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# USER SATISFACTION ON 1MALAYSIA INTERNET CENTRE (1MIC) IN SOOK, KENINGAU, SABAH

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# ABSTRACT

As a country with its development supported strongly by the information and communication technology, the Government has established numerous community internet centre called 1Malaysia Internet Centre (1MIC) which serves to increase the penetration and usage rate of Internet among the rural community. Therefore this study is focused on the 1MIC in Sook, Keningau, Sabah as a means of determining the level of user satisfaction of 1MIC services in this district. The research is descriptive and quantitative in nature using survey method whereby random sampling was used to select 245 respondents from a population size of 691. The study used a self-constructed questionnaire which includes a Scale for Perceived Usefulness adapted from Venkatesh & Davis (2000), Morris, Venkatesh & Ackerman (2005) and Cowen (2009) and Perceived Service Quality adapted from the SERVQUAL Scale (Parasuraman et al., 1985, 1988; Chingang & Lukong, 2010). Findings of the study showed that there is a high level of perceived usefulness, perceived service quality and all of its five dimensions (reliability, assurance, tangibles, empathy and responsiveness), and user satisfaction. The study also found a significant, positive but weak relationship between perceived usefulness and user satisfaction while the relationship between perceived service quality and user satisfaction was significant, positive and moderate. Findings of this study showed that 1MIC in Sook Keningau is well-accepted and providing high quality services with usefulness that meet the expectations of users. It is recommended in future studies to include other 1MICs in rural Sabah to give a clearer and broader insight about the services provided in these facilities.

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