MODELLING THE ACCEPTANCE FACTORS TO USE GREEN TECHNOLOGY (MyHR2U) IN A SUCCESSFUL FINANCIAL INSTITUTION IN MALAYSIA

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JULY 2014

DECLARATION OF ORIGINAL WORK

**BACHELOR OF BUSINESS ADMINISTRATION
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"DECLARATION OF ORIGINAL WORK"**

We, Mohd Fadzel bin Juhari (I/C Number: 911231 14 6849) and Putri Anis Najwa binti Megat Mudzaffar, (I/C Number: 910806 11 5660)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally and overseas, and is not being concurrently submitted for this degree or any other degrees.

- This project- paper is the result of my independent work and investigation, except where otherwise stated.

- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically knowledge.

Signature: _____   Date: _____

Signature: _____

LETTER OF SUBMISSION

4th July 2014

Coordinator program BM223

Faculty of Business Management

Universiti Teknologi Mara Kampus Bandaraya Melaka,

110 Off Jalan Hang Tuah,

75300 Melaka.

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled **"Modelling the Acceptance Factors to Use Green Technology (MyHR2U) in a Successful Financial Institution in Malaysia"** to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara.

Thank you.

Sincerely,   Sincerely,

_____   _____

MOHD FADZEL B. JUHARI   PUTRI ANIS NAJWA BT. MEGAT MUDZAFFAR

ABSTRACT

Green information technology can enhance the productivity of workers. Many organizations have implemented ubiquitous or required IT system for their employees but have not studied the acceptance of the technology by their employee populations. This study is aimed to determine the acceptance factors of Green Technology (MyHR2U) users in successful banking services in Malaysia. This is done by modelling modified Unified Theory of Acceptance and Use of Technology (UTAUT) into a framework to examine what factors are contributing to users' Acceptance to Use Green Technology (AUGT). The selected factors in the framework are obtained from the original model, Performance Expectancy (PE), Effort Expectancy (EE), Social Influence (SI) and Facilitating Conditions (FC), with added two other variables in the framework Access to Financial (AF) and Access to Information (AI).

Survey questionnaire was used to collect the data needed, which was adapted and modified from the previous researchers. The respondents were employee from one of the successful financial institution in Malaysia. Data collected was analysed using SPSS and the methods of analysis were frequency analysis, reliability analysis, descriptive statistics and Pearson's correlation. The findings of this study revealed that there were significant correlation between PE (r=0.600, p=0.000), EE (r=0.474, p=0.000), SI (r=0.394, p=0.004), FC (r=0.458, p=0.001), AF (r=0.530, p=0.000), AI (r=0.569, p=0.000) and AUGT.

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