

UNIVERSITI TEKNOLOGI MARA

**A STUDY ON FACTORS
INFLUENCING BYOD ADOPTION IN
FSKM**

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ABSTRACT

This study aims at assessing the factors influencing Bring Your Own Device (BYOD) adoption among Faculty of Computer and Mathematical Science (FSKM) staff. This study is initiated because of the reduction in the budget for the Ministry of Higher Education for the year 2016. The reduction will affect the budget allocation for each local university and directly will affect the financial operation among each faculty. The amount allocated for operating and maintaining IT infrastructure is huge. Thus, this study suggests that BYOD is implemented in order to cut the high amount distributed for ICT devices. Since FSKM is towards implementing BYOD in the future, this study might be beneficial as a reference. BYOD can be defined as the concept that gives freedom to employees to use their personal devices for working purposes.

This particular study used the diffusion theory to undertake the research study. The study sought to assess the relationship between five factors that included: relative advantage, compatibility, complexity, observability and trialability on how they affect the adoption of BYOD among FSKM staff.

This study was a descriptive research study. Quantitative data collection methods and random sampling methods were used to carry out the study. The target population was staff at FSKM including 254 academic and 37 non-academic staffs. Questionnaire-based survey was used and 291 sets of questionnaires were distributed to the respondents. Out of 291 sets of questionnaires that were distributed, 60 sets were returned and only 54 sets of questionnaires were analyzed using the SPSS.

Two types of statistical tests were used; Pearson correlation and multiple regression. Pearson correlation was used to examine the significance relationship between factors influencing BYOD adoption among FSKM staff. Meanwhile, multiple regression was used to find out the most determinant factors that influence BYOD adoption in FSKM. Data findings revealed that relative advantage and trialability had a significance relationship with BYOD adoption among FSKM staff, whereas relative complexity, observability and compatibility had no significance relationship with BYOD adoption among FSKM staff. Based on the results obtained, a conceptual model for BYOD adoption among FSKM staff was proposed.

Results established necessitated recommendations to further this study by taking opportunities to define other factors that might be influenced towards BYOD adoption in FSKM that were not mentioned during this study. In addition, by using the results obtained in this study, future researcher can identified the reasons on the other three factors that do not influence the BYOD acceptance among FSKM staff.

Keywords: BYOD adoption, diffusion of innovation theory, factors of BYOD adoption, BYOD adoption in institutions.

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