

THE RELATIONSHIP BETWEEN TECHNOLOGY ACCEPTANCE AND  
EMPLOYEE JOB PERFORMANCE AT TELEKOM MALAYSIA, KUCHING

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## **Abstract**

This study was conducted to investigate the relationship between the Technology Acceptance Model by Davis (1989) towards employee job performance at the Network Development Department, Telekom Malaysia, Kuching. Three factors were used for this study, including perceived usefulness, perceived ease of use and behavioral intention to use. The researcher examined whether these three factors have any impacts on staff job performance. Convenience sampling was used for this study since the staff used technology in performing their jobs. The survey instrument adapted from TAM Model was used to measure the relationship between technology acceptance factor and job performance. 160 questionnaires were distributed at the Network Development Department, Telekom Malaysia, Kuching. However, only 127 staff responded to the questionnaire. Results show that the technology acceptance factor amongst the staff at Telekom Malaysia, Kuching was positively and significantly correlated with job performance. The study concludes that the technology acceptance factor has an impact on job performance as they are willing to accept the technology and are intent on using the technology. Notably, the more important the task is, the higher the intention to use the technology. Further recommendations were discussed.

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# CHAPTER 1

## INTRODUCTION

### **Background of Study**

According to Campbell (1990) cited by Sonnentag et al., (2010), performance refers to the behavioral aspects shown by people towards their works and this is naturally obtained when feedback is given. The performance of every individual differs as it based on how they respond whether positively (increased) or negatively (decreased). As proven through the research done by Parmentor (2010), performance at workplace can be measured by using Key Performance Indicator (KPI.) The performances of individual will increase if they are satisfied with their tasks, full of self-efficacy and capable to perform well in their responsibilities. However, it also depends on their acceptance of the changes made in the organization. Changes in the organization such as technology implementation and improvement will affect employee performance.

As technology is rapidly implemented in every organization, employees need to accept and practice the technology as it is required in their jobs. Several concerns on the acceptance factors of employees towards technology include perceived usefulness, perceived ease of use and behavioral intention to use (Davis, Bagozzi, & Marshaw, 1989).

## **CHAPTER 2**

### **LITERATURE REVIEW**

The issue of the study is to identify three major characteristics of the Technology Acceptance Model (Davis, Bagazzi, et al., 1989) which are perceived ease of use, perceived usefulness and behavioral intention to use technology, that influence employee job performance.

#### **Job Performance**

Job performance is behavior displayed by the employees at work (Sonnentag, Volmer, & Sychala, 2010). The performance shown by the employees may be positive or negative. A research done by Parmentor (2010) stated that developing and utilizing KPI's (Key Performance Indicators) at the workplace will indicate the level of employee performance in their organizations. The study provides support to Bratton and Gold (2007) who observed that the job performance indicators can be useful to measure the organization's and employee effectiveness. The organization can identify the quality and organizational improvements in order to achieve their goals.