

**UNIVERSITI TEKNOLOGI MARA**

**ANALYSIS OF THE TECHNOLOGY  
ACCEPTANCE MODEL IN  
EXAMINING EXTERNAL USER'S  
SATISFACTION TO USE MYCOID  
2016 PORTAL: A STUDY OF SSM, KL  
SENTRAL**

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## **ABSTRACT**

Today's technological sophistication has forced the world to cope with technological advances worldwide. This includes government and private agencies in Malaysia. Nowadays, the increasing use of the online system in the public service in Malaysia is growing and improving better. Public Agencies in Malaysia have adopted the MyCoID system since 2012 in the purpose of their public services. However, the uses of MyCoID has been improvised and specified into MyCoID 2016 Portal for companies' registration services. For example, company registration to facilitate the smooth running of registration applications in the organization. The use of this system helps to reduce bureaucracy, time-saving, cost-cutting and period of approval. Thus, this dissertation seeks to analyze the Technology Acceptance Model (TAM), in measuring the satisfaction of the external users to use the MyCoID 2016 Portal system. This study is based on data findings from 379 respondents of external users who have the experienced in using MyCoID 2016 Portal in measuring their satisfaction on how MyCoID 2016 portal system helps them in filling their submission application via online services and how the system reflected their satisfaction while using it. Descriptive analysis and multiple regression were utilized to analyse the data. The findings reveal that positive satisfaction of external users in using MyCoID 2016 portal system and it shows that factors such as PEOU, PU and trust have a positive relationship with satisfaction among the external users. The output from this study helps to identify the level of satisfaction of external users in using MyCoID 2016 portal system. This valuable input can help the organization to evaluate the needs of external users and improvise its portal system as friendly users. The variables could be used to measure the satisfaction of external users in using MyCoID 2016 portal system. Not only that, it is provided for the organizations itself and other public agencies.

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# CHAPTER ONE

## INTRODUCTION

### 1.1 Preamble

As Malaysia is looking forward towards achieving their goal of becoming the developed nation 2020, the usage of the electronic system either in public or private sector has been accepted widely by both sectors as it helps to improve the organization's operations and efficiency. Along with this improvement, the Companies Commission of Malaysia or mostly known as SSM also use the benefit of the electronic system in their administration. Furthermore, SSM is well known as a statutory body and even the main character in improving the administration level of corporate governance which the use of electronic system helping them in serving better for the nation. Since 2016, SSM is enhancing and developing a lot of different electronic system for the benefit of their user, such as by upgrading the Malaysia Corporate Identity (MyCoID) 2016 Portal. This implementation is a means for doing online the incorporation of the company and helps the Companies Act 2016 to be executed efficiently.

Before MyCoID 2016 Portal has been introduced, registration of companies' incorporation in SSM used the manual and physical method, namely physical document submission via the counter. Public needs to fulfill any form related for incorporation requirement and submit it through the counter. The forms are available at the counter of company registration, SSM. The forms were categorized based on the usability of services such as based on old Companies Act 1965, Form 49 known as Change of Appointment or resignation of Director, Company Secretary or Manager. After the submission and payment received through the counter, the process of check and approval by the officer will take fourteen days of working days. The information data of companies will be kept in the SSM internal system called CBS (Companies Business System). The CBS system is the central system for companies' registration system in SSM. SSM's clerks will key in the data submitted by company secretaries into the CBS system, and officers will doing screening between the data information from CBS system and application form either it tallies or not. Then, after the approval, the public can purchase the updated information of companies through the supply of companies' information provided by SSM, namely E-Info. Looking forward,