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

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ABSTRACT

The objective of this study is to determine the relationship between technology acceptance and employee job performance. The Davis, 1989 Technology Acceptance Model was used. There are three factors examined which are perceived usefulness, perceived ease of use and behavior intention to use. The sampling technique used in this study is convenience sampling. Convenience sampling is used for this study since all the employees use technology in performing their jobs.

The questionnaire was used as the main instrument and the data was analyzed using the Statistical Package in the Social Science Software (SPSS) version 20. The researcher distributed 110 questionnaires to the administrative staff at Telekom Malaysia and 108 responses were received. Results show that perceived usefulness, perceived ease of use and behavior intention to use, are positively and significantly correlated with the job performance of the administrative staff. The study concluded that technology plays important roles in improving the job performance of the administrative staff in TM. The researchers also conclude that the administrative staff in TM has been sufficiently exposed to the systems and the technology currently used in the marketplace.

Recommendations were provided for organizations, employees and future researchers.

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CHAPTER 1

INTRODUCTION

Background of the Study

According to Campbell (1990) cited by Sonnentag et al., (2010), performance refers to the behavioral aspects shown by people towards their works and it naturally shown when feedback is given. The performance of every individual differs as it is based on how they respond, whether it is positive (increased) or negative (decreased). As proven through the research by Parmentor (2010), performance can be measured by using KPIs (Key Performance Indicator) at the workplace. The performance of individuals will be increased if they are satisfied with their tasks, full of self-efficacy and capable of performing in their responsibilities. However, performance also depends on their acceptance especially to the changes made within the organization. The changes that take place in the organization that affects employee performance are technology implementation and improvement.

As technology is rapidly implemented in every organization, employees need to accept and practice the technology as it is now seen as a job requirement. There are several concerns on the acceptance factors of employees towards technology including perceived usefulness, perceived ease of use and behavioral intention to use (Davis, Bagozzi, & Marshaw, 1989). Perceived usefulness of technology is the response of employees on the usage and benefits that they receive from technology towards their job performance.