

**FACTORS AFFECTING PERCEIVED EASE OF USE OF
THE DIGITAL LIBRARY AMONG STUDENTS OF
PRINCE OF SONGKHLA UNIVERSITY, THAILAND**

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UNIVERSITI UTARA MALAYSIA

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THE DIGITAL LIBRARY AMONG STUDENTS OF
PRINCE OF SONGKHLA UNIVERSITY, THAILAND**

**A research project submitted to the College of Business
in partial fulfilment of the requirement for the degree
Master of Science (Management)
Universiti Utara Malaysia**

**By
NANNAPHAT SANGUNAKHAM
2011**

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ABTRACT

This study was implementing Technology Acceptance Model (TAM) to study factors affecting perceived ease of use of digital library among students of Prince of Songkhla University (PSU). The main objective of this study was the impact of system characteristics (screen design, relevance and accessibility) and individual difference (domain knowledge) on perceived ease of use of digital library. A total of 393 questionnaires were distributed to students from various faculties with three (3) education levels which are Bachelor's Degree, Master's Degree and Doctoral Degree. In addition, 393 questionnaires were returned and usable for analysis. Multiple regression analysis was performed to tests the hypotheses of the study. The results indicated that of the four (4) characteristics, all screen design, relevance and accessibility and domain knowledge were positively related to perceived ease of use.

This study shows that perception of students about relevance, accessibility and domain knowledge are almost equally significant to intend to use the digital library. The findings were discussed and recommendations for the future research were also addressed.

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CHAPTER 1

INTRODUCTION

1.0 Introduction

This chapter introduces the chapter agenda of this study. It outlines the background of the study, problem statement, research questions, research objectives, significance of the study, scope and limitations of the study, and definition of key terms.

1.1 Background of the study

Information and Communications Technologies (ICTs) shape every aspect of life including the educational sector of the country. ICT has come into practice within a very short time and has become one of the basic building blocks of modern society (Arif & Kanwal, 2009). The advent of technology has changed the way business is conducted today. The educational sector is also not spared. The advent of the Internet has revolutionized the way learning is done and how knowledge is disseminated. The higher education sector is experiencing an unprecedented growth rate. This trend is largely a result of new enabling technologies that have facilitated the virtual delivery of academic programs (Ramayah, 2006a).

From ancient times libraries have served as repositories of human knowledge. As in ancient times, one of the most precious elements of an institution of higher learning is its library. The library is the key to an institution's academic strengths. It is the heart and soul of the learning process (Koohang, 2004). Similarly, Haider (2004), states that libraries are central organs in a university and play significant roles in achieving the due

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APPENDIX A

Questionnaire