THE STUDY ON RELATIONSHIP BETWEEN TECHNOLOGY ACCEPTANCES MODEL TOWARD EMPLOYEE MOTIVATION USING TECHNOLOGY

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ABSTRACT

The importance of using a technology in the workplace allows businesses to expand quickly and efficiently hence, technology cannot be effective unless they are used. In this study, the researcher focus to study on relationship between Technology Acceptance Model (TAM) toward employees' motivation in Manjung Municipal Council (MMC). Questionnaires were given to 60 respondents that selected randomly from MMC employees' list names. The data was collected through questionnaire distributed personally then been analyzed by using SPSS software. The descriptive statistics were employed to analyze the data and answer the research question of the study. Descriptive statistic like means, standard deviation and percentage appropriate were used to describe research questions of the study. The result demonstrated that, some TAM construct had direct and indirect effect on employees' motivation in MMC in using technology.

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INTRODUCTION

Background of the Study

The aim of this research is to study the relationship between technology acceptance model (TAM) toward employee's motivation in using technology. The technology acceptance model (TAM) is an information systems theory that models how peoples accept and use that technology and it is originally developed by Fred Davis in 1989. It also provides a valid and reliable measure that foretells the adoption of new technologies by ultimate consumer (Davis et. al., 1989).

One important and well-received revision of TAM has been the entrance of social influence processes in predicting the usage behavior of a new technology by its users (Vankatesh and Davis, 2000). According to Taylor and Tod (1995), perceived ease of use and perceived usefulness are two specific beliefs which have been suggest by TAM and these two variable, determine one's behavioral intention to use a technology.

According to Heathfield, employees' motivation is an employees' inner enthusiasm about and drive to carry out activities related to work. Internal drive that causes an individual to decide to take action is the meaning of motivation (2016). Employee motivation is the combination of needs and expectations from work and the workplace factors that enable employee either to motivate or not. Somehow, these variables make the process of motivating employees so challenging.