THE RELATIONSHIPS BETWEEN ACCEPTANCE OF EMAIL USAGE AND JOB PERFORMANCE AMONG ADMINISTRATIVE STAFF AT UITM PAHANG, JENGKA CAMPUS

Prepared for: TUAN HAJI ABDUL RAZAK BIN SAID

Prepared by: NADZIRAH BINTI MUHAMAD MEREJOK SHAMSULIDA BINTI SHARI SITI KHAIRIHA BINTI IBRAHIM BACHELOR IN OFFICE SYSTEMS MANAGEMENT (HONs.)

UNIVERSITI TEKNOLOGI MARA (UITM)
FACULTY OF OFFICE MANAGEMENT AND TECHNOLOGY

NOVEMBER 2009

ABSTRACT

The rapid changes in the information and telecommunication technologies had resulted in the introduction of the electronic mail (email). Since communication plays an important role in the daily work, the use of technology such as electronic mail and the Internet had become the norm in the life of individuals as well as in many organizations nowadays. The study examined the issues related to electronic mail usage and job performance among administrative staff of UiTM Pahang, Jengka Campus. The researchers used Davis's Technology Acceptance Model (TAM) (1989) to investigate the acceptance of email usage and used Torkzadeh and Doll (1999) to measure the job performance of the respondents. Questionnaires were distributed to 40 respondents of administrative staff at UiTM Pahang, Jengka Campus. The study concluded that the findings are generally consistent with previous studies which supported that the existence of relationship between the acceptance of email usage and job performance among administrative staff in UiTM Pahang, Jengka Campus. The upper level of management should be recommended to be the respondents for future study.

Keywords: Email, Perceived Ease of Use, Perceived Usefulness, Job Performance

ACKNOWLEDGEMENT

In reflecting on how we have gotten to this point in our life, we would like to express our gratitude and thanks to the following people for their support and assistance in our study. Big thanks to Puan Hajjah Sopiah binti Jamin and Puan Norleha binti Mohamed for had providing valuable information and for allowing us to conduct study at the Administrative Department of UiTM Pahang, Jengka Campus. Also special thanks to the Administrative Staff of UiTM Pahang, Jengka Campus for giving full cooperation throughout this study. Moreover, to both our beloved parents, who have instilled in us throughout our life the ideas that the path to a better life could be obtained by good education. Besides, big thanks to our lecturer of subject research (issues in administrative management) (OSM 651), Encik Abdul Razak bin Said, for giving valuable guidance in order to complete this project.

Furthermore, the study would not have been possible without the assistance and greatest support from our supervisor for the project, Puan Hazlin binti Hasan, thanks for her guidance throughout the study process. Not to forget also to our friends, sincere thanks for the support, patience and friendship throughout our life.

We thank them all and may Allah s.w.t bless all of you.

Shamsulida Binti Shari 2006129593 Siti Khairiha Binti Ibrahim 2006131093 Nadzirah Binti Muhammad Merejok 2006131081

November 2009 Faculty of Office Management and Technology Universiti Teknologi MARA

LIST OF TABLE

Table		Page
3.1	Reliability	22
4.1	Age	26
4.2	Gender	
4.3	Department	27
4.4	Higher Education Qualification	27
4.5	Current Position	28
4.6	Length of Service	28
4.7	Email in work operation	29
4.8	Reason not using email	29
4.9	Overall mean score for Perceived Ease of Use	30
4.10	Minimum, Maximum, Mean and Standard Deviation Perceived Ease of Use.	31
4.11	Overall mean score for Perceived Usefulness	32
4.12	Minimum, Maximum, Mean and Standard Deviation Perceived Usefulness	33
4.13	Overall mean score for Job performance	35
4.14	Cohen table	40
4.15	Correlations of Acceptance of Email Usage and Job Performance	40

TABLE OF CONTENTS

	Page
LIST OF TABLES	iii
LIST OF FIGURES	iv
CHAPTER ONE	
INTRODUCTION	1
Background of the Study	1
Statement of the Problem	4
Research Objectives	5
Research Questions	
Hypothesis	
Significance of the Study	
Limitations of the Study	7
Terms of Definitions	7
CHAPTER TWO	
LITERATURE REVIEW	9
Technology Acceptance Model	9
Perceived Ease of Use (PEOU)	
Perceived Usefulness (PU)	
Email Usage in the Workplace	
Job Performance	
Innovation as a Dimension of Job Performance	14
Customer Satisfaction as a Dimension of Job Performance	
Management Control as a Dimension of Job Performance	
The Relationship between Acceptance of Email Usage and Job Performance	
in the Workplace	15
Research Framework	
CHAPTER THREE	
METHODOLOGY	18
Research Design	18
Sampling Frame	
Population	
Sampling Technique	
Sample Size	19
Unit of Analysis	
Data Collection Procedures	
Development of Instrument	
Validity and Reliability of Instrument	
Data Analysis	