

FACTORS THAT AFFECTS EMAIL USAGE TOWARDS  
EMPLOYEES:  
A CASE STUDY AT DEWAN BANDARAYA KUALA LUMPUR

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# TABLE OF CONTENT

Page

Acknowledgement	O.....	I
Table OfContents	".....	II
List ofTables	CO.....	IV
List ofFigure.....		V
Abstract	0...	VI
Chapter 1		
Introduction		
1.1 Background Of Study	".....	1
1.2 Problem Statement.....		4
1.3 Research Objectives.....		5
1.4 Research Question	".....	5
1.5 Scope Of Study	".....	6
1.6 Significant Of Study	".....	6
1.7 Limitations of the Study.....		8
1.8 Definition Of Terms.....		8
Chapter 2		
Literature Review		
2.1 Introduction	.....	12
2.2 Factors That Affects Email Usage Towards Employees".	.....	14
2.2.0 Email.....		14
2.2.1 Motivation	".....	16
2.2.2 Effective Communication		21
2.2.3 Knowledge Sharing.....		23
2.3 Relationship between Technology Acceptance Model with three independent variables		26
2.4 Conceptual Framework		27
2.5 Hypothesis.....		30
Chapter 3		
Research Methodology		
3.1 Research Design.....		31
3.2 Unit of Analysis.....		32
3.2.1 Population.....		32
3.3 Sample Size	".....	32
3.4 Sam.pling Technique.....		33
3.6 Data Collectioll	".....	35
3.7 Data Analysis	"..	37
Chapter 4		
Data Analysis		
4.1 Introduction	.....	40
4.2 Profile Respondents.....		40
4.3 Frequency Atlalysis.....		42
4.4 Reliability Analysis.....		43
4.5 Test of Normality.....		44
4.6 Findings of the Study.....		45

## ABSTRACT

In this study, the researcher is focus on the factors that affects enlail usage towards employees: A Case Study at Tower 2, Dewan Bandaraya Kuala Lumpur (DBKL). The purpose of the study is to study the relationship between motivation, effective communication and the knowledge sharing with the email usage towards employees at Tower 2, Dewan Bandaraya Kuala Lumpur (DBKL). This research was conducted to learn how email can benefited to the organization and employees as well. This research emphasize on the purpose of conducting by examining how several factors lead to the employee's perception towards email usage such as motivation, effective communication, and knowledge sharing. For this study, strastified sampling technique were used and about 122 questionnaires were returned from 127 questionnaires given. The respondents were the employees at Tower 2, Dewan Bandaraya Kuala Lumpur (DBKL) and in this study several methods being used like descriptive analysis, frequency analysis, test of normality, reliability analysis, and pearson correlation. Based on the research, there are two factors; i.e effective communication and knowledge sharing indicate that there is positive relationships with factors that affect email usage towards employees. Meanwhile, motivation indicate that there are moderate relationship with the employee's perception towards email usage.

## CHAPTER I

### INTRODUCTION

#### 1.1 Background of the Study

Dewan Bandaraya Kuala Lumpur (DBKL) has begun their operation on 1 February 1972 and it has been administered by one of the corporation sole namely high commissioner capital later has been change to the Mayor Kuala Lumpur. Dewan Bandaraya Kuala Lumpur are responsible in giving the services of cleanliness and garbage disposal, beauty of the city that are located near at Kuala Lumpur area, and manage all the activity such as road maintenance, drainage, river and especially urban development. Apart from that, it also manages on the squatter settlements, manufacture and control of business license. These organisations were located at Jalan Raja Laut center of Kuala Lumpur city and also have branch office at other place.