

UNIVERSITI TEKNOLOGI MARA

**MEASUREMENT OF USER ACCEPTANCE
TOWARDS ONLINE ROOM BOOKING SYSTEM
(E-TEMPAH) AT UITM KOTA BHARU CAMPUS**

SHARIZA BINTI MOHD SAID

IT Project submitted in fulfillment of the requirements
for the degree of

Master Of Science In (Information Technology)

Faculty Of Computer and Mathematical Sciences

July 2012

ABSTRACT

In the development of a system, the emphasis on user acceptance of the system should be noted for systems developer to achieve goals and to provide convenience to all parties. The development of Online Room Booking System (E-Tempah System) at UiTM Kota Bharu Campus is based on various problems faced by students and lecturers. This is due to the overlapping schedules and the latest information that is not synchronized with UiTM Integrated Course Registration and Scheduling System (ICRESS). This system has been well utilized by all users and has been extending to other UiTM campuses, however no studies have been made particularly in relation to user acceptance on that system effectiveness and the use of the system. This paper embarks three objectives. The first objective is to analyze and determine user's acceptance factors that significantly describes the current usage of E-Tempah System using TAM model. Second objective is to identify the demographic criteria towards the user acceptance and third objective is to identify the demographic criteria towards satisfaction level on E-Tempah System. Measurement of user acceptance of this system is made via a Technology Acceptance Model (TAM) where this model had already established in study of technology analysis acceptance. The questionnaire have been distributed to the user in order to execute the quantitative analyze. In collecting the data, the respondents are from registered user on the system. Data were analyzed using Statistical Package for Social Science Version 19.0. The test data was interpreted using three types of analysis which are frequency distribution analysis, descriptive statistics and correlation analysis. There are a few recommendations made by researcher to improve the user acceptance in order to make the E-Tempah system become better system in future such as develop the system by using mobile application or other new technology updated.

ACKNOWLEDGEMENT

In the name of Allah, Most Gracious, Most Merciful.

I would like to express my thankful to ALLAH S.W.T for giving me the opportunity to complete this study. Without His blessing, I would not be able to accomplish my work as expected.

A special debt is owed to my research advisor, Madam Mudiana Mokhsin@Misron, for her unlimited guidance in completing this research. She has helped me in this project by her comments and advice and her constant encouragement is well appreciated. I also would like to thank the IT Project Coordinator Dr Wan Adilah Wan Adnan who is committed in guiding and inspiring me to complete this research project successfully.

My deep gratitude and love to my beloved family and friends for their consistency in supporting me without any complaint. No other words can express my appreciation to all of them other than to thank them. I apologize if there are individuals whom I not mentioned in this acknowledgement who were involved directly or indirectly in this task.

May ALLAH repay all of your kindness. Thank You

TABLE OF CONTENTS

	Page
STUDENT'S DECLARATION	i
ABSTRACT	ii
ACKNOWLEDGEMENT	iii
TABLE OF CONTENTS	iv
LIST OF TABLES	vii
LIST OF FIGURES	x
CHAPTER ONE: INTRODUCTION	
1.0 Introduction	1
1.1 Research Background	1
1.2 Problem Statement	3
1.3 Research Objective	3
1.4 Significant of Research	4
1.5 Scope of the Research	4
1.6 Limitation of Study	4
1.6.1 Supporting Literature	4
1.6.2 Respondent	5
CHAPTER TWO : LITERATURE REVIEW	
2.0 Introduction	6
2.1 Issue of Information System	6
2.2 Technology Acceptance Model (TAM)	7
2.3 Theory Of Reasoned Action (TRA)	9
2.4 Perceived Usefulness	10
2.5 Perceived Ease of Use	10

2.6 User satisfaction	11
2.7 System use	12
2.8 E-Tempah System at UiTM Kota Bharu Campus	12

CHAPTER THREE : RESEARCH METHODOLOGY

3.0 Introduction	13
3.1 Research Design and Method	13
3.2 Phases Of The Study	14
3.2.1 Phase 1: Initial Study	14
3.2.2 Phase 2: Construct Questionnaire	^
3.2.3 Phase 3: Data Collection	
3.2.4 Phase 4: Data Analysis on Technology Acceptance Model (TAM)	15
3.2.5 Phase 5: Report Preparation	16

CHAPTER FOUR: FINDINGS AND ANALYSIS

4.0 Introduction	17
4.1 Analysis and Result of the Study	17
4.2 Frequency Distribution Analysis	17
4.2.1 Part A: Demographic Information	18
4.2.2 Part B : Technology Acceptance Model	^
4.2.3 PartC: Level Of Satisfaction On The Services Of E-Tempah System	26
4.3 Descriptive Statistic	28
4.3.1 Part B : Technology Acceptance Model	29
4.3.2 Part C : Level Of Satisfaction On The Services Of E-Tempah System	31
4.4 Correlation Analysis	31
4.4.1 Part B : Technology Acceptance Model	32
4.4.2 PartC : Level Of Satisfaction On The Services Of E-Tempah System	35
4.5 Reliability Analysis	36
4.5.1 Part B: Technology Acceptance Model	37