

THE ACCEPTANCE OF EMPLOYEES TOWARD SOCIAL
NETWORKING TECHNOLOGY AT DEMC SPECIALIST
HOSPITAL SHAH ALAM

ZURULAIN BINTI AHMAD

BACHELOR IN OFFICE SYSTEMS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA (UiTM)

2015

ABSTRACT

The recent advent of social networking has changed the way people communicate and connect with each other. As a result, several studies have been conducted on social networking, but they rarely touched on the user acceptance of social networking by employees. This study is attempts to explaining the user acceptance of social networking by proposing a research model for the acceptance of social networking by employees, based on the technology acceptance model (TAM) . I do this by examining the extent to which the perceptions of 80 employees about the usefulness, enjoyment, and ease of use of social networking affect the intention to adopt the use of social networking.

ACKNOWLEDGMENT

In the name of Allah, the Most Gracious and the Most Merciful Alhamdulillah, all praises to Allah for the strengths and His blessing in completing this thesis. Special appreciation goes to my supervisor, Pn Norulhuda Bt Tajuddin, for her supervision and constant support. Her invaluable help of constructive comments and suggestions throughout the experimental and thesis works have contributed to the success of this research.

I also would like to thank to all my friends that gives supports and helping me for finishing the thesis. Their support and help always give motivation and energy for me to finish the thesis.

Heartfelt acknowledgement are expressed to my family especially my parents. Without them guidance, support, encouragement and advises, I may never have overcome this long journey in my studies. When I felt down, their love will always give me strength to face all the problem and complication happened. To those who indirectly contributed in this research, your kindness means a lot to me.

Thank you very much.

TABLE OF CONTENTS

	Page
LIST OF TABLES	i
LIST OF FIGURES	ii
CHAPTER 1	1
Background of the study	1
Statement of the Problem	3
Research Objectives	4
Research Questions	5
Significance of Study	5
Hypotheses	6
Limitations of Study	6
Definitions of Term	7
CHAPTER 2	9
LITERATURE REVIEW	9
Introduction	9
Social Networking	10
Technology Acceptance Model	12
Perceived of Usefulness and Acceptance	13
Perceived Ease of Use and Acceptance	15
Perceived Enjoyment and Acceptance	16
Conclusion	18
CHAPTER 3	19
METHODOLOGY	19
Introduction	19
Research Design	19
Sampling Frame	20
Population	20
Sampling Technique	20
Sample Size	21
Unit of Analysis	21
Data Collection Procedures	21
Instrument	22
Questionnaire	22
Validity of Instrument	24
Plan of Data Analysis	25

CHAPTER 4	27
ANALYSIS AND FINDING.....	27
Introduction	27
Data Collection and Data Entry.....	27
Profile of the respondent	28
Reliability Test	34
Correlation.....	35
Hypothesis Testing	36
Theoretical Framework	37
CHAPTER 5	38
DISCUSSION	38
Introduction	38
Discussion and Findings.....	38
Limitation of the Study.....	39
Suggestion for Future Research.....	40
Summary.....	40
REFERENCES	41