UNIVERSITI TEKNOLOGI MARA

CREDIBILITY EVALUATION OF ONLINE INFORMATION ON MINISTRY OF INTERNATIONAL TRADE AND INDUSTRY (MITI) AND ITS AGENCY PORTAL

HAULLAH BINTI ZUBIR

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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 regulation 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.

Name of Student   :   Haullah binti Zubir

Student I.D. No.   :   2012797119

Programme   :   Master of Science in Information Technology

Faculty   :   Computer and Mathematical Sciences

IT Project Title   :   Credibility Evaluation of Online Information on Ministry of International Trade and Industry (MITI) and its Agency Portal

Signature of Student   :   ....

Date   :   July 2015

ABSTRACT

Credibility is something significant when it relate with online information seeking. To some users, they always thinks that the online information displayed in Government's Portal whether the portal really demonstrate the credibility in order to performs trustworthiness among the users. However, public still needs the information in their daily life. Trustworthiness can effected their thought in believing all the surface credibility, source/message credibility and content on the portal provides are good enough to establish a credibility of online information displayed on portals. This research identified the credibility factors in order to evaluate the credibility of online information on Ministry of International Trade and Industry (MITI) and its Agency Portal using Wathen and Burkell (2002) credibility model in order to test whether the portals good enough to makes the users who accessing the portals believe in what they looking at. Besides, this research also evaluate if there are any issues regarding the credibility of online information in MITI and its Agency Portals and provide recommendation for credibility guidelines of MITI and its Agency Portals. A self-administered questionnaire distributed to 240 respondents who have experience in accessing MITI and Its Agency Portal using online survey. The data collected was analysed using SPSS version 22. The analysis confirmed that according to the result, Purpose of the Portal and Portal interface are the two credibility factors that shown surface credibility are the important items that the respondents attach to MITI and its Agency Portals. Besides, it is shown that accurate, truthful and objective and trusted publications are, the greater important credibility factors for source/message credibility to the respondents in order attached to MITI and its Agency Portals. Whereby, well-designed portal is the most important of credibility factors that the portal should provide in order to make the respondents attach to the MITI and its Agency Portals. It also determined the future recommendation that the research on the evaluation of credibility of online information on Malaysia Government's Portal could be improved and give more viewpoint by conducting the qualitative method to understand and further research of credibility factor based on the user's perception and satisfaction.

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