A STUDY OF DESK INFORMATION SYSTEM UTILIZATION AMONG MANUFACTURE MANAGERS: A CASE OF SELECTED COMPANIES IN BUKIT KAYU HITAM, KEDAH

A thesis submitted to the College of Business
In partial fulfillment of the requirements for the degree
Master of Science (Management)
Universiti Utara Malaysia

By

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2008

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ABSTRACT

The general purpose of this study was to find out whether a relationship between perceived ease of use, perceived usefulness and utilization of DIS. This study was determining the review of literature about technology acceptance model as the underpinning theory to the theoretical framework.

This study proposes the perceived credibility as a construct to enhance the understanding of an individual's acceptance behavior of utilization of DIS in manufacture context. Another additional construct is the internet self efficacy that also plays the important role in the usage of utilization of DIS in manufacture in Bukit kayu Hitam of Kedah.

Multivariate analysis was conducted to examine the perceived ease of use and perceive usefulness to the implementation of desktop information system among manufacture managers. The study confirmed that managers should improve their utilization level in desktop information system in order to improve the performance their company.

Keywords: Perceived Ease of Use, Perceived Usefulness, Utilization of DIS,

ACKNOWLEDGMENT

Praise and gratitude be given to Allah the Almighty for putting forward me such a great strength, patience, courage, and ability to complete this project. My excessive gratefulness to my supportive and helpful supervisor, **Mr. Abdul Manaf Bohari** for assessing and guiding me in the completion of the research. With all truthfulness, without his, the project would not have been a complete one. He has really been for me a center of motivation and guidance. I am truly grateful to his continual support and cooperation, as being prepared to assist me all along the completion of the project.

I must also thank to my father, Ahmed and also to my family for their help, encouragement, and patience that allowed me to accomplish my goals. I am eternally grateful to my mother, for supporting my emotionally, and I could not have endured without her. Grateful to my father, for supporting my venture financially and emotionally. I would also like to acknowledge my brotherand my sister. My thanks also to my friends, staff and colleagues at college of business of Universiti Utara Malaysia.

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CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

It is widely accepted that technology is an important ingredient in any nation's ability to prosper and compete within the global economy. Technology has been described as the engine of economic grows, which emphasizes two critical aspects: Firstly, the core position of technology relative to other role players in the economy and secondly, the importance of growth. The latter aspect leads to the concept of innovation and more specifically technological innovation, which is described in the same publication as the mechanism through which technology can be leveraged to create wealth and to contribute towards a better quality of life.

In order to foster these concepts into full-blown and active role players, the endeavors of already established businesses to maintain technological supremacy alone, will not be enough to satisfy the growth requirements. According to Davis (2000) this scenario is particularly true for emerging economies, where growth needs are more demanding than in developing countries. A consistent stream of new entrants (managers) is required to participate in the economic activities and to satisfy these needs.

The acceptance and effective utilization of Information Systems (IS) by individuals, company and organizations are areas of research that have gained importance in recent

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