

THE RELATIONSHIP BETWEEN TECHNOLOGY ACCEPTANCE MODEL AND  
JOB PERFORMANCE AMONG SUPPORT STAFF AT DEWAN BANDARAYA  
KUCHING UTARA (DBKU)

Prepared For:

MISS NURFAZLINA BINTI HARIS (SUPERVISOR)

DR. BALJINDER SINGH (CO-SUPERVISOR)

Prepared By:

BYRON ANAK GOFFERY

BACHELOR IN OFFICE SYSTEM MANAGEMENT (HONS.)

UNIVERSITI TEKNOLOGI MARA (SARAWAK)

FACULTY OF BUSINESS AND MANAGEMENT

DECEMBER 2018

## ABSTRACT

The purpose of this study is to determine the relationship between technology acceptance model and job performance among support staff at Dewan Bandaraya Kuching Utara (DBKU). This objective was accomplished through quantitative method of data collection namely questionnaires that were distributed to the support staffs in DBKU. After that, the data analyses by using SPSS. The findings of the study revealed that information technology are useful and able to ease the employee and enhance their job performance. The limitation of this study is the study only conducted at DBKU and only among the support staff. The study also conducted towards the selected department only and not the support staff in DBKU involves. Other than that the correlation between technology acceptance model and job performance which is lack of previous research done by other researchers. The correlation analysis revealed that information technology is useful and ease the employee and indirectly affect their job performance. Therefore, these findings provide a new knowledge and guideline for the future research in term of information technology and job performance.

## TABLE OF CONTENT

	Page
ABSTRACT.....	v
ACKNOLEGDEMENT.....	vi
LIST OF TABLE.....	vii
LIST OF FIGURE.....	viii
LIST OF APPENDICES.....	ix
CHAPTER 1.....	1
INTRODUCTION.....	1
Background of the study.....	1
Statement of The Problem.....	2
Research Objectives.....	4
Research Question.....	4
Significance of The Study.....	4
Limitation of The Study.....	5
Definition of Terms.....	6
CHAPTER 2.....	8
LITERATURE REVIEW .....	8
Technology Acceptance Model.....	8
Job Performance.....	9
Usefulness.....	10

## CHAPTER 1

### INTRODUCTION

#### **Background of the Study**

Change is significant and unavoidable process of human life. The process of change takes place in large and small organization. The changes in competition, technology, and the ongoing development and evolution of organizations are just some of the issues contributing to organizational change (Barnett, 2005; Morgan, 2001). It is an essential for organization to develop new ideas, innovation and technology to lead them to improvement. The rapid growth in the use of information system has led to changes in the workflow of both private and public sectors in Malaysia (Ramlah, Nor Shahriza and Mohd Hasan, 2007). The organization and its people need to abandon their old habits and adapt to new procedure and processes that could help them to become more efficient and effective. Organization need to take risk in investing for technology with expectation of it will contribute to improvement of the organization performance.

However, not all employees can cope with rapid changes of new technology in organization according to Gallivan (2004). It is feared that the situation could influence the behaviour of employees toward job performance. Different employee demographics in organization population's lead to several possibility of acceptance

level towards information technology. Technological inventions designed need to support and improve employee task performance to gain employees users' acceptance of information technology.

Since the job performance has proven to be linked with performance of the organization, organization need to keep track of their performance to ensure organization objectives are met. It is hoped that the findings can be used to improve employee job performance through better understanding on the issues of acceptance of technology changes and how it affects organization overall performance

### **Statement of the Problem**

The first statements of problem are perceived usefulness. According to Davis (1989), perceived usefulness is “the degree to which a person believes that using a particular system would enhance his or her job performance”. Perceived usefulness and lack of it can cause frustration, in turn, impairing the intention to adopt a technology (Venkatesh and Morris, 2000). Besides, knowing a particular Information Technology (IT) knowledge today does not mean it will be useful for the future because of the constant changes in the application (Girard and Allison, 2008).

The second statements of problem are perceived ease of use. According to Davis (1989), perceived ease of use has been defined as the “degree to which a person believes that using a particular system would be free of effort”. The nature of technology or innovation or task or service related to it may influence its perceived ease of use (Fang et al, 2005). For example, perceived ease of use affects the intended use of a particular technology only when it provides intrinsic motivation but not when it provides extrinsic rewards to its users (Gefen and Straub, 2000). In addition, user-friendly and usable intuitive man-machine interfaces, including clear and visible