

RELATIONSHIP BETWEEN THE USAGE OF OFFICE TECHNOLOGY AND  
JOB SATISFACTION: A CASE OF BERJAYA STARBUCKS COFFEE  
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**“DECLARATION OF ORIGINAL WORK”**

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Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or 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.
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## **ABSTRACT**

Nowadays, the number of citizens in Malaysia increasing year by year in Malaysia due to the effects of citizenship by naturalisation in Malaysia. However, the employees' turnover rate is increasing year by year also due to the country economic financial. Thus, there is an issue that affects the employees' turnover rate in the industry which is the organization working environment and employees' job satisfaction. Employee satisfaction is an important issue for all organizations. There is not an easily way to maintain the employee satisfaction in an organization to retain the employees. There have several factors that influence office technology such as perceived ease of use and perceived usefulness. These two factors developed by Davis (1989) in Technology Acceptance Model (TAM). Therefore, this research is conducted to study about the relationship between factors that influence office technology and job satisfaction among administrative employees at Berjaya Starbucks Coffee Company Sdn. Bhd. In order to measure level of job satisfaction among employees, Minnesota (1984) theory has been used. Based on the past study, there is a significant relationship between Technology Acceptance Model (TAM) and the employees' job satisfaction. In this study, the population is 120 and the set of questionnaires will be distributed according to the sample size which is 120 administrative employees. There are four hypotheses that have been developed. In conjunction with that, the sampling technique used is the non-probability technique. This can helps the researcher to identify the variables more accurately. Furthermore, there also has several recommendations are proposed in the last part of this research for cultivating the factors that influence office technology and employees' job satisfaction which can helps organization maximize the profits and improve the operation.

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## **CHAPTER 1**

### **INTRODUCTION**

#### **Background of Study**

In the recent years, technology has become a very crucial medium in communication with more and more users exposed to its usage and benefits. Technology is the one of easiest ways to connect people and statistic have shown that 24% of teenagers go online almost every day through via smartphones (Lenhart, 2015). In the United States alone, 85% of the children own at least one mobile phone and this is not only restricted the younger generation but, the older ones. This proves that technology is widely used by people of all ages.

Statistics also showed that Malaysia is ranked number 4 in Southeast Asia in terms of mobile phone usage, after Singapore, Vietnam and Cambodia. 85% of Malaysians own, with most of them using it to make phone calls. With the constant upgrade of technology, various functions can now be access using a smartphone. Users can access the internet; take photos, make video and voice calls, share locations, as well as play games. All these functions have become invaluable in the users' way of life. According to a recent study by Basas, (2013) if technology fails to accommodate the user's needs, it will increase stress and miscommunication. It showed that, it is crucial for users to understand the usage of technolog