UNIVERSITI TEKNOLOGI MARA

FACULTY OF ADMINISTRATIVE SCIENCE & POLICY STUDIES

THE EFFECTIVENESS OF KAMPUNG TANPA WAYAR (KTW) PROGRAM ON COMMUNITY SATISFACTION

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TABLE OF CONTENT

CLEARANCE FOR SUBMISSION OF THE RESEARCH PROPOSAL BY THE SUPERVISOR

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I have reviewed the final and complete research proposal and approve the submission of this report for evaluation.

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(Signature)

Date:

DECLARATION

We hereby declare that the work contained in this research proposal is original and our own except those identified and recognised. If we are later found to have committed plagiarism or acts of academic dishonesty, action can be taken in accordance with UiTM's rules and academic regulations.

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ABSTRACT

The purpose of this study is to identify the effectiveness of Kampung Tanpa Wayar (KTW) program on community satisfaction in Kampung Baru, Tatau. The main research objective of the study was to find out the most influence factors that affect the level of satisfaction of the community. The method that the researchers use to collect all of data and information is by using the questionnaire. The target size of the study is 248 respondents from 734 numbers of communities in Kampung Baru, Tatau. The researchers have used convenience sampling technique to select the respondents as it was accessibility and quickness to get the information. Three hypotheses are using in the study in order to identified the influence factors, level of satisfaction and the effects towards the community. From the study, it showed that the level of satisfaction of the community that using the KTW program are not high as the influence factors affect their satisfaction. Besides, the effects of KTW program towards the community showed the average result.

CHAPTER 1

INTRODUCTION

1.1 Introduction

This chapter defines the background of study which is satisfaction towards community Wi-Fi in rural area especially in Kg Baru in Tatau. The discussion starts the background of the study, and thus explains the problem statement of the study. Furthermore, this chapter also stated the research question and research objective for the study. Information regarding the scope of the study and the significant of the study also being discussed in this chapter. The final part of this chapter are discussing about definition of terms and concept that are used in this study.

1.2 Background of the Study

Information Communications Technology (ICT) as an apparatus for provincial advancement has for quite some time been underscored by the Malaysian government (Shaffril et al,2010; Badsar et al., 2011; Samah et al., 2011), which is vital because of the way that rustic groups are falling behind urban groups with regards to utilizing data and correspondence innovation (ICT). Research directed by the Malaysian Communications and Multimedia Commission (MCMC, 2008) exhibits that the level of internet use in urban groups is at 85%, while in rustic groups it is much lower at just 15%. Moreover, an overview led in 2002 among perfection towns (appraised too created towns) (Noor Sharifah, 2003) exhibits that the ownership of ICT instruments among Malaysia's provincial populace is for the most part low – out of an aggregate of 1,652 family units reviewed, just 18% own home PCs, and just 6.7% have an Internet association, which prompts the presumption that there is likewise a low level of ICT use among the nation's rustic populace.

Shaffril, Hassan and Samah (2009) likewise uncover that the level of web utilization in rustic groups is low, while Samah et al. (2011) found that among country pioneers which otherwise called village committee chairman, the level of ICT utilization is not on par which implies moderate as portrayed by 4.47 mean summated score. Varieties in the level of ICT use among various groups makes both class and advanced partitions – a computerized gap being the contrast between the individuals who comprehend and can utilize ICT (which incorporates information transfers, the internet, programming and interactive media instruments) and the individuals who do not, or as it were, the individuals who are data rich and the individuals who are data poor. Issues emerging from the advanced partition can be inspected from different demographic components, for example, topographical area, ethnicity, sex and monetary status and so on.

Among the criteria that are regularly used to quantify computerized partitions are Internet access, PC possession, the accessibility of telecom lines and the level of PC information or education (Noor Sharifah, 2006). Musa (2008) uncovers that because of refusal to utilize the Internet in rustic ICT centres on a regular routine, while Shaffril and Samah (2009) include that low use of the offices accessible causes a low level of Internet utilization among provincial groups.

There are a few conceivable reasons in the matter of why provincial groups decline to utilize the ICT focuses gave, which will be talked about in the present study.

1.3 Problem Statement

In our study, the community Wi-Fi program successfully meets the government target which is transforming the rural area becomes fully provided with internet access in order to accessible to the global information. However, the community lack with the awareness on the program. The problems occurred because of the poor services in rural resident. Besides that, the community also facing the problem in order to get access the internet connection due to many users at one time. Usually it happened during peak hours and it will lead to fail connection. Then, connection problems resulting from the use of continuous multimedia such as uploading and downloading or watching video in YouTube. The bad weather also will give impact on the connectivity of the internet which will affect the satisfaction towards the community because they failed to connect the internet. The transmitter Wi-Fi or known as hotspot should be located near to the community in order to increase the connectivity range. It is to reduce the failure number access the connection because it is provided accessible to all community in the community. Other than this problem, the customer satisfaction of broadband services in Malaysia also facing problems regarding their price, coverage and stability which is endless (Syakir & Rafi, 2011).

1.4 Research Questions

Since the Kampung Tanpa Wayar (KTW) program contribute satisfaction towards the community Wi-Fi in the rural areas especially in Kg Baru, Tatau. It is to be questioned whether the community satisfied with the level of the services even though they have no choices. These are the following question in order to support the objectives of the satisfaction towards the community Wi-Fi or KTW in Kg Baru.

    i.   What are the effect of the program towards community?

    ii.   Which factors influence the coverage of the community Wi-Fi?

    iii.   What is the level of satisfaction of the community after using the community Wi-Fi service?

1.5 Research Objectives

The main objective of this study is to ensure that the satisfaction towards community Wi-Fi. In order to achieve this objective, the program implementation should minimize the error in order to prevent any problems. Thus, the specific objectives of the study are as follows:-

    i.   To identify the effect of the program towards the community after community Wi-Fi service implemented.

    ii.   To study on the influence factor that contributes to the coverage problems of community Wi-Fi.

    iii.   To examine on the level of satisfaction of the community in the KTW program.

1.6 Scope of Study

Our scope of study is about community satisfaction in rural area which our research focuses on the population regarding their satisfaction towards the community Wi-Fi.

This study will be conducted in Kg Baru, Tatau. Whereby, the population in that area will take part as our target respondents.

1.7 Significance of the Study

Through the research and studies that are going to conduct later, this study is indicates the level of satisfaction towards community Wi-Fi in rural area. Firstly, this study shows on how Wi-Fi communication technology can be used to determine effective network at outdoor environment. This is also to ensure that the internet users can connect to the Wi-Fi.

Secondly, it is important to know on how poor internet connection may affect daily use of the population. Nowadays, internet is very useful tools in order to get information, entertainment, and bank transaction, pay bills online and online business. Thus, a good internet connection is require on their daily use.

Lastly, this study will help in improvement for future implementation of community Wi-Fi in other places. The satisfaction towards the community Wi-Fi must be satisfied by the population. By this study, it can determine that on how the internet users in that rural area feel that having community Wi-Fi in their place is very important and they can access it without any obstacles occur.

1.8 Definition of terms/concepts

The terms used in this study are defined for ease understanding.

1.8.1 Community Wi-Fi

Community Wi-Fi services also known as Kampung Tanpa Wayar (KTW) is a program that has been implemented by the MCMC under the National Broadband Initiative (NBI) which is implemented by the selected telecommunication service provider since 2007. This allows people in rural areas to take advantage of the same ICT facilities as their urban counterparts, thus catalysing the improvement of their quality of life and creating economic value. In this study, the researchers believed ICT skills can help local residents explore and enhance their skills (Samah, 2011).

1.8.2 Satisfaction

Satisfaction is closely related to consumers' expectations. More specifically, the narrower the gap is between the consumers' expectations and the actual performance of the product or service, the higher is the consumer's satisfaction (Hutcheson and Moutinho, 1998).

1.9 Conclusion

This chapter brief about the introduction of our research title and explain on the background of the study. Besides that, it's also focus on the problem statement that happened in research study. Therefore, research question determine the research study. In addition, this chapter also determine on the scope of study, significance of the study and definition of terms and concepts.

CHAPTER 2

LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

2.1 Introduction

In this section, we shall consider the research work which was carried out by the different researchers. Literature review is a brief but focused survey of related and relevant studies which provides a context within which the study and its objectives can be positioned and its value understood. This is to help us to know the problem or phenomenon and its value understood. Furthermore, this literature review will guide us on what are the variables that affect or influence the problem as we discuss in the conceptual framework. Here, we will study and looking further on community satisfaction towards community Wi-Fi as our study that we find from the research work of different researchers.

2.2 Literature Review

2.2.1 Community Wi-Fi Services

A study directed by Sahharon et al. (2014) uncovers that Community Wi-Fi is emphatically gotten in provincial groups, which is in accordance with the Government's arrangements to build up the nation. The primary point of the momentum study is to recognize the potential advantages to country groups in Malaysia of the Community Wi-Fi program, in this manner filling the hole in the exploration around Internet utilization among individuals utilizing Community Wi-Fi, as highlighted by Sahharon et al. (2014), who include that the uplifting state of mind of those studied for their study towards rural Wi-Fi service could be credited to the accessibility and openness of the Wi-Fi service in their rural area. The target of this project is to give chances to rural communities to appreciate the advantage of having entry to a broadband Internet administration, build utilization infiltration and extension the

computerized hole among urban and provincial territories. Broadband service procurement is the most proper answer for enhancing Internet entrance all through any nation. Also, Community Wi-Fi is not quite the same as Pusat Internet Desa (PID), Medan Info Desa (MID) and the Centre National Broadband, all of which give structures and ICT hardware whereby Community Wi-Fi is been introduces a Wi-Fi reception apparatus in chose towns. The expense to introduce a reception apparatus is RM32,000 and by the second from last quarter of 2011, there were 1,407 Community Wi-Fi towns in Malaysia.

2.2.2 Satisfaction

Satisfaction is firmly identified with customers' desires. All the more particularly, the smaller the crevice is between the customers' desires and the real execution of the item or administration, the higher is the customer's fulfilment (Hutcheson and Moutinho, 1998). There are two different degrees that can make the customers' been disappointment:

a)   Service Quality

The investigation of the examination information demonstrated that service quality is a noteworthy indicator of both consumer loyalty and dependability, with three out of the six quality measurements of the picked instrument (client bolster, estimating structure and charging framework) having critical beneficial outcomes on both ideas (Ilias and Panagiotis, 2010) Dwivedi et al.(2007) found that broadband, as a key empowering innovation in the arranged society, can support the economy of Pakistan at the national level and enhance the lives of its natives by encouraging conveyance of training, wellbeing and information transfers administrations requiring little to no effort and to a more extensive populace. To the extent consumer loyalty is concerned, Santos (2003) found a measure of how well the level of the conveyed administrations matches client's desires normally

comprehended as administration quality. As an illustration, the definition by Gro'nroos (1984) traces saw administration quality, as "the result of an assessment procedure, where the shopper contrasts his desires and the administration he sees he has gotten". Besides, Parasuraman et al. (1988) characterized administration quality as "the general assessment of a particular administration firm that outcomes from contrasting that association's execution and the customers' general desires of how firms in that industry ought to perform". As specified before, consumer loyalties can be measured as either a solitary thing scale or as a multi-thing build surveying the fulfilment for every segment of the administration. For the case, Cronin and Taylor (1992) measured consumer loyalty as a one-thing scale that requests the customers' general feeling towards an association, while Anderson and Srinivasan (2003) utilized a 6-thing develops to gauge consumer loyalty with regards to electronic business. For instance, contrasting these two strategies, LaBarbera and Mazursky (1983) made the comment that the utilization of a multi-thing scale for measuring outline assessment does not expand unwavering quality after some time but rather it can lead rather to poor reaction rate and fake answers by respondents.

b)   Coverage

Coverage is characterized as the rate of the number of population in interest that is incorporated into the examining outline preferably the scope ought to be 100%. Besides, there ought to be a coordinated correspondence between the number of inhabitants in interest or target populace and the (examining) outline population. If this is not the situation, and if those missing in the casing vary from the objective populace on a key variable of enthusiasm for the study, scope mistake happens (Biemer and Lyberg, 2003; Groves, et al. 2009). Forests (1989, p. 11) depicts

scope blunder as: scope mistake exists since a few persons are not part of the rundown or casing (or identical materials) used to distinguish individuals from the population. On account of this they never can be measured whether a complete registration of the edge is endeavoured or a specimen contemplated. Plus, under coverage is one of the principle attentiveness toward the legitimacy of conclusions taking into account Internet reviews (Couper, 2000). Despite the fact that Internet access is developing, there are still numerous people not secured, and if those without Internet access contrast on key measures from those with Internet get to, the subsequent estimators will be one-sided. For instance, if wealthier families will probably have Internet access, then a review about family resources that is construct only in light of the Internet will create wage assesses that are too high (Lohr, 2008). To research scope issues in Internet-based, we think about the reactions of the subgroup of Internet-at-home with those of the aggregate gathering of Euro barometer respondents. Since the Euro barometer was led up close and personal in all nations and eye to eye reviews have the minimum scope issues (Groves, 2009, p. 163; De Leeuw, 2008, p. 125), the aggregate Euro barometer bunch in this study is viewed as an intermediary for the Target Population. Contrasts between those with an Internet 7 association at home and the aggregate Euro barometer bunch give a sign of the inclination because of under coverage if an Internet review would have been executed rather than a face to face.

2.2 Conceptual Framework

For this purpose of research, the conceptual framework identifies the boundaries of the research. The conceptual framework is the mirror of the research objectives and its must be consistent and related with each other. The conceptual framework for the study is shown as follows.

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┌─────────────────────────────────────────────────────────────────────────┐
│                                                                          │
│                                                                          │
│   Independent Variable:                    Dependent Variable:           │
│                                                                          │
│                                                                          │
│    ┌─────────────────┐                    ┌─────────────────┐            │
│    │  KTW Service    │───────────────────▶│   Community     │            │
│    │  Quality        │                    │   Satisfaction  │            │
│    └─────────────────┘                    └─────────────────┘            │
│                                                                          │
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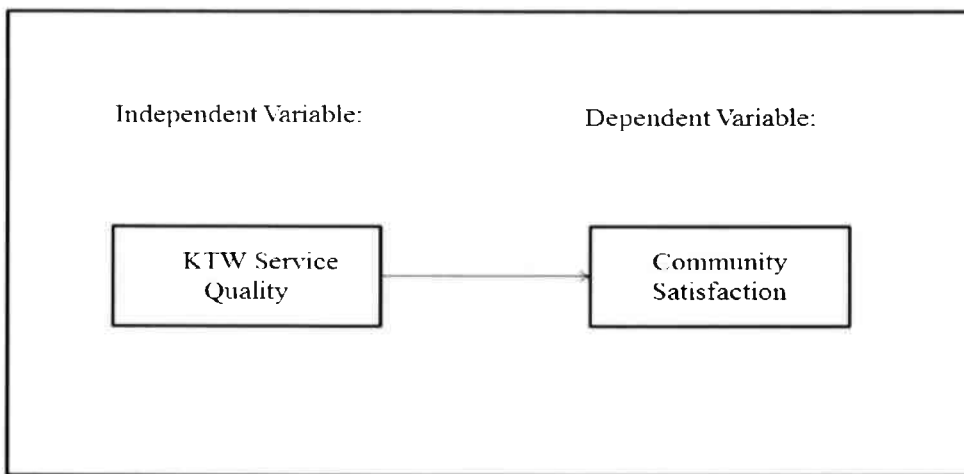
Figure 2.1 Conceptual Framework

The above conceptual frameworks identify that community satisfaction is determined by one independent variable. The first one is KTW service quality. This will contribute towards benefits of the population if there is a good or poor quality provided by the community Wi-Fi. Thus, the independent variable which is KTW service quality will eventually contribute to community satisfaction when they are using the community Wi-Fi.

2.3 Hypothesis

This research study conducted consists of independent variable which is KTW service quality. Other than that, there is dependent variable that affects the community that using the Wi-Fi services which is the community's satisfaction.

In order to investigate the relationships between the KTW service quality and community satisfaction, three hypotheses were made:

H1: There is an effect of the program towards the community satisfaction

H2: There are influence factors that contributes to the coverage problem of community Wi-Fi

H3: The level of satisfaction of the community is high

2.4 Conclusion

Overall, this chapter is about literature review that related to our study. It starts with explaining KTW service quality then follow with customer satisfaction. The last part of this chapter is state the hypothesis that will be tested during we conduct the study. In addition, these hypotheses are very important to us to conduct the research according to the research objectives.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

In any study, the research methodology plays a very important role. The research methodology explained about how well the study will be carried out and how data can be collected to ensure that the study run smoothly without running into major problem. This research methodology started with a work plan for the whole project which could ensure that everything is done according to the plan and the time frame of doing it.

3.2 Research Design

Adams and Schvaneveldt (1985) defined research design as refer to a plan, blueprint, or guide for data collection and interpretation and set rules that enable the investigator to conceptualize and observe the problem under study. Research design relates to the overall approach to the study. It is encompasses the methodology and procedures employed to conduct scientific research. We use questionnaire in order to collect the data. The purpose of research design is to study the community satisfaction whether they are satisfied with the community Wi-Fi that is provided by the government. Here is the flow of work to complete this research.

3.2.1 Flow of work

In first stage, we had chosen the title for this research is "The Effectiveness of Kampung Tanpa Wayar (KTW) Program on Community Satisfaction: A Case Study in Kampung Baru, Tatau". The problem and the objective have been stated in chapter 1.

In stage two we have collect information regarding our research from various valid sources from the internet, journals and books. That information is regarding the title and issues. This can be seen at chapter 2: Literature Review.

Then, we have been choosing location and target respondent which is at Kg Baru, Tatau, Sarawak. This is the local area people which enough for us to collect the data. The purpose is to select the place and target respondent.

We use questionnaires as method of survey in collecting the data from respondents to help us in doing this research. The sampling technique that we use is convenience sampling. We will distribute the 199 questionnaires which is sample size of our study to the population in Kg Baru, Tatau.

In stage three is collecting data for analyse and discussion. We will distributing the questionnaires during first weeks of semester and will collect it after respondents finish doing the questionnaire. After that, we will compile the data that we have been collect and analyse and discuss the result for our finding in chapter 4 of this research. We will use SPSS software to help us measures the data.

In stage four is about presentation. We will present the data in the table and graph form. This is to make sure that the data showed in correct ways and easy to understand. Besides, it is to show that the data that we analyse related to our research objectives.

3.3 Unit of Analysis

The unit of analysis is referring to the level of aggregation of data collected during the subsequent data analysis stage. In our study will address the community and their satisfaction toward the services provided in rural area in our research topic.

Consequently, the units of analysis will be gather and investigate the level of issue toward our subject. We have been choosing community of Kg Baru in Tatau as the focus subject for this research to measure community satisfaction towards community Wi-Fi in rural area. The total number of community in Kg Baru in Tatau is 734 peoples. This sample is sufficient for us to gather the information and examine the level of satisfaction toward our study.

Unit of analysis		
Units	Examples	Explanation of the units and examples
People	Community	Level of satisfaction of community towards service provided by the provider especially in KTW service.
Service	Community Wi-Fi	Level of feedback for the KTW service from the community in Kg Baru in Tatau.

Table 3.1 Unit of Analysis

3.4 Sample Size

Sample size deals with the issue of how many units should the researcher include or contract for the study without seriously compromising the reliability and the validity of the study. Sample size is important to select the most appropriate respondents in order to get a valid result when investigating the community satisfaction towards the community Wi-Fi. The target size of our study is 248 respondents which are the questionnaires were distributed in Kg Baru, Tatau. The survey questionnaires were distributed by the researches through population. Therefore, 199 survey questionnaires were distributed to residents in Kg Baru in Tatau with 80.24 percent response rate.

3.5 Sampling Technique

Sampling is the process of selecting a sufficient number of elements from the population which makes it easier to generalize such properties or characteristics to the population element (Sekaran, 2003). We are using convenience sampling technique to collect data and information of our target groups. Whereby, we are distribute the questionnaire which is design based on research objectives to our respondents which are from the targeted population that is selected for the study.

In this study, convenience sampling technique will be used to select the sample size of respondents. This sampling technique involves the selection of units are easily accessible. The advantages of this sort of testing are the accessibility and the quickness with which information can be accumulated. The disadvantages are the risk that the sample might not represent the population as a whole, and it may be one-sided by volunteers.

3.6 Measurement/Instrumentation

According to Sekaran (2005), the operationalization of the concept or constructs or variables in the conceptual framework is the heart of empirical research. He added that the definition of the concept must be clear and therefore, the operationalization will be less difficult. For example, our study is about community satisfaction towards the community Wi-Fi in the rural areas.

In our research, we have come out with scale or measurement that we used to investigate which have two parts:

I.   Participation among the community in the rural area and community satisfaction questionnaire.

II.   Demographic variables questionnaire (gender, age, race and education level)

Questionnaires made are in form of multi-language which is in English and Malay language. This table below will construct the measurement in this study.

No	Objective	Concept/Construct	Measurement	Question No
1	To study the effect of the program towards the community after community Wi-Fi service implemented.	Investigating the after effect by using community Wi-Fi.	Ordinal data type can be used.	Part B1
2	To study on the influence factor that contributes to the coverage problems of community Wi-Fi.	By using the personal experience in determining any influence factor that contributes to the coverage problems of community Wi-Fi.	Ordinal data type can be used.	Part B2
3	To study on the level of satisfaction of the community in the KTW program.	The definition is usually defined in conceptual framework.	Satisfaction level is usually can be gathered in ordinal.	Part C

Table 3.2 Data Analysis

3.7 Data Collection

The data for this study will be collected through distribution of questionnaires regarding our topic about a study on community satisfaction towards the community Wi-Fi. This method was choosing as to collect the information needed because the designed questionnaire could be sent to a large number of public or our respondent. We will use questionnaires to collect the data regarding our research from our respondent which is the population in Kg Baru, Tatau area. The respondents were given a time frame of about 15 minutes to complete the questionnaire. The questionnaire were then sorted and checked to ensure that they were properly, correctly and completely filled.

3.8 Data Analysis

Data analysis is the data that must be categorized and compared to establish some characteristics of importance as stated in the research objectives or goals. In order to analysis the data obtained from the respondents who answered the questionnaire we will use the IBM SPSS 20.0 software. The SPSS can help to arrange the data analysis. By using the SPSS, you can obtain data analysis easier, correct and faster. Data analysis can helps to getting better data, test the goodness of the data and testing the hypothesis developed for the researcher.

3.9 Conclusion

In this chapter, the research design, units of analysis, sample size, sampling techniques, measurement and instrumentation, data collection and data analysis of this study has been described. The research methodology above will be used to determine the findings for this study. In the following chapter, data analysis and findings will be discussed in detail.

CHAPTER 4

FINDING ANALYSIS

4.1 Introduction

This chapter mentioned about the finding and analysis from respondents that involve in the study, followed by the test of measurement accuracy, statement about variables, the inter-relation, the hypothesis test or subsequently the summary of the finding.

4.2 Demographic Data

This record is the summary about the sample survey and also its measurement.

	Demographic Profile	Percentage (%)	Frequency
1. Gender			
	Male	54.3	108
	Female	45.7	91
2. Age			
	Below 20	22.1	44
	21 – 30	46.2	92
	31 – 40	24.6	49
	41 – 50	4.5	9
	Above 51	2.5	5
3. Race			
	Melanau	61.3	122
	Iban	18.6	37
	Malay	16.1	32
	Chinese	2.0	4
	Others	2.0	5
4. Education Level			
	UPSR	9.5	19
	SRP/PMR	16.1	32
	SPM/STPM	58.8	117
	Diploma	11.1	22
	Bachelor Degree	4.5	9

N = 199

Table 4.1: Descriptive Statistics

Table 4.1 showed the first distribution about respondent which in accordance to gender. It showed the dominance of the respondent used to be male (54.3 %) and the remaining respondent was female (45.7 %). This is due to the fact the majority community of Kg Baru, Tatau were male population whilst the rest were female. This is because most of the population in the community were male regardless on their age especially at range of 21 – 30 years old.

Second distribution of the respondent are according to the age. The table showed that most of the respondent are at the age of 21 – 30 years old (46.2%). Second majority is at the age range of 31 – 40 (24.6%) and followed by at the age range of below 20 (22.1%). While for least are at the age range of 41 – 50 (4.5%) and above 50 (2.5%). The reason because majority of the KTW program users are youth and then followed by the young adult. Youth category can be classify at the age range of 21 until 30 years old and young adult category were 31 – 40 years old, and the adult category were at the age range of 41 – 50 years old and senior citizen at the range of 51 years old and above.

The third distribution of the respondent are according to the population races. Majority of the population were Melanau (61.3%) while the rest were Iban (18.6%), Malay (16.1%) and Chinese (2.0%). The others (2.0%) population were Kadayan and Bidayuh. This is most of the respondent that populated in Kg Baru in Tatau are Melanau. While the rest are population that populated in the area are people who are living in Kg Baru due to job and mix marriage.

Finally the fourth distribution of respondent was according to their education level. Most of the community have at least SPM/STPM education level (58.8%) which are majority SPM/STPM holder contributed by the teen and the youth respondent. Then followed by SRP/PMR holder (16.1%) and Diploma holder (11.1%). While the UPSR (9.5%) holder on

second least and the fewest are Bachelor Degree (4.5%) holder. This is because in Kg Baru most of educated respondent are at the range SPM/STPM and SRP/PMR holder. While for the Diploma holder are respondent that graduated recently, and the UPSR holder only 19 respondent because majority of the holder are senior citizen. The least number are Bachelor Degree holder because most of the holder are respondent that working in the area as teachers.

4.3 Reliability Test

Reliability can be utilized as an appraisal apparatus to gauge the level of stability and consistency of an outcome delivered (Whitelaw, 2001). Reliability additionally can be alluded as the consistency of score that got by received on interchange types of a similar test. Thus the for the most part utilized unwavering quality file known as Cronbach's Alpha, which gives the determination of between thing consistency correlation reliability. Cronbach's Alpha run from 0 to 1.00 in which the value with near 1.00 means it had a high consistency (Wells and Wollack, 2003). Consequently, the means running from 0.5 to 0.6 were sufficient for exploratory reviews as indicated by Nunnally (1967) and Dimovski (1994) furthermore in the scope of 0.70 were worthy and more than 0.80 were great unwavering quality (Sekaran, 2003).

ALPHA COEFFICIENT RANGE	STRENGTH OF ASSOCIATION
0.0 – 0.59	Worst
0.6 – 0.69	Acceptable
0.7 – 0.79	Good
0.8 0.89	Very Good
0.9 – 0.99	Excellent
1.00	Perfect

Table 4.2: Reliability of Cronbach's Alpha

	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
1. DV Satisfaction Towards Community Wi-Fi	0.814	0.826	6
2. IV Effect on Community Wi-Fi Services	0.883	0.895	6
3. IV Factors Influence The Coverage Of The Community Wi-Fi	0.802	0.826	6

Table 4.3: Reliability Test

Based on table 4.3, the Alpha value for the dependent variable which is the satisfaction towards community Wi-Fi was 0.814. Thus, the reliability value with the range of 0.70 was acceptable (Sekaran, 2003). Therefore, this value shows that the 0.814 were acceptable reliability value.

Second data showed the Alpha value for the independent variable which is the effect on community Wi-Fi Services was 0.883. Thus, the reliability value with the range of 0.70 was acceptable (Sekaran, 2003). Therefore, this value shows that the 0.883 were acceptable reliability value.

Third data showed the Alpha value for the independent variable which is the factors influence the coverage of the community Wi-Fi was 0.802. Thus, the reliability value with the range of 0.70 was acceptable (Sekaran, 2003). Therefore, this value shows that the 0.802 were acceptable reliability value.

4.4 Correlation Analysis

According to Crossman (2011), correlation is a term that refers to the strength over a relationship in two variables. It is also the process on analysing the strength of that relationship including accessible statistical data. Besides, strong correlation means that two variables have a strong relationship with each other. Meanwhile, weak correlation means that the variables are hardly related.

Size of Correlation	Interpretation
0.90 to 1.00 (-0.90 to −1.00)	Very high/strong positive (negative) correlation
0.70 to 0.90 (-0.70 to -0.90)	High/strong positive (negative) correlation
0.40 to 0.70 (-0.40 to -0.70)	Moderate positive (negative) correlation
0.20 to 0.40 (-0.20 to -0.40)	Low/Weak positive (negative) correlation
0.00 to 0.20 (0.00 to -0.20)	Little if any correlation

Table 4.5: Guildford Rule of Thumb (Hinkle, Wiersma, & Jurs, 2003)

Correlation coefficients can range from -1.00 to +1.00. The value of -1.00 represents a perfect negative correlation, it means that the value of one variable increases, the other decreases. Meanwhile, a value of +1.00 represents a perfect positive relationship meaning that the value of one variable increases, the other one also increases. A value of 0.00 meaning that there is no relationship between the variables being tested.

Objective 1: To identify the effect of the program towards the community after community Wi-Fi service implemented

Hypothesis (1) can be referred as follows:

H0: There is no effect of the program towards the community satisfaction

H1: There is an effect of the program towards the community satisfaction

		Total_Wifi	Total_Satisfaction
Total_Wifi	Pearson Correlation	1	.313**
	Sig. (1-tailed)		.000
	N	199	199
Total_Satisfaction	Pearson Correlation	.313**	1
	Sig. (1-tailed)	.000**	
	N	199	199

**. Correlation is significant at the 0.01 level (1-tailed).

Table 4.6: Correlation Analysis between effect of the KTW program and level of community satisfaction

Table above showed that there was a positive significant correlation between effect of the KTW program and level of satisfaction

$$(r\,(199) = 0.313, \text{sig. value}, p < 0.01 = 0.000)$$

Therefore, the finding had accepted the alternate hypothesis (H1) and rejected the null hypothesis (HO). So, there was significant relationship between community Wi-Fi service quality and level of satisfaction

4.5 Mean Analysis

In this analysis, mean is used to show which factors that contributes more towards the coverage problem. Mean that has the highest value considered as the most influenced factor.

Objective 2: To study on the influence factor that contributes to the coverage problem of community Wi-Fi

Hypothesis (2) can be referred as follows:

H0: There is no influence factors that contributes to the coverage problem of community Wi-Fi

H2: There are influence factors that contributes to the coverage problem of community Wi-Fi

Factors	Mean	Std. Deviation	N
1. Adverse weather conditions	**3.6030**	0.54385	89
2. The number of users that too many	3.4889	0.49788	15
3. Wi-Fi transmitter located far from focus area	3.5000	0.51808	84
4. Network range and distance between devices affect the coverage	3.4983	0.52350	98
5. Physical obstruction reducing wireless performance	3.5105	0.51849	111
6. Least number of transmitter installed	3.5183	0.53023	91

Table 4.7: Mean Analysis between influence factors and coverage problem

In the table, it showed that the most influence factor is the first item which is adverse weather conditions.

Based on mean test, the first item has a highest mean = 3.6030 among six items

Therefore, H2 is accepted.

4.6 Descriptive Statistic

Descriptive data is used to show the level of satisfaction of the community that using the community Wi-Fi. Besides, this data showed the minimum, maximum, mean and standard deviation of the level of satisfaction of the community.

Objective 3: To examine the level of satisfaction of the community in the KTW program

Hypothesis (3) can be referred as follows:

H0: The level of satisfaction of the community is not high

H3: The Level of satisfaction of the community is high

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
MeanSatisfaction	199	1.83	4.83	3.4698	.54632
Valid N (listwise)	199				

Table 4.8: Descriptive statistics of the level of satisfaction

Table above showed that the level of satisfaction of the community is moderate because the mean value = 3.47

Therefore, the finding had accepted the null hypothesis (H0) and rejected the alternative hypothesis (H3). So, H3 is not accepted as the table showed the level of the community is moderate and not high.

4.7 Conclusion

This chapter discussed about the findings from the data that already key in the SPSS. The findings include the respondent demographic profile, reliability test, effect of the KTW program towards the community, the influence factors that contribute to the coverage problem of community Wi-Fi and level of satisfaction of the community towards the community Wi-Fi. These findings are following the research objectives and research question in this study.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 Introduction

The purpose of this research is to study on community satisfaction towards community Wi-Fi in rural area at Kg Baru, Tatau. In this chapter, it basically discussed about the findings of the study and concluded about the subject matter. Besides that, the researcher also attempts to show the validity and whether the research objective had been achieved as well as like answering the research question that had been carried out earlier. Furthermore, this chapter additionally discussed about limitation of the study and the suggestion for further research before conclusion can be made.

5.2 Limitations

The study was conducted in rural area at Kg Baru, Tatau. The subject is to study on community satisfaction towards the community Wi-Fi. The respondent of this study were the village people which consisted of 199 respondents. The limitation from our research study as follows:

5.2.1 Lack of contribution among senior citizen

The limitation that faced by the researchers during conducting this research was the lack of contribution among the senior citizen. They did not interested to fill in the questionnaire because they feel that it just a waste of time. In addition, most of the senior citizen did not know how to read and write. Other than that, they want a reward if they answered the questionnaire .This limitation makes the researchers had difficulties to ensure all the senior citizen answered the questionnaire.

5.2.2 Sample size

The sample size is an important characteristic about any empirical study in which the purpose is in accordance with make inferences about a population from a sample. The limitation faced by the researchers is that the research study was conducting in one place which is at Kg Baru, Tatau only. The researchers could not make the research study at the whole population in Tatau. Besides, there are two villages at the same area which is Kg Baru and Kg Dagang and the researchers only chosen the Kg Baru as the place for their research study.

5.2.3 Communication

Communication is the practice about conveying supposed meanings from certain nature or group in accordance with another through the uses on at the same time with understood signs and symptoms and semiotic rules. When conducting this research, communication between the researchers and the target group are not fully satisfied as the senior citizen could not understand the language that the researchers used. Furthermore, the senior citizen prefers to speak in Melanau language rather than Malay and English language.

5.3 Recommendations

Based on the research study, the researchers had provided several recommendations in order to increase the satisfaction towards the community Wi-Fi. Therefore, these recommendations generated into report based on the respondent suggestion towards the improvement of the services in order to meet their satisfaction in future.

5.3.1 Upgrade better community Wi-Fi in term of coverage

The coverage issue is one of the major issue that faced by the community in Kg Baru, Tatau because dissatisfaction occurred due failure in coverage. Therefore, the KTW program should take action in order to provide better coverage through the improvement of their services in future. The upgrading of their service should include especially in coverage in order to minimize any issues regarding coverage. Due to the improvement, the internet connection will be smoother and easy to access because it can overcome any connection limit during peak hour. Besides that, the KTW program also should install more transmitters in order to get better connection performance. So, it will reduce the issue regarding the network range and distances between devices. Better coverage of the internet will increase the signal range between the hotspot and make the speed connection increase.

5.3.2 Provide IT skills classes

The KTW program is a program that requires new skills especially in rural area because it is new thing conducted by the government in order to increase the life quality among the community. Then, the program also providing opportunities towards rural community to enjoy the benefit of having access to internet. Therefore, conducting IT skills classes is important because not every community in that area are capable to use the services. Besides that, the senior citizen is the focus group for the improvement because nowadays, any

government services provided through the internet. The program also related to the e-government which will ease the community to get access to government website in order to get information. By providing the classes will enhance their IT skills and make them more familiar with the new skills such as IT skills.

5.3.3 No limit on time of use

The limitation in using the services also is one of the main issues that faced by the community in Kg Baru, Tatau. Therefore, the community suggested to eliminate time limit of using the services. Even though the program put limitation three hours on using the services, it is also not enough for the community especially on youth which using the services to have more entertainment in daily life. By creating no limitation on time usage also will provide better satisfaction towards the program because the objective of the research study conducted is to create good satisfaction among the community that using the community Wi-Fi services.

5.4 Implications

Based on the research study, the researchers had provided several implications which is something that is suggested, or happens, indirectly. Therefore, these implications generated into report based on the effect towards the study directly or indirectly.

5.4.1 Conduct future improvement

Improve more effort to increase the service quality that provided before the study conducted. Future improvement will help the government to create better program which will increase the success rate for the program to be exercised. Besides that, when the improvement become priority for the government to achieve the effectiveness, it is also will generate better feedback which will help the program become successful.

5.4.2 More KTW program exercises

Due to the effectiveness of the program, the government will conduct more program based on community Wi-Fi sooner. More program are exercises because the government can identified whether the program are successful or not in certain area. Therefore, they will create more program in order to increase the IT skills among the community which are lack with knowledge regarding the program especially in KTW.

5.4.3 Digital generation literacy

The implication of the KTW program also can be seen through the digital generation literacy because they are manage to create youth with average IT skills. It is also in accordance with the current era which is IT global era that require lot of skills regarding internet. Besides that, it is necessary for the youth to learn on IT because nowadays the government mostly use the IT in order for the community to get access into their portal to gain information faster and effective. Therefore, those digital generation literacy will continued to improve their IT skills in future.

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APPENDIX

UNIVERSITI TEKNOLOGI MARA

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

BACHELOR OF ADMINISTRATIVE SCIENCES (HONS)

(AM228)

Dear respondent,

We are from the Faculty of Administrative Science and Policy Studies in UiTM Samarahan. Currently, we are pursuing Bachelor of Administrative Science. As a requirement for our ADS511 (Research) paper, we are conducting a research on **"The Effectiveness of KTW Program on Community Satisfaction: A Case Study in Kg Baru, Tatau"**. Therefore, we need your sincere cooperation in completing this questionnaire. First and foremost, thank you in participating in our research. We would appreciate that if you could spend few minutes of your time to complete the questionnaire. The data collected will be used for the academic and research purpose only. Your participation is completely voluntary and the information kept is strictly confidential.

Responden yang dihormati,

*Kami dari Fakulti Sains Pentadbiran & Pengajian Polisi di UiTM Samarahan. Sekarang kami meneruskan pengajian dalam Ijazah Sarjana Muda Sains Pentadbiran (Kepujian). Sebagai keperluan subjek dan kertas kerja ADS 511 (Kajian), kami mengendali satu kajian dalam "**Keberkesanan Program KTW Terhadap Kepuasan Komuniti: Kaji Selidik Di Kg Baru, Tatau**". Oleh itu, kami memerlukan kerjasama ikhlas dalam melengkapkan soal selidik ini. Pertama sekali, terima kasih atas penyertaan anda di dalam kajian ini. Kami amat menghargai jika anda sanggup meluangkan masa selama beberapa minit untuk melengkapkan soal selidik ini. Data yang dikumpul akan digunakan untuk tujuan akademik dan kajian sahaja. Penyertaan anda adalah secara sukarela sepenuhnya dan maklumat akan disimpan dan dirahsiakan secara tegas.*

Thank You/*Terima Kasih.*

Researchers/*Penyelidik* : Mohd Zulfikar Bin Zaili   (0172207244)

Rexmision Mike Anak Napis   (0145872172)

Section A: Respondent's Demographic Profile
Seksyen A: Profil Demografi Responden
Please tick (√) the appropriate box for each of the following questions.
Sila tandakan (√) pada kotak yang bersesuaian untuk setiap soalan berikut.

1. Gender *(Jantina)*

   Male/*Lelaki*

   Female/*Perempuan*

2. Age *(Umur)*

   below/*bawah* 20

   21 – 30

   31 – 40

   41 – 50

   above/*atas* 51

3. Race *(Race)*

   Melanau/*Melanau*

   Iban/*Iban*

   Malay/*Melayu*

   Chinese/*Cina*

   Others/*Lain-lain*

   Please specify *(Sila nyatakan)*: _____

4. Education Level *(Tahap Pendidikan)*

   UPSR

   SRP/PMR

   SPM/STPM

   Diploma

   Bachelor Degree/*Sarjana Muda*

   Master/*Sarjana*

   Others/*Lain-lain*

   Please specify *(Sila nyatakan)*: _____

Section B (1): Effect on Community Wi-Fi Services.
Seksyen B (1): Kesan Servis Komuniti Wi-Fi.

Please circle (O) the appropriate box for each of the following questions.
Sila bulatkan (O) pada kotak yang bersesuaian untuk setiap soalan berikut.

1	2	3	4	5
Strongly Disagree / *Sangat Tidak Setuju*	Disagree / *Tidak Setuju*	Neutral / *Natural*	Agree / *Setuju*	Strongly Agree / *Sangat Setuju*

1. If the "kampung tanpa wayar" program provide opportunities towards rural community to enjoy the benefit of having access to internet?
Adakah program kampung tanpa wayar memberi peluang kepada komuniti luar bandar untuk menikmati kemudahan mengakses internet?

1	2	3	4	5

2. If the "kampung tanpa wayar" program can bring benefits to the level of IT skills among community?
Adakah program kampung tanpa wayar dapat memberi kebaikan terhadap tahap kemahiran penggunaan IT kepada masyarakat setempat?

1	2	3	4	5

3. If the "kampung tanpa wayar" program can affect on quality of IT skills among community?
Adakah program kampung tanpa wayar dapat memberi kesan terhadap kualiti kemahiran dalam penggunaan IT kepada masyarakat setempat?

1	2	3	4	5

4. If the program need to be improved in the future?
Adakah program tersebut perlu dipertingkatkan di masa yang akan datang?

1	2	3	4	5

5. Should the *"kampung tanpa wayar"* program be upgraded so that IT exposure to the rural community as a whole can be expanded?
Wajarkah program kampung tanpa wayar ini dinaik taraf supaya pendedahan IT terhadap warga komuniti di kawasan luar bandar diperluas secara menyeluruh?

1	2	3	4	5

6. Are you satisfied with the service received from the *"kampung tanpa wayar"* program?
Adakah anda berpuas hati terhadap servis yang diperolehi daripada program kampung tanpa wayar tersebut?

1	2	3	4	5

Section B (2): Influence factors which contribute to the coverage problem of the community Wi-Fi.

Seksyen B (2): Faktor yang mempengaruhi kepada masalah liputan komuniti Wi-Fi.

Please Circle (O) the appropriate box for each of the following questions.

Sila tandakan bulat (O) pada kotak yang bersesuaian untuk setiap soalan berikut.

1	2	3	4	5
Strongly Disagree / *Sangat Tidak Setuju*	Disagree / *Tidak Setuju*	Neutral / *Natural*	Agree / *Setuju*	Strongly Agree / *Sangat Setuju*

1. Adverse weather conditions.
   Keadaan cuaca buruk.

1	2	3	4	5

2. The number of users that too many.
   Jumlah pengguna yang terlalu ramai.

1	2	3	4	5

3. Wi-Fi transmitter located far from focus area.
   Pemacar wi-fi terletak jauh daripada kawasan tumpuan.

1	2	3	4	5

4. Network range and distance between devices affect the coverage.
   Liputan rangkaian dan jarak antara peranti mempengaruhi liputan.

1	2	3	4	5

5. Physical obstruction reducing wireless performance.
   Halangan fizikal mengurangkan prestasi liputan.

1	2	3	4	5

6. Least number of transmitter installed.
   Jumlah pemacar yang dipasang sedikit.

1	2	3	4	5

Section C: Satisfaction Towards Community Wi-Fi.
Seksyen C: Tahap Kepuasan Terhadap Wi-Fi Komuniti.
Please tick (√) the appropriate box for each of the following questions.
Sila tandakan (√) pada kotak yang bersesuaian untuk setiap soalan berikut.

1	2	3	4	5
Not Very Satisfied / *Sangat Tidak Berpuashati*	Not Satisfied / *Tidak Berpuashati*	Not Sure / *Tidak Pasti*	Satisfied / *Berpuashati*	Very Satisfied / *Sangat Berpuashati*

No	Questions / Soalan	1	2	3	4	5
1	Improved the standard of living of the community in terms of education and telecommunications. *Meningkatkan taraf hidup komuniti dari segi pendidikan dan telekomunisasi.*					
2	Community satisfied with the current level of internet speed. *Tahap kelajuan internet yang sedia ada bertepatan dengan kepuasan komuniti.*					
3	Internet can be accessed without any problems or difficulties. *Internet dapat diakses tanpa sebarang masalah atau kesukaran.*					
4	There is no problem encountered when surfing the internet during peak hours. *Tiada masalah dihadapi ketika melayari internet pada waktu puncak*					
5	Satisfied with the internet network speed. *Kelajuan rangkaian internet yang memuaskan.*					
6	Internet coverage that always stable. *Liputan internet yang sentiasa stabil.*					

Section D: Suggestions for Improvement.

Seksyen D: Cadangan Penambahbaikan.

Thank You/*Terima Kasih*.