

UNIVERSITI TEKNOLOGI MARA

**FACTORS INFLUENCING USER
ADOPTION OF MALAYSIA
CYBER SECURITY CLINIC
(MYCSC) SERVICES**

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Thesis submitted in fulfilment
of the requirements for the degree of
Master of Science in Information Management

Faculty of Information Management

November 2017

ABSTRACT

The aim of this study is to examine the factors influencing the user to adopt Malaysia Cyber Security Clinic (MyCSC) services, building upon the models of previous studies, a framework consisting of eight variables was developed. The eight variables, namely performance expectancy, effort expectancy, social influence, facilitating conditions, perceived trust, IT technical skills, personal IT innovativeness and problem complexity were hypothesized to have a significant effect on the user behaviour intention to adopt MyCSC services. The findings suggests that 54.9% of the variance in the user behaviour intention to adopt MyCSC services can be explained by the combination of effort expectancy, social influence, perceived trust, personal IT innovativeness and problem complexity. Employing a survey research method involving 213 respondents who were existing customers of CyberSecurity Malaysia (CSM), the results of the analysis showed that five hypotheses were supported and three variables (performance expectancy, IT Technical skills and facilitating conditions) were not supported. The findings of this study should capture the interest to both researchers and practitioners. The framework used in this study can be further tested by researchers to study the adoption of other technologies or services such as electronic services (e-services), internet banking services and mobile learning. As for the practitioners, they can use the findings to understand the factors that influence customers and to craft the right policies and sound marketing plans to draw more customers to use their respective technologies or services.

Keywords: Malaysia Cyber Security Clinic (MyCSC), user adoption, behaviour intention.

ACKNOWLEDGEMENT

Alhamdulillah, praise to Allah the Almighty for the opportunity for me to complete this quest successfully. I would like to express my deepest gratitude to my supervisor, Assoc. Professor Dr. Mohamad Noorman Masrek. His patience, understanding, encouragement, excellent guidance and broad knowledge have helped me to complete this study.

I am thankful to my late parents; YBhg. Dato' Hj Ahmad Awang and YBhg. Datin Hjh Rahmah Abd Hamid and my parents-in-law; Encik Mohd Jabar @ Ibrahim Ismail and Puan Noriah Salleh for their continuous supports extended to myself and my family throughout the period of this journey.

My sincere appreciation also goes to my dearest wife; Puan Haniza Mohd Jabar @ Ibrahim and my children; Hafidz, Hakeem, Aliyah, Haseef and my daughter-in-law Shuhada who are my inspiration in going through all the obstacles in completing this study.

I am also thankful to my superiors at CyberSecurity Malaysia YBhg Dato' Dr Amirudin Abd Wahab, Dr Zahri Yunus, my colleague Cik Syafiza and all members of the staff of CyberSecurity Malaysia who have contributed direct or indirectly in my research.

Finally, I would like to thank those persons who helped me in one way or another while I was working on this study.

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CHAPTER ONE
INTRODUCTION

1.1 INTRODUCTION

Chapter one discusses the area of research in general context on factors influencing user adoption of Malaysia Cyber Security Clinic (MyCSC). This chapter covers the general topics which are background of the study, problem statement, research questions and research objectives. Other than that, this chapter discusses the scope of the study and the significance of the research. Besides, this chapter also covers a brief introduction to Cyber Security Malaysia, Digital Forensics services and Malaysia Cyber Security Clinic. Figure 1.1 shows the organization of this chapter.

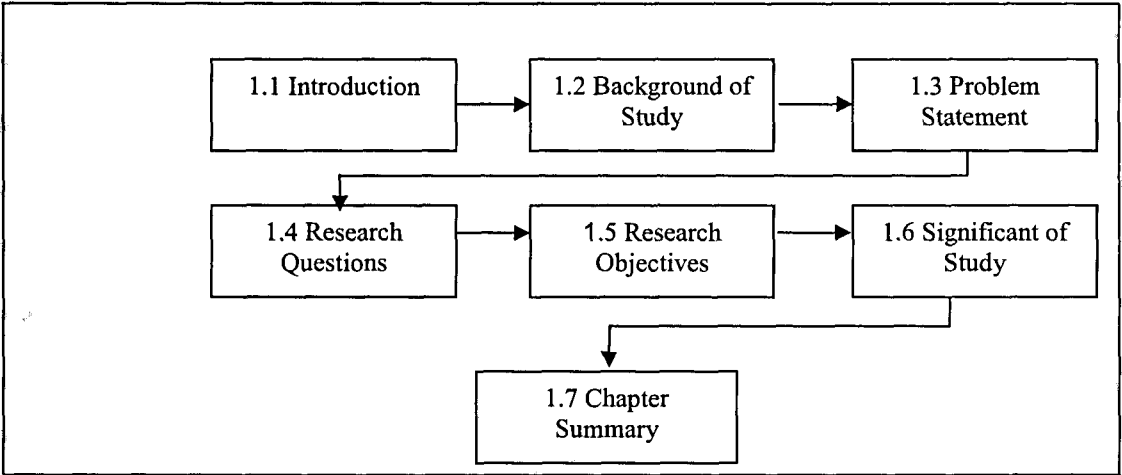


Figure 1.1: Outline of Chapter 1

1.2 BACKGROUND OF THE STUDY

In the ever-changing world of Information and Communication Technology (ICT) and the pervasive and critical use of ICT, a raising concern in relation to information security has taken place due to which it could affect the public and the nation. ICT is like a double-edged sword; while it provides equal promises for nations to leapfrog to the knowledge-based economy, it also poses multi-faceted challenges and perils from various angles. A negative effect of the development of ICT is the fact that modern societies are exposed to new threats, called cyber threats, as they stem from the cyberspace (Flavia Quaglia, 2016). The increased deployments of Internet of