MODELLING THE ACCEPTANCE FACTORS TO USE ENTERPRISE TECHNOLGY (INTRANET) IN A SUCCESSFUL TELECOMMUNICATION INDUSTRIES IN MALAYSIA

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JANUARY 2015

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Submitted in Partial Fulfillment of the
Requirement for the
Bachelor of Business Administration with Honours (International Business Management)

FACULTY OF BUSINESS MANAGEMENT
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"DECLARATION OF ORIGINAL WORK"

I I, Farah Dayana binti Mohammad Asri (I/C Number: 920613 10 5668)
Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally and overseas, and is not being concurrently submitted for this degree or any other degrees.

- This project- paper is the result of my independent work and investigation, except where otherwise stated.

- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically knowledge.

Signature: _____   Date: _____

LETTER OF SUBMISSION

12th December 2014

Coordinator program BM226

Faculty of Business Management

Universiti Teknologi Mara Kampus Bandaraya Melaka,

110 Off Jalan Hang Tuah,

75300 Melaka.

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled **"Modelling the Acceptance Factors to Use Enterprise Technology (Intranet) in a Successful Telecommunication Industries in Malaysia"** to fulfill the requirement as needed by the Faculty Business Management, Universiti Teknologi Mara.

Thank you.

Sincerely,

_____

FARAH DAYANA BT. MOHAMMAD ASRI

ABSTRACT

Enterprise technology can enhance the productivity of workers. Many organizations have implemented many types of IT system for their employees but have not yet studied the acceptance of the technology by their employee populations. This study is aimed to determine the acceptance factor of Enterprise Technology (Intranet) users in successful telecommunication industries. This is done by few supported theory such as, Technology Acceptance Model (TAM) and extended theory of TAM is Theory of Reasoned Action (TRA). The selected factors in the framework are Perceived Usefulness (PU), Perceived Ease Of Use (PEOU) and Perceived Performance (PF).

Survey questionnaire was used to collect the data needed, which was adapted and modified from the previous researchers. The respondents were employee from one of the successful telecommunication industries in Malaysia. Data collected was analyzed using SPSS and the methods of analysis were frequency analysis, reliability analysis, descriptive statistics and Pearson's correlation. The findings of this study revealed that there were significant correlation between PU(r=0.736 P=0.000), PEOU(r=0.723, p=0.000), PF(r=0.759, p=0.000) and AUET.