

THE RELATIONSHIP BETWEEN INNOVATION ATTRIBUTES AND THE
WILLINGNESS TO USE ICT INNOVATIONS AMONG EMPLOYEES: A
CASE STUDY AT PERKESO IN KUCHING, SARAWAK

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- 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.
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ABSTRACT

The purposes of this study were to find out the most significant types of innovation attributes of the employees in order to increase the willingness to use ICT innovations and to determine the relationship between innovation attributes and the willingness to use ICT innovations among employees at PERKESO in Kuching, Sarawak. This study used the census method to do the study on the entire population at PERKESO in Kuching, Sarawak.

The empirical data had been collected using the questionnaire which was divided into three sections. Section A focused on the demographic background of the respondents, Section B focused on the types of innovation attributes (relative advantage and complexity) and Section C focused on the willingness to use ICT. A set of 50 questionnaires were distributed to 50 respondents at PERKESO in Kuching, Sarawak with an 88% response rate. The data was analyzed using the SPSS Version 20.

Based on the findings of this study, it can be concluded that relative advantage and complexity were the most significant types of innovation attributes at PERKESO in Kuching, Sarawak. This study highlighted that there was a positive very strong relationship between innovation attributes and the willingness to use ICT innovations at PERKESO in Kuching, Sarawak.

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CHAPTER 1

INTRODUCTION

This chapter sets out to discuss the overview of the research. The background of the study, research problem, and research objectives, and research questions, limitations of the study and significance of the study are briefly stated. Therefore, this chapter aims to answer why there is a need to conduct the research in the following topic and the importance of the findings of the research to parties involved in the research.

Background of the Study

Nowadays, the usage of information communication technologies (ICT) in the organization especially in the developed country is expanding widely due to innovation. ICT indicates a collection of technologies related to information management, information sharing, and communication while innovation refers to adaptations and improvements of existing products, services and processes (Gressgard, 2011). ICT has contributed to the economic and social impacts on human development. The libraries and cybercafés are often frequented by people to access ICT (Gomez & Could, 2010).