UNIVERSITI TEKNOLOGI MARA
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"THE INFLUENCING FACTORS OF ACCESSIBILITY, CULTURE AND TRUST OF CUSTOMER ADOPTION ON EDUCATION MANAGEMENT INFORMATION SYSTEM (EMIS): A STUDY AT PPD PASIR PUTEH"

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ABSTRACT

EMIS System stands for Education Management Information System that was develop by the Ministry of Education (MOE). This system is a tool for collecting the data for the purpose of the short and long planning also for the educational sources. . The school, district, state and MOE are the parties that involve with the four level of EMIS System. The purpose of this study was to identify the influencing factor of accessibility, culture and trust on customer adoption on Education Management Information System (EMIS) at PPD Pasir Puteh. There are three (3) independent variables that been studied, which were accessibility, culture and trust factor. This study also was conducted to examine the factor that of accessibility, culture and trust that will influence on consumer adoption. Moreover, questionnaire had been used in order to get feedback from respondents. The researcher had distributed 100 questionnaires. The sampling design used in this research is convenient sampling. Based on the finding, the result indicates that there is significant relationship in hypothesis testing between trust and customer adoption. This result shows that trust factor is a factor that can influence consumer adoption on EMIS System. Based on the result obtained in this study, the researcher makes some recommendation that can be used to help organization to improve usage of EMIS System among current employees.

Keywords: accessibility, culture, trust, PPD Pasir Puteh, customer adoption, EMIS   System.

TABLE OF CONTENTS

Contents   **Page**

Chapter 1: Introduction