

**THE ACCEPTANCE OF SOCIAL NETWORKING TECHNOLOGIES AT  
KPJ RAWANG SPECIALIST HOSPITAL**

**NOOR FADHILAH BT SULONG@RAZAK**

**BACHELOR IN OFFICE SYSTEMS MANAGEMENT (HONS.)  
UNIVERSITI TEKNOLOGI MARA**

**2015**

# TABLE OF CONTENTS

	Page
ABSTRACT .....	i
ACKNOWLEDGEMENT .....	ii
LIST OF TABLES.....	iii
LIST OF FIGURES .....	iv
CHAPTER 1	
INTRODUCTION .....	1
Background of the study .....	1
Statement of the Problem .....	3
Research Objectives .....	4
Research Questions .....	4
Significance of Study .....	5
Hypotheses .....	6
Limitations of Study.....	6
Definitions of Term.....	6
CHAPTER 2	
LITERATURE REVIEW .....	9
Introduction .....	9
Social Networking .....	9
Technology Acceptance Model .....	11
Perceived of Usefulness and Acceptance.....	12
Perceived Ease of Use and Acceptance .....	14
Perceived Enjoyment and Acceptance .....	15
Conclusion.....	17
Theoretical Framework .....	18
CHAPTER 3	
METHODOLOGY .....	19
Introduction .....	19
Research Design.....	19
Sampling Frame .....	19
Population.....	20
Sampling Technique.....	20
Sample Size .....	20
Unit of Analysis .....	21
Data Collection Procedures.....	21
Instrument.....	22
Questionnaire .....	22
Validity of Instrument .....	24
Plan of Data Analysis.....	25

CHAPTER 4	
ANALYSIS AND FINDINGS .....	27
Introduction.....	27
Data Collection and Data Entry .....	27
Profile of Respondents.....	27
Reliability Test.....	34
Correlation .....	34
Hypothesis Testing .....	35
Theoretical Framework.....	37
 CHAPTER 5	
DISCUSSION.....	38
Introduction.....	38
Discussion and Findings .....	38
Limitation of Study.....	39
Suggestions for Future Research .....	40
Summary.....	40
 REFERENCES .....	41
APPENDICES .....	45

## **ABSTRACT**

This study aims to examine the attitude of workers at KPJ Rawang Specialist Hospital on how they use social networking technologies at their workplace. Social networking technologies is defined as the communication methods that is used the World Wide Web as a platform for creating the community. The sample of this study is 40 respondents consists of 11 departments at KPJ Rawang Specialist Hospital, which are Administration, Talent Management, Laboratory, Rehabilitation, Pharmacy, Finance, Diagnostic Imaging, Information and Technology, Customer Service, Marketing, and also Cardiology & ENT department. However, there are only 34 respondents who answered to the questionnaires given. From the findings, I found that there a significant between attitude of workers towards social networking technologies between the factors such as Perceived Usefulness, Perceived Ease of Use, and Perceived Enjoyment.

## ACKNOWLEDMENT

Bismillahirrahmanirrahim ...

Alhamdulillah. Thanks to Allah SWT for giving me the strength, courage, guidance and faith that this project would be successful. Without His Mercy, I may not be able to accomplish this project in order to fulfill the requirements needed for the Academic Project (OSM662) course.

I also would like to express my deepest gratitude and appreciation to individual who contributed valuable assistance and knowledge to complete this project which is my research advisor, Madam Norulhuda binti Tajuddin for all the valuable guidance and advices that she gives to motivate me contributed tremendously to my project.

Next, I express my sincere thanks to all my friends, especially my classmates for their great support and knowledge sharing that helps me for completing this project. Their willingness to giving me some ideas and information helps me in assuring my project finish according to the plan.

Lastly, this project is also a dedication to my beloved parents for their encouragement, constructive suggestion and prays for the project completion, from the beginning until the end. Without those who helps, I may not be able to finish this project successfully.