# UNIVERSITI TEKNOLOGI MARA

# ACCEPTANCE LEVEL OF TICKET VENDING MACHINE (TVM) AT RAPID KL RAIL NETWORK

## NURULHUDA BINTI JUHARI

IT Project submitted in partial fulfillment
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.

Name of Student       :     Nurulhuda Binti Juhari

Student I.D. No.       :     2011100235

Programme       :     Master of Science in Information Technology

Faculty       :     Computer and Mathematical Sciences

IT Project Title       :     Acceptance Level of Ticket Vending Machine (TVM) at Rapid KL Rail Network

Signature of Student  :     .........../............................................

Date       :     January 2015

# ABSTRACT

The self-service kiosks in public spaces are one of the new trends today such as ticket vending machines, bank's ATM, self check-in, request for services and others. Rapid KL Rail is a public rail network owned by Syarikat Prasarana Negara Berhad and operated by Rapid Rail Sdn Bhd that contains of Light Rail Transit (LRT) and Kuala Lumpur (KL) Monorail. According to their customer service officer, there might be having problem in the system because some users prefer to purchase a ticket at counter rather than purchase at machine. However, evaluation on ticket vending machine at Rapid KL rail network stations are never been done since it is implemented (Muhammad, 2013). Two objectives were developed in this project are to examine the factors that could influence purchase a ticket at counter; and to evaluate the acceptance level of the ticket vending machine. This study aims to evaluate the ticket vending machine using technology acceptance model (TAM). TAM is proposed that the influence of external variables on intention is mediated by perceived ease of use (PEOU) and perceived usefulness (PU) (Davis, 1989). A survey was conducted using questionnaires technique to collect data includes close-ended questions and open-ended questions. The integrated model which focuses on eight factors contribute in evaluation, including familiarity, user-friendly, display quality, trust in ability, perceived ease of use, perceived of usefulness, user satisfaction and perceived performance were adapted as the guideline to design the questionnaires. The data was collected based on two focus groups are users who purchase a ticket over counter and users who purchase a ticket at machine. The result indicates that all factors suggested in study are influence users to purchase a ticket over counter. Recommendation for future studies should consider fully focus on individual characteristics such as gender, education background, and frequency use ticket vending machine.

Keywords: self-service kiosk, ticket vending machine, technology acceptance model, perceived ease of use, perceived usefulness.

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