INTENTION TO ADOPT ICT AMONG SMEs IN KELANTAN:
A STUDY OF PASAR SITI KHADIJAH

By

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ABSTRAK

Tesis ini mengkaji tentang kecenderungan untuk mengguna pakai Teknologi Maklumat dan Komunikasi (ICT) di kalangan Perusahaan Kecil Sederhana (PKS) di Kelantan kerana ada dikalangan pengusaha yang masih belum didedahkan dengan pengaplikasian teknologi di dalam aktiviti perniagaan. Sebagai tulang belakang kepada pertumbuhan ekonomi dan memainkan peranan yang penting dalam mewujudkan peluang pekerjaan, PKS perlu dibantu oleh semua pihak untuk meningkatkan kecekapan dalam menjalankan perniagaan. Oleh itu, penggunaan teknologi ICT dalam aktiviti perniagaan adalah tindakan terbaik supaya PKS boleh menjalankan perniagaan dengan lancar. Tujuan utama kajian ini adalah untuk menentukan apakah faktor yang paling penting yang mempengaruhi niat untuk menggunakan ICT di kalangan PKS di Kelantan. Reka bentuk penyelidikan kuantitatif telah diguna pakai untuk mengumpul data, ujian hipotesis, dan jawapan persoalan kajian. Sebanyak 180 soal selidik telah diedar kepada pemilik dan pengurus PKS di Pasar Siti Khadijah, dan 152 telah dikembalikan. Dapatan kajian menunjukkan bahawa tanggapan kepenggunaan, persepsi kemudahan penggunaan dan pengaruh luar mempunyai hubungan yang positif yang mempengaruhi niat untuk menggunakan ICT di kalangan PKS. Oleh itu, hasil kajian ini menyediakan penyelesaian terhadap permasalahan yang dihadapi oleh PKS dan cadangan untuk kerajaan supaya dapat melaksanakan ICT dengan jayanya.
ABSTRACT

This thesis is about the intention of adopting Information and Communication Technology (ICT) among SMEs in Kelantan because they are among the people who are lagging behind in terms of adopting technologies in their business activities. As the backbone of the economy growth and played a vital role in creating employment opportunities, SMEs needs to be helped by all parties in order to increase the efficiency in conducting business. Thus, adopting an ICT into business activities is the best action so that SMEs can attain a lot of benefits in terms of running business smoothly. The main purpose of this study is to determine what is the most important factors that influence the intention to adopt ICT among SMEs in Kelantan. A quantitative and survey research design was adopted to collect data, test hypotheses, and answer research questions in the study. A total of 180 questionnaires were sent to SME owner/managers in Pasar Siti Khadijah, and 152 were returned. The finding of the study revealed that perceived usefulness and perceived ease of use had a positive relationship that influence the intention to adopt ICT among SMEs. Furthermore, the results of the study may provide solutions and recommendations for SMEs and governments to successfully implement ICT.
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LIST OF ABBREVIATIONS

B2B    Business to Business
B2C    Business to Customer
CRM    Customer Relationship Management
EAI    Enterprise Application Integration
ERP    Enterprise Resource Planning
ICT    Information & Communication Technology
IS     Information system
IT     Information Technology
JPY    Japanese Yen
KM     Knowledge Management
KRW    Korean Won
MYR    Malaysia Ringgit
PEOU   Perceived Ease of Use
PHP    Philippine Peso
PKS    Perusahaan Kecil Sederhana
PU     Perceived Usefulness
RPM    Rapid Prototyping and Manufacturing
SCM    Supply Chain Management
SGD    Singapore Dollar
SMEs   Small Medium Enterprises
TAM    Technology Acceptance Model
THB    Thailand Baht
TPB    Theory of Planned Behaviors
CHAPTER 1
BACKGROUND OF STUDY

1.0 Introduction

The Information & Communication Technology (ICT) is playing a vital role in today’s business life. Adopting new technologies, exploiting new software, and adopting new innovations to the business are assisting organization to increase efficiency and expand business towards internationalization. Globalization and digitalization have changed the way business is conducted and how it stay alive in the industry and also in the marketplace. Thus, it can be said that internet technologies have been used broadly especially for a variety of business purposes since it can create a lot of opportunities for a new business (Muhammad& Shah, 2007).

ICT refers to technologies that offers access to information via telecommunications. ICT defined as any technology used to support information gathering, processing, distribution and use (Beckinsale and Ram, 2006). Nowadays, acquiring ICT to support business needs regardless of business type and size, is a significant requirement to utilize the potential of information technology (IT) (Hashim, 2007). Since the emergence of ICT has affected many industries and organizations, government has take actions by putting an enormous emphasize on ICT in order to enhance the competitiveness among Malaysian towards the current technology.
The contents of the thesis is for internal user only
References


Malaysia, Utusan Malaysia, 70 peratus pengusaha IKS ‘buta’ IT, June 19,2002,pp.29.


