

M - BUSINESS FUTURE IN KLANG VALLEY:
THE ACCEPTANCE OF THE INTERACTIVE SERVICES
IN MAXIS EASY ACCESS 64K SMART CARD

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ABSTRACT

The main aim of the study is to analyze whether the M-Business application in the Maxis EasyAccess 64K Smart Card interactive services will accept by people in Klang Valley. Among the main aspects in this survey is the measurement of satisfaction toward the services, acceptance to the application in interactive services and people trust on M-Payment.

Four hundred people were taken as respondents in the survey. They are mainly people in Klang Valley. The main result obtained from the surveys most respondents' accept to use the services that provide by Maxis EasyAccess. In this study also come out with people trust towards M-Payment. The result shows the most of them not trust and afraid to use the M-Payment that provide by Maxis EasyAccess.

Computer Packages such SPSS (Statistical Package for the Social Scientist) and Microsoft Excel were extensively used in data processing and analysis of this project. Among the statistics test which were used in this survey are t-test for independent samples, Chi-Square test for independence and Cramer's V-Statistics Contingency Coefficient.

This survey is to find out the attributes which are needed to be given more concern in improving the quality of services and get the people acceptance to use the Maxis EasyAccess 64K Smart Card interactive services.

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CHAPTER I

INTRODUCTION

1.1 Background Of The Problem

At the past century, before we have telecommunication system people contact each others by send the letter. It takes a long time to receive the news. It depends on how far the destination is. Nowadays destination not the issue how far the letter must be send, it is because we have transportation to make the fast delivery. If the letter must be sent over the country they can send by the plane or ship and local delivery they send by the motorcycle or van, but it also not the fastest way to send the news.

After the telecommunication system were implemented people getting the information faster than letter. People can talk to each other even at oversea. They can send the information direct to the person that they want. It is the wire communication style; it was having limitation of usage. People can use the telecommunication at the telephone port.

Nowadays wireless communication is the most popular usage to send the news and information. It is because they can call it at unlimited place as long the place have