

UNIVERSITI TEKNOLOGI MARA

**THE PERCEPTIONS OF
HEALTHCARE
ADMINISTRATORS
ON THE ADOPTION OF HOME
GROWN MEDICAL TECHNOLOGY
IN MALAYSIAN HOSPITALS**

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ABSTRACT

This research attempts to create a model that establishes the crucial aspects that affect the adoption decision of home grown medical technology (HGRMT) in developing countries. In this study, the proposed integrated model includes four key groups of factors: organizational factors, technological innovation factors, environmental factors based on TOE model Tornatzky et al (1990) enhanced with IDT theory Roger (1983), and individual factors based on intention based theories, particularly, TAM by Davis et al. (1989). This model proposes that there is a direct relationship between the mentioned factors and the adoption of HGRMT in healthcare firms. A quantitative research methodology was applied in this research, with SEM as a tool of data analysis. Some of 40 Malaysian hospitals were randomly selected to collect the data using questionnaire. The empirical findings obtained from this study revealed that five out of eight suggested variables in the model namely, organizational readiness, compatibility, social networks, government support, manager's attitude were significant contributors to the adoption of HGRMT. The results concluded that there were no significant relationships between top management support, perceived ease of use, perceived relative advantages and adoption of home grown medical technology. Moreover, the mediating effect of manager's attitude upon the technological attributes was tested and the findings revealed that the manager's attitude mediates the relationship between the compatibility and the adoption of home grown medical technology. Similarly, the moderating effect of hospital size upon the relationship between manager's attitude and the adoption of home grown medical technology was investigated and the findings showed that hospital size has no effect on the relationship between the two mentioned variables. This research provides critical theoretical and practical efforts within the field of technology adoption on developing countries by concentrating on the effect of technological, organizational, environmental and personal factors to the adoption locally produced medical technology.

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