

**UNIVERSITI TEKNOLOGI MARA**

**FACTORS INFLUENCING ORGANIZATION  
DIGITAL READINESS AMONG EMPLOYEE:  
SENGGARA NIAGA GROUP OF COMPANIES**

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## ABSTRACT

Senggara Niaga Group of Companies implanting new technology in their company; therefore, it is important to measure the scale of digital readiness among their employee. Researchers decided to adapt the TAM framework in this study to identify the digital readiness towards Senggara Niaga Group of Companies and may improve on which area that needed to be focus on. This study uses the SWOT (Strength, Weakness, Opportunity and Threats) approach to analyse the issues at Senggara Niaga Group of Companies. This study aims to investigate the relationship between determinants of Technology Acceptance Model with digital readiness. The determinants are knowledge, skills, and attitude. The approach of this study is a quantitative method using a structured questionnaire. A total of 67 questionnaire forms were collected and processed using the statistical tool SPSS to test the hypotheses that had been developed. In this study, researchers found that attitude has moderate relationship with the digital readiness. Whereas Knowledge and skills have low relationship with digital readiness. There are two null hypothesis is accepted (knowledge and skills) and one null hypothesis is not accepted (attitude). Therefore, Senggara Niaga Group of Companies needs to focus and improved the knowledge and skills in ensuring the employees are ready for the organization of digital readiness.

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## CHAPTER 1: INTRODUCTION

This chapter begins with a general overview of the concept of motivation including the background of the study of digital readiness in Senggara Niaga Group of Companies. The discussion then shifts to the analysis that will outline the current situation of Senggara Niaga Group of Companies thoroughly diagnostics tools of SWOT analysis. The next subsection stresses out the problem statement which justified the study conducted then shifts to the research objectives and questions that guide the research. The significance of the study was discussed next and ending with the limitations of this study.

### 1.0 Preamble

Industry 4.0, also referred to as the 4th Industrial Revolution; is a broad term that refers to how computers, data, and automation are evolving and combining to change the way work is done, particularly in manufacturing. Building on the third industrial revolution, which saw the development of the PC and the internet, Industry 4.0 pushes technology forward by drawing a distinction between the digital and physical worlds. Automation, Artificial Intelligent, Internet of Thing, and other elements are becoming increasingly common; while previous industrial revolutions were primarily concerned with technological advancement, Industry 4.0 is concerned with the evolution of technology and its impact on every day (Tripathi & Gupta, 2021). While manufacturing industries make a significant contribution to income, Industry 4.0 is beginning to emerge relatively in Malaysian manufacturing industries (Dalenogare et al., 2018).

The Malaysian government has allocated funding in the 2019 national budget to assist manufacturers, particularly SMEs, in adopting advanced Industry 4.0 technologies and transitioning conventional workflows and operating models to a digital foundation. The Malaysian government allocated RM210 million for the Readiness Assessment Program and RM3 billion for the Industry Digitalization Transformation Fund in the 2019 budget to accelerate the adoption of Industry 4.0 - related technologies by Malaysian manufacturing companies (Farah, 2018). In addition, Malaysian government allocates funding to build a 5G ecosystem, launch the National Fiberisation and Connectivity Plan, and provide some