

UNIVERSITI TEKNOLOGI MARA

**INVESTIGATING USER READINESS
TOWARDS MOBILE POS
APPLICATION FOR TAKAFUL
IKHLAS BERHAD**

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ABSTRACT

Mobile application become a popular technology for people around the world. Many industry like retails, banking, education, health and many more have implemented mobile application in their organization in order to provide ease of use for their employee to become more productive in their daily task. Among many industries which implemented mobile application in organization, the insurance industry also not to forget. There have several insurance company had taken this step to move their company to a better place in technology aspect. This research is about investigation user readiness toward Mobile POS application for Takaful Ikhlas Berhad. The objectives of this research is to identify factor contributing user readiness toward mobile POS application and also to propose requirement for development of mobile POS application for insurance agents in Takaful Ikhlas Berhad. This research focuses on Motivational Theory to develop a conceptual framework. Several factors have been used and measure with a set of questionnaire to see their significant. Besides that, suggestion from respondent for requirement for development of mobile POS is also being collected via interview. This requirement development will be used for future research and development for mobile POS application.

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