



اوتنوورسي تي تيكنولوگي مارا

UNIVERSITI TEKNOLOGI MARA
CAWANGAN KELANTAN

“HOW CUSTOMERS PERCEIVED COST, PERCEIVED VALUE AND SELF-EFFICACY INFLUENCE THE BROADBAND ADOPTION INTENTION IN TELECOMMUNICATION INDUSTRIES”

NOR HAFIDZAH BINTI ZAKARIA

2009402824

BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA KELANTAN

KOTA BHARU CITY CAMPUS

SEMESTER MARCH – JULY 2012

Abstract

The aim of this study was to examine the customers perceived cost, perceived value and self-efficacy influence broadband adoption intention in telecommunication industries. There are 3 factors that been studied, which were perceived cost, perceived value and self- efficacy. This study also was conduct to identify what are the most preferred factors that influence broadband adoption intention in telecommunication industries. Questionnaire had been used in order to get feedback and opinion from customers. Researcher had distributed 100 questionnaires to broadband users in Kota Bharu area. From data collected and analysed shows that self efficacy is the most important factor contribute to broadband adoption intention. Second important factor is perceived value and the perceived cost shows not significant result or can be explained as factors that did not contribute to customer adoption of broadband. From result obtained, the researcher made some recommendation to the industries in order to increase broadband adoption intention

Keywords: Adoption intention, Perceived cost, Perceived value, Self-efficacy

ACKNOWLEDGEMENT

Alhamdulillah, I am most grateful that I have completed this project paper. With His Blessing, I received support and encouragement from many individuals and organizations to which I express my gratitude.

First and foremost, I would like to express my thanks to my first advisor, Madam Mazlina binti Mamat, for her care and commitment. His professional support and advice through our discussions, her comments and suggestions have made it possible for me to complete this research. I am grateful to Madam Mazlina for giving me guidance and help in my academic years. My thanks and gratitude also goes to my second advisor, En. Azahar Bin Yusoff for his helps and comments during I complete this research.

Next I would like also to express my high appreciation to Telekom Malaysia Kota Bharu especially to my practical training supervisor, En. Hasbullah bin Zakaria, En. Nazir Zahdi, and all staff at Telekom Malaysia Kota Bharu especially SME unit who give commitment and moral support.

A lot of love and appreciation is also dedicated to my family especially to my parents, Haji Zakaria Jusof and Naimah Jusoh who always give me support and inspiration to finish my studies. Not forgetting a lot of thanks I dedicate to all my friends for their corporation, ideas, and help me in preparation to complete this research.

Thank You.

TABLE OF CONTENTS

CONTENT	PAGE
DECLARATION OF ORIGINAL WORK	i
LETTER OF TRANSMITTAL	ii
ACKNOWLEDGEMENT	iii
TABLE OF CONTENT	iv
LIST OF TABLES	ix
LIST OF FIGURES	x
ABSTRACT	xi
 <u>CHAPTER 1: INTRODUCTION</u>	
1.0 INTRODUCTION TO TELECOMMUNICATION INDUSTRIES ...	1
1.1 TELECOMMUNICATION INDUSTRIES' BACKGROUND	3
1.2 BACKGROUND OF THE STUDY	6
1.3 PROBLEM STATEMENT	7
1.4 RESEARCH OBJECTIVE	11
1.5 RESEARCH QUESTION	11
1.6 HYPOTHESIS.....	12
1.7 THEORITICAL FRAMEWORK	13
1.8 SIGNIFICANCE OF STUDY	13
1.9 DEFINITION OF TERMS	15
1.10 LIMITATIONS OF STUDY	17
1.11 SCOPE OF STUDY	18
 iv	
<u>CHAPTER 2: LITERATURE REVIEW</u>	
2.0 INTRODUCTION	19

2.1 PERCEIVED COST	19
2.2 PERCEIVED VALUE	20
2.3 SELF EFFICACY	22
2.4 ADOPTION INTANTION	26

CHAPTER 3: RESEARCH METHODOLOGY

3.0 INTRODUCTION	29
3.1 RESEARCH DESIGN	29
3.2 DATA COLLECTION	29
3.2.1 Primary Data	30
3.2.2 Secondary Data	31
3.3 SAMPLING TECHNIQUE AND TARGET POPULATION	32
3.3.1 Target Population	32
3.3.2 Sampling Unit	32
3.3.3Sampling Technique	32
3.4 DATA ENTRY AND DATA PROCESSING	33
3.4.1 Statistical Procedure of Social Science 16.0 (SPSS)	33
3.4.2 Frequency Distribution	34