



اَوْنِبُوْا سِيَّتِي تَتِيكُوْا لُوْكِي مَارَا
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**DRIVERS FACILITATING ICT ADOPTION AMONG SMALL MEDIUM
ENTERPRISES IN MELAKA**

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TABLE OF CONTENTS

TITLE	PAGE
TITLE PAGE	
DECLARATION OF ORIGINAL WORK	ii
LETTER OF TRANSMITTAL	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENTS	
- LIST OF FIGURES	x
- LIST OF TABLES	xi
ABSTRACT	xii
1.0 INTRODUCTION	1
1.1 INTRODUCTION	1
1.2 BACKGROUND OF STUDY	5
1.2.1 Malaysian ICT Development	5
1.2.2 Small Medium Enterprises in Malaysia	7
1.3 PROBLEM STATEMENT	13
1.4 RESEARCH OBJECTIVES	15
1.5 RESEARCH QUESTIONS	15
1.6 SIGNIFICANCE OF STUDY	16
1.6.1 Importance to Researcher	16
1.6.2 Importance to Respondents	16
1.6.3 Importance to Other Researchers	17
2.0 LITERATURE REVIEW	18
2.1 INTRODUCTION	18
2.2 DEPENDENT VARIABLE	18

2.2.1 ICT Adoption	18
2.3 INDEPENDENT VARIABLE	21
2.3.1 Firm Compatibility	21
2.3.2 Perceived Benefits	23
2.3.3 Competitive Pressure	26
2.4 THEORETICAL FRAMEWORK	29
2.5 HYPOTHESIS	31
2.6 CONCLUSION	32
3.0 RESEARCH METHODOLOGY	33
3.1 INTRODUCTION	33
3.2 RESEARCH DESIGN	33
3.3 POPULATION OF THE STUDY	34
3.4 SAMPLING DESIGN	34
3.4.1 Non-probability Sampling	34
3.4.2 Convenience Sampling	35
3.5 DATA COLLECTION METHOD	35
3.5.1 Primary Data	35
3.5.1.1 Questionnaire	35
3.5.1.2 Structure of Questionnaire	36
3.5.1.3 Likert Scale	36
3.5.2 Secondary Data	37
3.5.2.1 Journal and Articles	37
3.5.2.2 Electronic Sources	38
3.5.2.3 Internet	38
3.6 DATA ANALYSIS	39
3.6.1 Statistical Package of Social Science (SPSS)	39
3.6.2 Frequency Distribution	39

ABSTRACT

This research aims to investigate the drivers facilitating ICT adoption among SME in Melaka. ICT scope in Malaysia can be described as physical possession and/or availability of information and communication equipment such as, televisions, , computers, software and networks; and financial means to afford and use ICT products and services; and basic skills or capabilities to use and the actual usage of ICT products and services.

The research looked at three possible drivers cited as firm compatibility, perceived benefits and competitive pressure. The study was guided by the research objectives: To determine whether firm compatibility is a driver for ICT adoption by SME in Melaka. To investigate whether perceived benefits is a driver for ICT adoption by SME in Melaka. To identify whether competitive pressure is a driver for ICT adoption by SME in Melaka. The research adopted causal research to collect quantitative by use of primary data questionnaires, this was preferred as it could enable the researcher to obtain complete and possible accurate information. The population was 50 firms , and the sample size was 50 and the response rate was 100%.

The data collected was then analysed by using SPSS. The presentation of data was by tables with frequencies, mean and percentage to show the statement rate under study. Pearson correlation coefficient is used to measure independent variables and the dependent variable through its strength of relationship. The data collected for this research paper through questionnaires that are distributed to the managers of SME.