



UNIVERSITI TEKNOLOGI MARA
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KAMPUS KOTA SAMARAHAN

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TITLE OF THE STUDY:

**STUDENTS' PERCEPTION TOWARDS ONLINE APPLICATION: A
CASE STUDY AMONG BACHELOR OF ADMINISTRATIVE
SCIENCE STUDENTS IN UiTM SARAWAK**

Prepared by:

**Roland Anak Dresia (2007275018)
Rosmaria Binti Ibrahim (2006131871)**

Supervisor:

Miss Noni Harianti bt. Junaidi

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CHAPTER 1

INTRODUCTION

1.0 INTRODUCTION

The trend of common citizen using Internet is to keep growing and soon everyone will be “Netizens” by choice or by force. Sooner or later, every one of us is not only be using the Internet but also be developing a pressing need for it. Internet has already become an integral part of our life and it continues to influence every aspect of our day-to-day activity. If we were driving a car on a road, we would perhaps like to know the laws of the place governing the road use. Similarly, if we drive on the “Information Super Highway” (which many think Internet is), we need to know what are the laws applicable therein.

With the vast development of ICT in Malaysia today, people can simply communicates with each others easily, search information such faster, pay bills and utilities at a finger tips, access some entertainment and can exchange information virtually by using the internet. According to he Concise Oxford Dictionary (Tenth edition), 2001, the internet can be defined as an international information network linking computers, accessible to the public via modem links, cables and wireless access to the internet. According to World Internet Statistics 1995, about 1,114,274,426 billions of users with and Internet penetration rate of 16.9% were estimated use the internet everyday until March 2007. The training and development program has been offered to students completely online since 1995.

Through this case study, we want to investigate the Bachelor of Administrative Science students in UiTM Sarawak awareness and the perception towards online applications and we can see and measure whether the students aware, familiar or satisfied with the online applications.

CHAPTER 2

2.0 LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

2.1 Digital Information provision via interactive television: Understanding the digital consumer

The Labor Government has entered a commitment to turn Britain into the most advanced online nation in the world. This undertaking is aimed at creating an infrastructure through which private citizens, business and communities are linked to the Internet and are able to use it for a variety of personal and commercial transactions. A significant part of this development will be the provisions of online government services. Driven forward by the Office of the e-Envoy, the government has announced three primary objectives. First is to make the UK the best environment in the world for e-commerce by 2002. Second is to ensure that everyone who wants it has access to the internet by 2005. Third is to make all government services available electronically by 2005.

To achieve its objectives, the government must work to close the so-called "digital divide". This concept identifies the division in society between people who have access to and the ability to use new information and communication technologies (ICTs) and those who do not. It has long been recognized that new ICTs are not taken up by everyone at the same rate (Rogers, 1962, 1995). There are those (innovators and early adopters) who are more venture some and are quick to adopt any innovations and then there are those (late majority) who are much slower to do so. A few (the laggards) may never try out new ICTs.

Receptivity to new technologies has been associated with demographic factors such as age, socio-economic class, level of education and disposal wealth (Reagan, 1995; Lin, 1998; Dupagne, 1999; Wei, 2001). Younger, better-off and better-educated people are more likely to be early adopters of new ICTs (Garramore *et al.*, 1986; Lin, 1998)

In the UK, the government has taken steps to overcome the digital divide particularly with respect to the provision of online public services. It has

CHAPTER 3

RESEARCH METHODS

3.1 Research design

In order to gather data from the respondents, the research design chosen from this study is supplemented by a questionnaire. The research conducted from part three until part seven of Bachelor of Administrative Science students in UiTM Sarawak.

3.2 Unit of analysis

At this study, it addresses the issue of usage of Online Applications and the unit of analysis is Bachelor of Administrative Science students in UiTM Sarawak.

3.3 Sample size

The sample size for the purpose of this study is 150 students which are almost the whole population of the Bachelor of Administrative Science students in UiTM Sarawak. Five semesters will be selected for closer analysis of usage of Online Applications which are students from part three until part seven of Bachelor of Administrative Science student in UiTM Sarawak.

3.4 Sampling technique

At this study, sampling technique to be use is randomly sampling technique to gather data from the respondents. The respondents is randomly selected from part three until part seven of Bachelor of Administrative Science students in UiTM Sarawak without referring to their gender, age and race. This is simple random sampling as the random numbers are truly random and there is no bias in the choice of the units to be sampled. Each of the respondents has equal rights to be chosen and equal treats without referring to their family status, geographic location and demographic. In fact, each responds by each of them give very important information to ensure the true data can be gathering.