the intention to use email because they perceive email as useful and beneficial. It is anticipated that more user friendly and useful technology will be widely accepted in UiTM.

CHAPTER 1

INTRODUCTION

1.0 Overview

Malaysia had the lowest rate of online usage of the four countries (Australia, New Zealand, Malaysia and Singapore) surveyed with only 49% of respondents using both the email and the internet at the workplace. In an increasingly knowledge-based economy, it is critical that information is widely accessible to be utilized effectively in the workplace. It is also vital for the Malaysian government which has invested heavily in a world-class infrastructure. Malaysia's Multimedia Super Corridor is designed to create an ideal environment for ICT-related production as well as provide the backbone for an information superhighway.

The purpose behind Malaysia's Multimedia Super Corridor has been to establish a high-tech environment and infrastructure that can attract national and international investors and create spillover effects in the rest of the Malaysian economy. Specific sectors of focus include education, healthcare, government, commerce and manufacturing. In addition, the growing economy has created a demand for skilled knowledge workers and professionals. Skilled labor is still in short supply, especially in the ICT sector and manufacturing industries. To address this issue, the Malaysian government is investing in a high-quality, comprehensive education system designed to meet the demands of the evolving workplace. The