UNIVERSITI TEKNOLOGI MARA

EVALUATING USER ACCEPTANCE ON MYIBU MOBILE APPLICATION

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IT Project submitted in partial fulfilment
of the requirements for the degree of
Master of Science in Information Technology

Faculty of Computer and Mathematical Sciences

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AUTHOR'S DECLARATION

I declare that the work in this IT Project was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as reference work. This IT Project has not been submitted to any other academic institution on non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

Mobile application is defined as a software application which specifically developed that can run on smartphones or other mobile devices instead of laptop or desktop computers. The aim of this study is to identify the factors that influence the acceptance of MyIBU mobile application. MyIBU mobile application is specifically developed to provide a platform for those single mothers who want to promote and advertise their business. This research used quantitative approach, where questionnaires were distributed to the respondents. In order to achieve the objective of this research, Unified Theory of Acceptance and Use of Technology (UTAUT) model was adopted to evaluate user acceptance towards technology. There were 110 single mothers who registered under Pertubuhan Ibu Tunggal Islam Wilayah Persekutuan dan Selangor (PITIWPS) were selected as respondents to participate in this research. The finding revealed that the factors that influence user acceptance towards MyIBU mobile application are the performance expectancy, effort expectancy, social influence, facilitating conditions and hedonic motivation, and the MyIBU user acceptance model is constructed. This result can help the developer to improve the application. In addition, it helps the organization of PITIWPS to promote the used of mobile application amongst the members and improving their promotion and sales of products.

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