**UNIVERSITI TEKNOLOGI MARA**

# THE ACCEPTANCE OF INTELLECTUAL PROPERTY ONLINE FILING IN INTELLECTUAL PROPERTY CORPORATION OF MALAYSIA (MYIPO)

**NUR SALFIZA BINTI SHAARI**

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# ABSTRACT

Today, electronic government has penetrated as an important part of our culture. One of electronic government services that have been adopted by many countries including Malaysia is the online filing service. The greatest obstacle to the acceptance of online filing services is lack of system usage by the users. Although recognition and awareness for online filing services is rapid in Malaysia, the numbers of users are still low comparatively against the usage of the world. This study is conducted to identify factors which would influence rapid acceptance of the Intellectual Property Online Filing system in Malaysia. The quantitative method has been adapted in this study. The online survey has been given to 198 respondents. It should be made known that the acceptance of online filling system is one of the greatest issues revolving around the successful implementation of the online filing services. This study adapted DeLone and McLean Information Systems Success Model (DeLone and McLean IS Success Model) and Unified Theory of Acceptance and Use of Technology (UTAUT) model to suit with current situations and accommodate different environments of IP Online Filing system. The result of this study revealed that the system quality and performance expectancy are strongly significant factor to the acceptance of IP Online Filing. The conceptual model is constructed that help MylPO to improve IP Online Filing services. These study findings will become a reference to the ICT decision maker and system developer in developing and enhancing future online filing system and ICT.

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