THE RELATIONSHIP BETWEEN CULTURE AND ACCEPTANCE OF TECHNOLOGY AMONG UiTM STAFF IN UiTM PAHANG, JENGKA CAMPUS.

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ABSTRACT

This study also grounded in the relationship between culture and acceptance of technology among UiTM staff in UiTM Pahang, Jengka Campus. In this study, a research model has been developed, according to Hofstede's cultural specific variables (Hofstede, 1980). The research model for this study is derived from Davis' Technology Acceptance Model (Davis, 1989), which has been used in a lot of studies about user acceptance and human machine interaction.

The purpose of the study is to identify the issues in dimensions of culture and the relationship with acceptance of technology and to determine the relationship between dimensions of culture and acceptance of technology among staff.

These studies were limited to employees in the UiTM Pahang, Jengka Campus. The respondents were chosen are in every department in the organization.

In this study questionnaire was used for collected data in the organization. Beside that, the questionnaire has been tested for content reliability and validity before sending out the questionnaires to the respondents. Then the content validity has been measured by conduct a pilot test. 10 respondents from Universiti Teknologi MARA, Jengka Pahang was involved. Finally, the researcher has been run the SPSS for reliability of our questionnaires. After the pilot test, the researchers also conduct actual study and get result from the study.

The findings for this study also consist of three sections which are demographic, dimension of culture and acceptance of technology. The result shown by each sections for this study. After get the finding result, the researchers make a conclusion by each research question that the research provided.

Finally, several recommendations make to improve this study in the future research. The recommendation that suggested in this study is respect or aware about others culture, encourage staff to work as a team, and organize computer training program.

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