THE IMPACT OF WIRELSS TECHNOLOGY TOWARDS USERS' ACCEPTANCE AMONG RURAL AREA RESIDENTS AT KAMPUNG SAWAH BARU, SEGAMAT, JOHOR

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ABSTRACT

Budget 2010 stressed the importance of innovation included in term of urban rural innovation to encourage people to use ICT and Internet facilities and help reduce the digital divide that exists between the urban and rural areas. The wireless network was implemented a few month of 2011 year with the intention of offering the rural area residents easy connectivity. Nevertheless, it was found that users having problems in connecting to the Wireless networks mainly at the users living area. Therefore this study was conducted to define the most influence element of wireless technology perceived usefulness and perceived ease of use towards users' acceptance among rural area residence in Kampung Sawah Baru, Segamat Johor. The survey technique was used in conducting this study by distributed questionnaires to 88 samples. Based on the survey conducted its shows there have significant relationship between perceived usefulness and perceived ease of use towards user acceptance in Kampung Sawah Baru, Segamat Johor.

CHAPTER 1

INTRODUCTION

This chapter serves as a general outlook of the research. It will provide the background and scope of the study, purpose of the study, the objective as well as the limitations in doing this research.

<u>Background of Study</u>

Wireless Technology was implemented at Kampung Sawah Baru, Johor on the early 2011. It was deployed by TM for the villagers to get connected with peoples outside the village, to browse knowledge, to enhance their daily social life and business growth. After several months the wireless technology was implemented, the villagers seem to have a problem with it. The villager complaint about the wireless technology signal is poor and sometimes they can't even connect to the Internet because the implementations of the wireless technology just cover only few miles from the place it was deployed.

This study is focusing on the impact of wireless technology towards rural areas resident at Kampung Sawah Baru, which one of Labis part. Kampung Sawah Baru has 500 villagers which equals to 114 houses. Their main activities is gardening and trapping rubber trees.