

**UNIVERSITI TEKNOLOGI MARA**

**INVESTIGATING FACTORS THAT INFLUENCE  
THE ADOPTION OF BYOD**

**MARIAM BINTI HAMIDON**

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## ABSTRACT

Bring your own Device (BYOD) is a term that used for the new trend of this new era where the employees bring their personally-owned mobile devices into their workplace. This new trend is witnessed by the organizations to bring several advantages, including the reduction of cost, competitive advantage, and flexibility also with increasing the employee productivity too. This research is focusing on the adoption of BYOD and how far it influences the learning environment in the campus area and helps the students to improve their learning ability through this technology. Thus, the concerns or issues should be addressed so that the benefits of this new trend can be achieved. Higher education institutions are seen as organizations that have to adopt this trend as the new generation of students is computer-literate and technically-savvy. The objectives of this research paper are to identify the factors those influence the adoption of BYOD and to provide the recommendations to influence the readiness of applying BYOD in the faculty area. The Unified Theory of Acceptance and Use of Technology (UTAUT) model was used in order to complete this research. Surveys were conducted at the institution to gather data from the students in the faculty. The total number of 120 students responded to the questionnaires. The collected data was then analysed to identify the factors that are deemed to have relevance and influence in the adoption of BYOD at the faculty area. The result of the analysis show that there are some factors identified that can influence the adoption of BYOD in the faculty which are facilitating condition, policy and privacy, technology self-efficacy and attitudes toward technology. Based on the survey findings that have been conducted, it is found that these factors show that the readiness of adopting BYOD is high among students in the campus area. Since the faculty is ready to face the adoption of BYOD in campus area, the result shows that the students in the faculty are highly accepting the adoption of BYOD in their campus area based on their needs not only for the study purpose but also for their personal needs.

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