

**A STUDY OF CRITICAL SUCCESS FACTOR
FOR GREEN TECHNOLOGY
IMPLEMENTATION**

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UNIVERSITI UTARA MALAYSIA

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**A STUDY OF CRITICAL SUCCESS FACTOR
FOR GREEN TECHNOLOGY
IMPLEMENTATION**

**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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ABSTRAK

Terdapat beberapa isu yang sering diperkatakan di dalam persidangan yang menarik perhatian orang ramai pada masa kini. Salah satu daripada isu yang sering dibangkitkan adalah tentang teknologi hijau. Kajian ini hanya difokuskan kepada pelaksanaan teknologi hijau. Secara khususnya, terdapat empat (4) faktor-faktor kritikal yang mempengaruhi kejayaan pelaksanaan teknologi hijau iaitu sikap, dasar kerajaan, keberkesanan kos dan persekitaran yang tidak merbahaya. Sebanyak 103 responden telah dipilih untuk menjawab soalan kaji selidik tentang isu pelaksanaan teknologi hijau. Berdasarkan analisis hubungan dan regresi yang dibuat, kajian ini menunjukkan perhubungan yang positif di antara faktor sikap, dasar kerajaan, keberkesanan kos dan persekitaran yang tidak merbahaya yang mendorong kepada pelaksanaan teknologi hijau berteraskan kepada tiga jenis industri; peruncitan, perkilangan dan perkhidmatan di Malaysia. Secara umumnya, berdasarkan kajian ini, syarikat-syarikat industri harus sedar akan kepentingan dan kesan teknologi hijau terhadap mereka dan juga masyarakat secara keseluruhannya demi memelihara bumi kita.

ABSTRACT

There are several issues keep in talking and always be an issues in any conference today that come to attention than others. One of these issues is Green Technology. For the purpose of this research, it only will be focused on the implementation of green technology. This research explores the factors that influence the green technology implementation. More specifically, there are four causes that lead to the green technology implementation which are attitude, government policies, cost effectiveness and free hazardous environment. There is a sample of 103 was chosen as the respondents and questionnaires regarding their intention on this issue was asked. From the correlation and regression analysis done, it was concluded that there is a positive relationship between the critical success factors of attitude, policy, cost effectiveness and free hazardous environment on green technology implementation within three industries in Malaysia; retailing, manufacturing and services. In general, it can be concluded that industrial companies should be aware of the importance and impact of green technology not only to the companies themselves, but also to the communities as a in order to preserve our earth.

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INTRODUCTION

1.1 Introduction

Global environmental issues, such as climate change and deforestation, have emerged as new challenges to people throughout the world. Many countries with aims to become a low-carbon society through green growth achieved via green technologies and green industries which enhance eco-efficiency while minimizing unpleasant environmental impacts. In addition to not depleting natural resources, green technology is meant as an alternative source of technology that reduces fossil fuels and demonstrates less to human, animal, and plant health, as well as damage to the world, in general. Nowadays, government also gives fully support to the industry to implement green technology in order to save and conserve energy. Basically, green technology is the development and application of products, equipment and systems used to conserve the natural environment which minimize and reduces the negative impact of human activities such as climate change, waste problems and mal function of ecosystem services (Zakri Abd Hamid, 2010).

Other than that, our Prime Minister YAB Dato' Sri Mohd Najib bin Tun Abd Razak said in IGEM conference (2010), "Green Technology will facilitate the development of knowledge. It is a dream that one day we can live in a clean, healthy, and

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