

UNIVERSITI TEKNOLOGI MARA

**THE RELATIONSHIP BETWEEN
ECONOMIC AND
SOCIO-POLITICAL MOTIVES AND
GREEN IT ADOPTION INTENTION:
THE MODERATING OF
ORGANIZATIONAL FACTORS**

HARTINI BINTI ABDUL JALIL

PhD

September 2020

AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

Name of Student : Hartini Binti Abdul Jalil

Student I.D. No. : 2013880084

Programme : Doctor of Philosophy (Office System and Management) – BM992

Faculty : Business Management

Thesis Thesis : The Relationship Between Economic and Socio-Political Motives with Green IT Adoption Intention: The Moderating of Organizational Factors

Signature of Student :



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Date : September 2020

ABSTRACT

Green information technology is an initiative in reducing the harmful activities to the environment. The need for information system (IS) empirical research in investigating the factors that will promote to the adoption of green technologies has become essential. Most of the published IS research either on green IT or green IS are focusing on actions, definitions and learning purposes. Additionally, in the Malaysian context, green IT has also become a national agenda and is now becoming a strategy enabler under the 2020 Malaysian Public Sector ICT Strategic Plan. Towards to implementing the green IT in Malaysia, there was exploration studies conducted on the acceptance of green in public and private organization in Klang Valley. Problem highlighted when the awareness about the importance of green IT practices is still low. Additional with lacking of availability expertise and cost and top management support that increase the implementation of green IT adoption intention in Malaysia. Therefore, this study attempts to explore and examine influence of motivational theory that focus on economic and socio-political motivations in intention to adopting green IT in the Malaysian public and private organizations. Respondents involved on this study consisted of 250 officer staff from IT department. Since green IT is an emerging topic and there are small number of organizations that have obtained specific environmental management system certification such as MS 14001 in Malaysia, and they are limited to large companies with strong financial background, such effort is fundamental. Testing on the roles of economic and socio-political motives, the study undertook the positivism approach by surveying the issue that employs public and private organizations as the respondents. For economic motives, green IT adoption intention is predicted by eco-efficiency, eco-effectiveness, eco-process and eco-brand. Green IT adoption intention also predicted through eco-responsiveness, eco-legitimacy, eco-learning and eco-value governance under socio-political motives. Based on the findings, a green IT adoption model and framework could be established for safeguarding the environment from unnecessary e-waste with giving second life to the product and recycle the waste for other product usage. Hence, these insights could enable government and private agencies to set a better green IT practices and procedures benchmarking in various industries.

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