



اَوَيْتُكَ يَا تِكْنُوْلُوْجِيْ مَارَا
UNIVERSITI
TEKNOLOGI
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USER SATISFACTION ON 1MALAYSIA INTERNET CENTRE (1MIC) IN SOOK, KENINGAU, SABAH

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ABSTRACT

As a country with its development supported strongly by the information and communication technology, the Government has established numerous community internet centre called 1Malaysia Internet Centre (1MIC) which serves to increase the penetration and usage rate of Internet among the rural community. Therefore this study is focused on the 1MIC in Sook, Keningau, Sabah as a means of determining the level of user satisfaction of 1MIC services in this district. The research is descriptive and quantitative in nature using survey method whereby random sampling was used to select 245 respondents from a population size of 691. The study used a self-constructed questionnaire which includes a Scale for Perceived Usefulness adapted from Venkatesh & Davis (2000), Morris, Venkatesh & Ackerman (2005) and Cowen (2009) and Perceived Service Quality adapted from the SERVQUAL Scale (Parasuraman et al., 1985, 1988; Chingang & Lukong, 2010). Findings of the study showed that there is a high level of perceived usefulness, perceived service quality and all of its five dimensions (reliability, assurance, tangibles, empathy and responsiveness), and user satisfaction. The study also found a significant, positive but weak relationship between perceived usefulness and user satisfaction while the relationship between perceived service quality and user satisfaction was significant, positive and moderate. Findings of this study showed that 1MIC in Sook Keningau is well-accepted and providing high quality services with usefulness that meet the expectations of users. It is recommended in future studies to include other 1MICs in rural Sabah to give a clearer and broader insight about the services provided in these facilities.

TABLE OF CONTENTS

| | |
|---|-------------|
| LETTER OF SUBMISSION | iii |
| ACKNOWLEDGEMENT | iv |
| LIST OF TABLES | v |
| LIST OF FIGURES | vi |
| LIST OF ABBREVIATIONS | vii |
| LIST OF DEFINITION OF TERMS | viii |
| ABSTRACT | ix |
| | |
| CHAPTER ONE INTRODUCTION | 1 |
| 1.1 Background of the Study | 1 |
| 1.2 Problem Statement | 3 |
| 1.3 Research Objectives | 5 |
| 1.4 Research Questions | 6 |
| 1.5 Research Hypotheses | 6 |
| 1.6 Significance of the Study | 7 |
| 1.7 Definition of Terms | 7 |
| 1.8 Summary | 9 |
| | |
| CHAPTER TWO LITERATURE REVIEW | 10 |
| 2.1 Introduction | 10 |
| 2.2 1Malaysia Internet Centre (1MIC) | 10 |
| 2.3 Conceptual Definition of User Satisfaction | 12 |
| 2.4 Models of User Satisfaction | 14 |
| 2.5 Technology Acceptance Model (TAM) | 16 |
| 2.6 Conceptual Definition of Perceived Usefulness | 17 |
| 2.7 Conceptual Definition of Service Quality | 19 |
| 2.8 Measurement Models of Service Quality | 22 |
| 2.9 Summary | 23 |

| | |
|---|-----------|
| CHAPTER THREE RESEARCH METHODOLOGY | 24 |
| 3.1 Introduction | 24 |
| 3.2 Research Design | 24 |
| 3.3 Population and Sampling Method | 25 |
| 3.4 Research Instrument | 25 |
| 3.5 Pilot Study | 27 |
| 3.6 Data Collection Procedures | 28 |
| 3.7 Data Analysis Procedures | 28 |
| 3.8 Summary | 29 |

| | |
|--|-----------|
| CHAPTER FOUR RESEARCH FINDINGS | 30 |
| 4.1 Introduction | 30 |
| 4.2 Reliability of Actual Research Data | 30 |
| 4.3 Demographic Profiles of the Respondents | 31 |
| 4.4 Usage Profiles of the Respondents | 36 |
| 4.5 Level of Perceived Usefulness | 39 |
| 4.6 Level of Perceived Service Quality | 40 |
| 4.6.1 Reliability | 40 |
| 4.6.2 Assurance | 41 |
| 4.6.3 Tangibles | 42 |
| 4.6.4 Empathy | 43 |
| 4.6.5 Responsiveness | 44 |
| 4.6.6 Overall Perceived Service Quality | 45 |
| 4.7 Level of Satisfaction for IMIC Services | 46 |
| 4.8 The Relationship between Perceived Usefulness and User Satisfaction | 46 |
| 4.9 The Relationship between Perceived Service Quality and User Satisfaction | 47 |
| 4.10 Summary | 49 |