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**ANALISIS TERHADAP FAKTOR PERAMAL DAN
PERANTARAAN KEPADA ADOPSI INOVASI**

NAN ZAKIAH BT MEGAT IBRAHIM



**DOKTOR FALSAFAH
UNIVERSITI UTARA MALAYSIA
2018**



Awang Had Salleh
Graduate School
of Arts And Sciences

Universiti Utara Malaysia

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Tandatangan
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Pemeriksa Luar:
(External Examiner)

Prof. Dr. Ezhar Tamam

Tandatangan
(Signature)

Pemeriksa Dalam:
(Internal Examiner)

Dr. Bahtiar Mohamad

Tandatangan
(Signature)

Nama Penyelia/Penyelia-penyelia:
(Name of Supervisor/Supervisors)

Prof. Dr. Che Su Mustaffa

Tandatangan
(Signature)

Nama Penyelia/Penyelia-penyelia:
(Name of Supervisor/Supervisors)

Dr. Mohd Khairie Ahmad

Tandatangan
(Signature)

Tarikh:

(Date) **April 13, 2017**

Kebenaran Merujuk Tesis

Tesis ini dikemukakan sebagai memenuhi keperluan pengijazahan program Ijazah Kedoktoran (Komunikasi) Universiti Utara Malaysia. Saya bersetuju membenarkan pihak perpustakaan Universiti mempamerkannya sebagai rujukan. Saya juga bersetuju bahawa sebarang bentuk salinan sama ada secara keseluruhan atau sebahagian daripada tesis ini untuk tujuan akademik adalah dibolehkan dengan kebenaran penyelia tesis atau Dekan Sekolah Siswazah Awang Had Salleh (UUM CAS). Sebarang bentuk salinan dan cetakan bagi tujuan-tujuan komersil dan membuat keuntungan adalah dilarang sama sekali tanpa kebenaran bertulis daripada penyelidik. Penyataan rujukan kepada penulis dan pihak Universiti Utara Malaysia perlulah dinyatakan jika sebarang bentuk rujukan dibuat ke atas tesis ini.

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Dekan Awang Had Salleh Graduate School of Arts and Sciences
Universiti Utara Malaysia
06010 Sintok
Kedah Darul Aman

UUM
Universiti Utara Malaysia

Abstrak

Penelitian berkaitan dengan strategi mesej, niat dan keinginan serta gelagat pencarian maklumat dengan penyertaan dalam latihan dan adopsi inovasi banyak dilakukan di Negara-negara Barat. Namun begitu, masih kurang kajian yang dapat membuktikan bahawa strategi mesej, niat dan keinginan serta gelagat pencarian maklumat menyumbang kepada penyertaan masyarakat latihan dan adopsi inovasi dalam konteks masyarakat di Malaysia. Sehubungan itu, kajian ini bertujuan untuk membentuk model yang sepadan dalam menggambarkan hubungan antara pemboleh ubah berkenaan. Kajian ini juga turut untuk mengenal pasti sama ada strategi mesej, gelagat pencarian maklumat dan niat dan keinginan berperanan sebagai peramal kepada penyertaan masyarakat dalam latihan dan adopsi inovasi. Kajian ini mengaplikasikan kaedah kuantitatif. Data dikumpulkan melalui pengedaran soalselidik kepada 373 orang responden yang merupakan peserta program latihan di bawah seliaan Majlis Amanah Rakyat (MARA). Hasil kajian menunjukkan strategi mesej, niat dan keinginan dan gelagat pencarian maklumat merupakan faktor penting yang menyumbang kepada pembentukan model adopsi inovasi. Kajian turut mendapati terdapat hubungan yang signifikan diantara strategi mesej, gelagat pencarian maklumat dan niat dan keinginan dengan penyertaan dalam latihan dan adopsi inovasi. Hasil kajian juga mendapati penyertaan dalam latihan memberi kesan perantara terhadap hubungan antara strategi mesej, gelagat pencarian maklumat dan niat dan keinginan dengan adopsi inovasi. Penyertaan masyarakat dalam latihan dikenalpasti memberi kesan perantara terhadap hubungan strategi mesej, gelagat pencarian maklumat dan niat dan keinginan dengan adopsi inovasi. Oleh itu, kajian yang dilakukan ini menyumbang kepada bidang komunikasi pembangunan melalui pembentukan pemboleh ubah yang lebih komprehensif berkaitan dengan penyertaan dalam latihan dan adopsi inovasi seterusnya membantu memperkembangkan lagi Teori Gelagat Terancang.

Kata Kunci: Strategi mesej, niat dan keinginan, gelagat pencarian maklumat, adopsi inovasi, Teori Gelagat Terancang.

Abstract

Research related to message strategies, intention and desire as well as information seeking behavior with participation in training and adoption of innovations have been done in the Western countries. However, there are still very limited studies in proving the variables of message strategies, information seeking behavior, intention and desires are contribute to the participation in training and adoption of innovation in the context of society in Malaysia. Therefore, this study aimed to form a model in describing the relationship between the variables. This research also to identify whether message strategies, information seeking behaviour, intention and desire serve as a predictor in participation in training and adoption of innovations. Quantitative methods were applied in this study. Data were collected through the distribution of questionnaires to 373 respondents who are participants trainees under supervision Majlis Amanah Rakyat (MARA). This research has shown that message strategies, intentions and desires and information seeking behaviour are an important factors that contributed to the creation of a model of innovation adoption. The study also found significant relationship between that message strategies, intentions and desires, information seeking behaviour with community participation in training and adoption of innovation. It is also found that message strategies, information seeking behaviour and intention and desire serve as a predictor of participation in training and adoption of innovation. Participation in training identified mediating effect on the relationship of message strategies, intentions and desires, information seeking behaviour with the adoption of innovation. Hence, this study contributes to the field of communication through the establishment of a more comprehensive variables related to participation in training and adoption of innovation and help to developed the Planned Behaviour Theory.

Keywords: Message strategies, intention and desire, information seeking behavior, adoption of innovations, Planned Behaviour Theory.

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BAB SATU

PENGENALAN

1.1 Pendahuluan

Adopsi inovasi merupakan elemen penting dalam komunikasi pembangunan. Inovasi menjadi isu di setiap negara sejak dahulu lagi. Ini kerana adopsi sesuatu inovasi merupakan penyumbang kepada pembangunan negara dan dinilai dalam pelbagai aspek sama ada dalam konteks individu, masyarakat dan organisasi. Rogers (1962), merupakan salah seorang sarjana yang aktif membincangkan tentang inovasi dan perkembangannya. Beliau menegaskan bahawa pelaksanaan inovasi diukur melalui penerimaan individu, masyarakat dan organisasi terhadap inovasi berkenaan (Tornazky & Klein, 1982). Sementara itu, Rogers dan Shoemaker (1971) pula menyatakan terdapat beberapa ciri-ciri penting inovasi untuk memastikan inovasi yang dilaksanakan diterima pakai seperti kebaikan relatif, kos, kompleksiti dan kesan inovasi.

Inovasi merupakan pengaplikasian idea baharu kepada produk, proses atau aspek yang disalurkan oleh agensi pembangunan. Agensi pembangunan mementingkan pencapaian kemajuan masyarakat melalui penyertaan masyarakat dalam latihan yang berkaitan dengan inovasi. Adopsi inovasi dikatakan sebagai impak daripada penyertaan masyarakat dalam program latihan (Jaeyeon & Leonard, 2016; Stephen & Rafael, 2016) yang ditawarkan oleh agensi pembangunan. Agensi pembangunan bertanggungjawab sebagai pelaksana kepada proses inovasi (Rogers, 2003). Agensi

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LAMPIRAN 1: SOAL SELIDIK

BAHAGIAN A: LATAR BELAKANG RESPONDEN

Arahan: sila lengkapkan maklumat di bawah. Tandakan (/) pada ruangan yang disediakan.

1. Jantina : () Lelaki () Perempuan
2. Status: () Bujang () Berkahwin
() Lain-lain (Sila Nyatakan) _____
3. Umur: () 20 tahun dan kebawah () 21-25 tahun
() 26-30 tahun () 31-35 tahun
() 36-40 tahun () 41-45 tahun
() 46-50 tahun () 51 tahun dan ke atas

4. Tahap pendidikan tertinggi:

- | | |
|----------------------|-------------------------|
| () Tidak Bersekolah | () Sekolah Rendah |
| () Sekolah Menengah | () Teknikal/Vokasional |
| () Sijil/ Diploma | () Sarjana Muda |
| () Sarjana | () Doktor Falsafah |

5. Pendapatan : () Kurang daripada RM750 () RM751-RM1251
 () RM1252-RM1753 () RM1754-RM2253
 () RM2254-RM2754 () RM2755-RM3255
 () RM3256-RM3756 () RM3757-RM4257
 () Lebih daripada RM4257

6. Sektor pekerjaan: () Swasta () Kerajaan
 () Bekerja sendiri () Pelajar
 () Tidak Bekerja () Lain-lain (Nyatakan)

7. Jenis perniagaan yang anda jalankan (Sila nyatakan)

8. Pernahkah anda mengikuti kursus MARA?
 () Ya () Tidak

9. Tandakan (/) di ruangan yang disediakan (Jawapan boleh melebihi satu)

Jawapan (/)	Jenis kursus yang diikuti	Tahun Menyertai (Sila Nyatakan)
	Diagnostik perniagaan	
	Pengurusan dan pembangunan	
	Mesin dan pengeluaran	
	Teknologi Maklumat dan Komunikasi (ICT)	
	Pembangunan konsep	
	Pemasaran	
	Perniagaan berpasukan	
	Lain-lain (sila nyatakan)	

10. Berapa kali kekerapan anda menyertai bengkel/seminar keusahawanan anjuran MARA?

11. Nyatakan sumber maklumat tentang latihan anjuran MARA? (Jawapan boleh melebihi 1).

- | | |
|--------------------------------|--|
| () Rakan | () Poster |
| () Radio | () Brosur |
| () Televisyen | () Jawatankuasa Keselamatan dan Kemajuan Kampung (JKKK) |
| () Jiran | () Internet |
| () Laman web MARA | |
| () Lain-lain (Nyatakan) _____ | |

12. Adakah anda melayari laman web MARA?

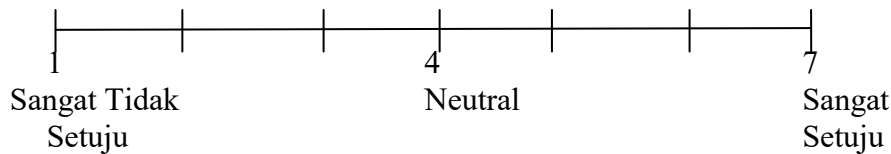
- () Ya () Tidak

13. Adakah anda mempunyai laman web?

- () Ya () Tidak

14. Jika jawapan pada soalan 13 adalah **YA**, nyatakan alamat laman web tersebut.

Arahan: Pernyataan berikut berkaitan dengan adopsi inovasi yang dibawa. Sila bulatkan jawapan berdasarkan skala jawapan yang disediakan seperti berikut:

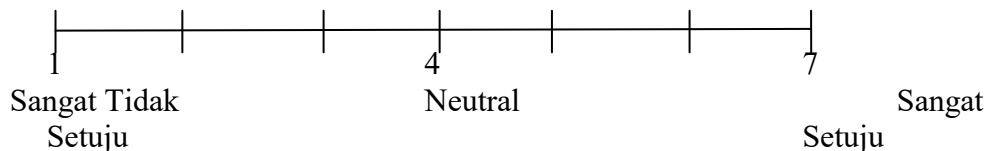


SOALAN		JAWAPAN						
1.	Saya perhatikan orang lain memasarkan produk mereka melalui laman web.	1	2	3	4	5	6	7
2.	Orang lain boleh melihat saya menggunakan laman web untuk memasarkan produk.	1	2	3	4	5	6	7
3.	Saya biasa melihat orang lain menggunakan laman web untuk memasarkan produk.	1	2	3	4	5	6	7
4.	Penggunaan laman web mudah digambarkan dan dijelaskan di dalam iklan.	1	2	3	4	5	6	7
5.	Laman web saya mudah dijelaskan kepada orang lain.	1	2	3	4	5	6	7
6.	Laman web boleh digunakan tanpa perlu membuat komitmen dengan pihak MARA.	1	2	3	4	5	6	7
7.	Laman web menjadi satu cara untuk memasarkan produk saya.	1	2	3	4	5	6	7
8.	Penggunaan laman web boleh melengkapi kaedah pemasaran lain yang sedang digunakan oleh saya.	1	2	3	4	5	6	7
9.	Penggunaan laman web selaras dengan imej saya.	1	2	3	4	5	6	7
10.	Penggunaan laman web sesuai dengan corak kehidupan saya.	1	2	3	4	5	6	7
11.	Penggunaan laman web dapat meningkatkan kedudukan sosial saya.	1	2	3	4	5	6	7
12.	Penggunaan laman web dapat meningkatkan pulangan sosial.	1	2	3	4	5	6	7
13.	Penggunaan laman web membuatkan orang	1	2	3	4	5	6	7

lain berasa kagum dengan saya.							
14. Penggunaan laman web membuatkan kawan saya berasa kagum.	1	2	3	4	5	6	7
15. Pengguna laman web diterima secara sosial.	1	2	3	4	5	6	7
16. Penggunaan laman web direstui oleh keluarga dan rakan-rakan.	1	2	3	4	5	6	7
17. Ramai kawan-kawan saya ingin menggunakan laman web.	1	2	3	4	5	6	7
18. Penggunaan laman web lebih selesa digunakan berbanding dengan kaedah pemasaran yang lain.	1	2	3	4	5	6	7
19. Penggunaan laman web lebih mudah diperolehi berbanding kaedah pemasaran yang lain.	1	2	3	4	5	6	7
20. Penggunaan laman web lebih dipercayai berbanding kaedah pemasaran yang lain.	1	2	3	4	5	6	7
21. Penggunaan laman web boleh menjimatkan masa pengguna atau pembeli.	1	2	3	4	5	6	7
22. Penggunaan laman web mempunyai kelebihan dari segi harga berbanding kaedah pemasaran lain bagi memenuhi tujuan yang sama.	1	2	3	4	5	6	7
23. Penggunaan laman web mempunyai kelebihan dari segi kualiti berbanding kaedah pemasaran lain bagi memenuhi tujuan yang sama.	1	2	3	4	5	6	7
24. Penggunaan laman web boleh disesuaikan berdasarkan spesifikasi pembeli atau pengguna.	1	2	3	4	5	6	7
25. Penggunaan laman web boleh disesuaikan berdasarkan ciri-ciri pengguna atau pembeli.	1	2	3	4	5	6	7
26. Penggunaan laman web ini berupaya memasarkan produk seperti yang diwar-warkan.	1	2	3	4	5	6	7
27. Laman web beroperasi secara konsisten dan boleh dipercayai.	1	2	3	4	5	6	7

28. Saya yakin penggunaan laman web ini boleh beroperasi seperti yang dijangkakan.	1	2	3	4	5	6	7
29. Manual operasi penggunaan laman web panjang.	1	2	3	4	5	6	7
30. Laman web masa yang agak lama untuk mempelajari cara menggunakannya.	1	2	3	4	5	6	7
31. Kemahiran khusus diperlukan untuk membangunkan laman web.	1	2	3	4	5	6	7
32. Pembinaan laman web memerlukan tahap pengetahuan umum yang tinggi.	1	2	3	4	5	6	7
33. Penggunaan laman web dianggap berteknologi tinggi.	1	2	3	4	5	6	7
34. Pembangunan laman web adalah rumit dari segi mekanikal dan teknikal.	1	2	3	4	5	6	7
35. Penggunaan laman web mempunyai potensi perundangan apabila digunakan.	1	2	3	4	5	6	7
36. Penggunaan laman web mempunyai potensi menjejaskan kesihatan apabila digunakan.	1	2	3	4	5	6	7
37. Penggunaan laman web dikategorikan sebagai produk yang berisiko tinggi.	1	2	3	4	5	6	7
38. Penggunaan laman web merupakan teknologi baru yang mempunyai kelebihan.	1	2	3	4	5	6	7
39. Penggunaan laman web adalah kaedah baru dalam memasarkan produk.	1	2	3	4	5	6	7
40. Penggunaan laman web berupaya menyumbang kepada faedah-faedah yang baru.	1	2	3	4	5	6	7

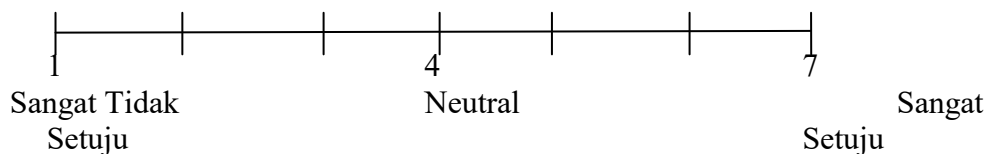
Arahan: Penyataan di bawah adalah berkaitan dengan penyertaan anda dalam latihan yang dianjurkan oleh pihak MARA. Anda diminta membulatkan jawapan anda mengikut panduan jawapan yang telah disediakan di bawah:



SOALAN	JAWAPAN						
1. Saya hanya sekadar menghadirkan diri dalam program MARA.	1	2	3	4	5	6	7
2. Saya sekadar mendengar sahaja kursus-kursus keusahawanan yang diikuti.	1	2	3	4	5	6	7
3. Saya inginkan lebih latihan untuk program keusahawanan ICT.	1	2	3	4	5	6	7
4. Saya tidak dapat melaksanakan sebarang program yang berasaskan Internet.	1	2	3	4	5	6	7
5. Saya tidak mempunyai pengetahuan langsung tentang Internet.	1	2	3	4	5	6	7
6. Saya berasa penggunaan Internet adalah suatu kemajuan dalam hidup saya.	1	2	3	4	5	6	7
7. Saya dapat mencari maklumat melalui Internet.	1	2	3	4	5	6	7
8. Saya boleh mengakses email dengan pertolongan dari orang lain.	1	2	3	4	5	6	7
9. Saya dapat mencari maklumat melalui Internet dengan bantuan orang lain.	1	2	3	4	5	6	7
10. Saya boleh menyertai kumpulan sosial baru di Internet tapi dengan bantuan orang lain. (cth:facebook).	1	2	3	4	5	6	7
11. Saya boleh menggunakan Internet untuk pelbagai tujuan dengan bantuan orang lain.	1	2	3	4	5	6	7
12. Saya sedang merancang untuk memuat turun sesuatu perisian melalui Internet.	1	2	3	4	5	6	7

13. Saya menyarankan kepada orang lain untuk menyertai program penggunaan Internet.	1	2	3	4	5	6	7
14. Saya cuba menghebahkan mengenai program anjuran MARA yang berkaitan dengan aplikasi ICT yang akan diadakan.	1	2	3	4	5	6	7
15. Saya amat menggalakkan orang lain untuk menyertai program anjuran MARA.	1	2	3	4	5	6	7
16. Saya boleh memuat turun sesuatu perisian dengan menggunakan Internet.	1	2	3	4	5	6	7
17. Saya boleh mengadakan sesi latihan untuk menggunakan Internet kepada orang lain.	1	2	3	4	5	6	7
18. Saya boleh berkongsi maklumat mengenai penggunaan Internet.	1	2	3	4	5	6	7
19. Saya boleh menjadi pelatih kepada program MARA.	1	2	3	4	5	6	7
20. Saya boleh mengajar orang lain tentang Internet.	1	2	3	4	5	6	7
21. Saya boleh membangunkan sesuatu program latihan yang berkaitan dengan penggunaan Internet.	1	2	3	4	5	6	7
22. Saya boleh menilai prestasi seseorang dalam menggunakan Internet.	1	2	3	4	5	6	7
23. Saya boleh membina laman web sendiri bagi pelbagai tujuan. (cth:perniagaan)	1	2	3	4	5	6	7
24. Saya boleh mengekalkan laman web tersebut.	1	2	3	4	5	6	7

Arahan: Pernyataan berikut berkaitan dengan strategi mesej yang digunakan oleh MARA untuk menghebahkan tentang program latihan ICT yang dilaksanakan. Sila bulatkan jawapan berdasarkan skala jawapan yang disediakan seperti berikut:

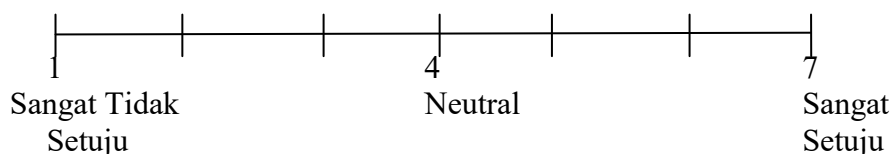


SOALAN	JAWAPAN						
1. Penyampaian maklumat yang digunakan oleh MARA sesuai dengan harga diri saya sebagai peserta latihan.	1	2	3	4	5	6	7
2. MARA menyampaikan maklumat yang bersesuaian dengan pencapaian hasrat diri saya.	1	2	3	4	5	6	7
3. Penyampaian maklumat oleh MARA memenuhi keperluan emosi diri saya sebagai pelatih.	1	2	3	4	5	6	7
4. Maklumat yang disampaikan oleh MARA mengandungi terlalu banyak gambar berbanding dengan fakta.	1	2	3	4	5	6	7
5. Maklumat yang disampaikan oleh MARA sukar untuk difahami.	1	2	3	4	5	6	7
6. MARA memberikan maklumat yang memerlukan tafsiran sendiri oleh peserta.	1	2	3	4	5	6	7
7. Maklumat yang disampaikan oleh MARA dapat meningkatkan keyakinan peserta.	1	2	3	4	5	6	7
8. Pihak MARA mengambilkira fikiran, pandangan dan penilaian orang lain terutamanya peserta latihan.	1	2	3	4	5	6	7
9. Penyampaian maklumat oleh MARA bersifat mesra (mudah difahami) penerima.	1	2	3	4	5	6	7
10. Pihak MARA menggalakkan peserta	1	2	3	4	5	6	7

untuk melibatkan diri dalam program secara berkelompok.							
11. Pihak MARA menjadikan peserta latihan sebagai orang yang penting kepada masyarakat.	1	2	3	4	5	6	7
12. Pihak MARA menggunakan mesej yang boleh meningkatkan tanggapan individu lain untuk menyertai program mereka.	1	2	3	4	5	6	7
13. Pihak MARA sentiasa menggalakkan peserta untuk menyertai program mereka seperti biasa.	1	2	3	4	5	6	7
14. Pihak MARA mengingatkan peserta untuk mengikuti program latihan yang dianjurkan.	1	2	3	4	5	6	7
15. Maklumat yang disampaikan oleh pihak MARA menarik.	1	2	3	4	5	6	7
16. MARA menyampaikan maklumat yang mudah dan ringkas.	1	2	3	4	5	6	7
17. MARA sentiasa mengingatkan peserta untuk mengikuti program mereka.	1	2	3	4	5	6	7
18. MARA sentiasa mendengar masalah yang dihadapi oleh peserta.	1	2	3	4	5	6	7
19. MARA sentiasa memantau perkembangan peserta latihan.	1	2	3	4	5	6	7
20. MARA sentiasa membujuk peserta untuk menyertai program latihan secara berterusan.	1	2	3	4	5	6	7
21. MARA mengutamakan penyampaian maklumat secara lisan dan juga bukan lisan.	1	2	3	4	5	6	7
22. Penyampaian maklumat oleh pihak MARA mewujudkan kepuasan dalam diri peserta.	1	2	3	4	5	6	7

23. MARA menyampaikan maklumat yang menggembirakan peserta.	1	2	3	4	5	6	7
24. Maklumat yang disampaikan oleh MARA menekankan kepada kepuasan dalam diri peserta berbanding dengan agen pembangunan yang lain.	1	2	3	4	5	6	7
25. Penerimaan maklumat yang disampaikan oleh MARA memerlukan masa yang terhad untuk peserta berfikir.	1	2	3	4	5	6	7
26. Maklumat yang disampaikan oleh MARA berguna semasa situasi yang terdesak.	1	2	3	4	5	6	7
27. Setelah menerima maklumat, pihak MARA mengutamakan kepada tindakan segera oleh peserta.	1	2	3	4	5	6	7
28. Penyampaian maklumat oleh MARA memenuhi keperluan semasa peserta.	1	2	3	4	5	6	7
29. MARA mengandaikan peserta latihan merupakan pembaca yang rasional dalam menerima maklumat.	1	2	3	4	5	6	7
30. Maklumat yang disampaikan oleh MARA memerlukan peserta menghuraikan secara mendalam.	1	2	3	4	5	6	7
31. Maklumat yang disampaikan oleh MARA membantu dalam menyelesaikan masalah.	1	2	3	4	5	6	7
32. Pihak MARA mengutamakan kelebihan program latihan mereka berbanding dengan program latihan organisasi lain.	1	2	3	4	5	6	7
33. Maklumat yang disampaikan oleh MARA memenuhi tahap pemikiran peserta untuk terus mengikuti program latihan mereka.	1	2	3	4	5	6	7

Arahan: Penyataan di bawah adalah berkaitan dengan niat dan keinginan sebelum menyertai program pembangunan ICT anjuran MARA. Anda diminta membulatkan jawapan anda mengikut panduan jawapan yang telah disediakan di bawah:



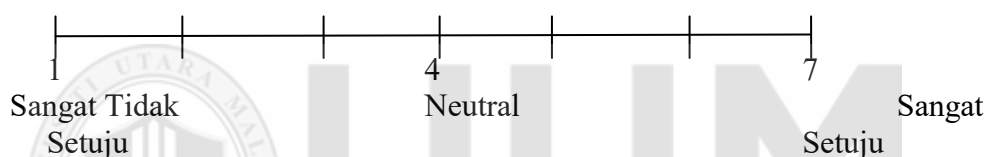
SOALAN		JAWAPAN						
1.	Saya berkeinginan untuk menyertai aktiviti MARA bagi meningkatkan pengetahuan tentang penggunaan ICT.	1	2	3	4	5	6	7
2.	Saya berkeinginan untuk menyertai aktiviti MARA bagi meningkatkan pengetahuan tentang membuat laman web.	1	2	3	4	5	6	7
3.	Saya sangat teruja untuk menyertai aktiviti pembangunan ICT anjuran MARA	1	2	3	4	5	6	7
4.	Saya menghubungi pihak MARA dalam tempoh dua minggu selepas saya mendapatkan maklumat tentang latihan.	1	2	3	4	5	6	7
5.	Saya memutuskan untuk menyertai latihan ICT anjuran MARA dalam tempoh dua minggu selepas mendapatkan maklumat	1	2	3	4	5	6	7
6.	Saya bercadang untuk lebih banyak menggunakan Internet dalam perniagaan saya.	1	2	3	4	5	6	7
7.	Saya bercadang menggunakan Internet untuk menyalurkan maklumat tentang produk, harga, kelebihan produk, kaedah pembelian dan kos penghantaran.	1	2	3	4	5	6	7
8.	Saya bercadang untuk lebih menggunakan Internet bagi menyediakan maklumat tentang produk keluaran saya.	1	2	3	4	5	6	7

9. Saya bercadang untuk menggunakan lebih Internet dalam meningkatkan pengetahuan tentang perniagaan saya agar banyak maklumat dapat diperolehi.	1	2	3	4	5	6	7
10. Saya bercadang untuk menggunakan Email untuk menghubungi dan menasihati pelanggan.	1	2	3	4	5	6	7
11. Saya bercadang untuk menggunakan Internet untuk mencari maklumat tentang produk saya.	1	2	3	4	5	6	7
12. Saya bercadang untuk menggunakan Internet untuk membantu tugas-tugas pentadbiran.	1	2	3	4	5	6	7
13. Saya berhasrat menggunakan Internet lebih untuk tugas-tugas peribadi (perbankan atas talian).	1	2	3	4	5	6	7
14. Saya bercadang menggunakan Internet lebih kepada meningkatkan pengetahuan peribadi.	1	2	3	4	5	6	7
15. Saya akan menggunakan Email lebih kepada hubungan peribadi dengan peserta latihan MARA yang lain.	1	2	3	4	5	6	7
16. Secara keseluruhan, saya bercadang untuk menggunakan lebih banyak Internet dalam kerja saya dimasa depan.	1	2	3	4	5	6	7
17. Saya bersedia untuk terus bekerjasama dengan pihak MARA.	1	2	3	4	5	6	7
18. Saya bersedia untuk mengikuti program keusahawanan lain yang dianjurkan oleh MARA.	1	2	3	4	5	6	7
19. Saya bersedia menjadi ahli kumpulan yang berkaitan dengan keusahawanan.	1	2	3	4	5	6	7
20. Saya bersedia membayar kos yang diperlukan untuk tujuan meningkatkan perniagaan .	1	2	3	4	5	6	7

21. Saya tidak akan mengikuti program MARA sekiranya ia bertentangan nilai masyarakat.	1	2	3	4	5	6	7
22. Saya sedia berkorban bagi tujuan kepentingan perniagaan walaupun keuntungan yang diperolehi lambat.	1	2	3	4	5	6	7

BAHAGIAN F: GELAGAT PENCARIAN MAKLUMAT

Arahan: Pernyataan berikut berkaitan dengan amalan yang anda lakukan semasa mendapatkan maklumat. Sila bulatkan jawapan berdasarkan skala jawapan yang disediakan seperti berikut:



SOALAN	JAWAPAN						
1. Saya menentukan sumber untuk mendapatkan maklumat melalui enjin carian seperti Yahoo dan Google berkaitan dengan MARA.	1	2	3	4	5	6	7
2. Saya terlebih dahulu menentukan skop maklumat berkaitan MARA yang diperlukan.	1	2	3	4	5	6	7
3. Saya boleh mengakses maklumat berkaitan MARA dengan cekap dan berkesan.	1	2	3	4	5	6	7
4. Saya boleh mendapatkan maklumat MARA yang diperlukan secara cekap dan berkesan.	1	2	3	4	5	6	7
5. Saya boleh menilai maklumat dan sumber berkaitan dengan MARA secara mendalam.	1	2	3	4	5	6	7
6. Saya boleh memuat turun maklumat MARA berkaitan dengan latihan dan keusahawanan.	1	2	3	4	5	6	7

7. Saya menggunakan maklumat terpilih daripada MARA secara efektif.	1	2	3	4	5	6	7
8. Saya menggunakan maklumat informasi terpilih daripada MARA untuk membentuk laman web.	1	2	3	4	5	6	7
9. Saya menggunakan maklumat berkaitan MARA mengikut etika.	1	2	3	4	5	6	7
10. Saya menggunakan maklumat MARA berdasarkan undang-undang.	1	2	3	4	5	6	7
11. Saya menggabungkan maklumat berkaitan MARA dari Internet dengan pengetahuan yang sedia ada.	1	2	3	4	5	6	7
12. Saya turut memberi perhatian kepada isu-isu ekonomi yang berkaitan dengan MARA.	1	2	3	4	5	6	7
13. Saya memberi perhatian kepada isu-isu perundangan yang berkaitan dengan MARA.	1	2	3	4	5	6	7
14. Saya memberi perhatian kepada isu-isu sosial yang berkaitan dengan MARA.	1	2	3	4	5	6	7
15. Saya menggunakan maklumat yang diperolehi untuk membangunkan diri menjadi salah seorang peserta MARA yang berjaya.	1	2	3	4	5	6	7
16. Saya menggunakan pengetahuan yang diperolehi daripada MARA dengan cara yang bermanfaat kepada orang lain.	1	2	3	4	5	6	7

****SOALAN TAMAT****
TERIMA KASIH DI ATAS KERJASAMA ANDA

Lampiran 2

Skor CVI Instrumen Adopsi Inovasi

Item	Ubahsuai Item	Skor CVI	Tindakan
AI1	Tiada perubahan	1.0	Diterima untuk pra kajian
AI2	Tiada perubahan	1.0	Diterima untuk pra kajian
AI3	Tiada perubahan	1.0	Diterima untuk pra kajian
AI4	Tiada perubahan	1.0	Diterima untuk pra kajian
AI5	Tiada perubahan	1.0	Diterima untuk pra kajian
AI6	Tiada perubahan	1.0	Diterima untuk pra kajian
AI7	Tiada perubahan	1.0	Diterima untuk pra kajian
AI8	Tiada perubahan	1.0	Diterima untuk pra kajian
AI9	Tiada perubahan	1.0	Diterima untuk pra kajian
AI10	Tiada perubahan	1.0	Diterima untuk pra kajian
AI11	Tiada perubahan	1.0	Diterima untuk pra kajian
AI12	Tiada perubahan	1.0	Diterima untuk pra kajian
AI13	Tiada perubahan	1.0	Diterima untuk pra kajian
AI14	Tiada perubahan	1.0	Diterima untuk pra kajian
AI15	Tiada perubahan	1.0	Diterima

			untuk pra kajian
AI16	Penggunaan laman web sebagai idea membangunkan produk perniagaan ini direstui oleh keluarga dan rakan-rakan.	1.0	Diterima untuk pra kajian
AI17	Ramai kawan-kawan saya ingin menggunakan laman web untuk memasarkan produk mereka.	1.0	Diterima untuk pra kajian
AI18	Tiada perubahan	1.0	Diterima untuk pra kajian
AI19	Tiada perubahan	1.0	Diterima untuk pra kajian
AI20	Tiada perubahan	1.0	Diterima untuk pra kajian
AI21	Tiada perubahan	1.0	Diterima untuk pra kajian
AI22	Tiada perubahan	1.0	Diterima untuk pra kajian
AI23	Tiada perubahan	1.0	Diterima untuk pra kajian
AI24	Tiada perubahan	1.0	Diterima untuk pra kajian
AI25	Tiada perubahan	1.0	Diterima untuk pra kajian
AI26	Tiada perubahan	1.0	Diterima untuk pra kajian
AI27	Tiada perubahan	1.0	Diterima untuk pra kajian
AI28	Tiada perubahan	1.0	Diterima untuk pra kajian

			kajian
AI29	Tiada perubahan	1.0	Diterima untuk pra kajian
AI30	Tiada perubahan	1.0	Diterima untuk pra kajian
AI31	Tiada perubahan	1.0	Diterima untuk pra kajian
AI31	Tiada perubahan	1.0	Diterima untuk pra kajian
AI32	Tiada perubahan	1.0	Diterima untuk pra kajian
AI33	Tiada perubahan	1.0	Diterima untuk pra kajian
AI34	Tiada perubahan	1.0	Diterima untuk pra kajian
AI35	Tiada perubahan	1.0	Diterima untuk pra kajian
AI36	Tiada perubahan	1.0	Diterima untuk pra kajian
AI37	Tiada perubahan	1.0	Diterima untuk pra kajian
AI38.	Tiada perubahan	1.0	Diterima untuk pra kajian
AI39	Tiada perubahan	1.0	Diterima untuk pra kajian
AI40	Tiada perubahan	1.0	Diterima untuk pra kajian

Lampiran 3

Skor CVI Instrumen penyertaan masyarakat dalam latihan

Item	Ubahsuai Item	Skor CVI	Tindakan
P1	Tiada	1.0	Diterima untuk pra

	perubahan		kajian
P2	Tiada perubahan	1.0	Diterima untuk pra kajian
P3	Tiada perubahan	1.0	Diterima untuk pra kajian
P4	Tiada perubahan	1.0	Diterima untuk pra kajian
P5	Tiada perubahan	1.0	Diterima untuk pra kajian
P6	Tiada perubahan	1.0	Diterima untuk pra kajian
P7	Tiada perubahan	1.0	Diterima untuk pra kajian
P8	Tiada perubahan	1.0	Diterima untuk pra kajian
P9	Tiada perubahan	1.0	Diterima untuk pra kajian
P9	Tiada perubahan	1.0	Diterima untuk pra kajian
P10	Tiada perubahan	1.0	Diterima untuk pra kajian
P11	Tiada perubahan	1.0	Diterima untuk pra kajian
P12	Tiada	0.7	Diterima untuk pra kajian
P13	Tiada perubahan	1.0	Diterima untuk pra kajian
P14	Tiada perubahan	1.0	Diterima untuk pra kajian
P15	Saya boleh memuat turun sesuatu perisian yang disediakan oleh MARA dengan	1.0	Diterima untuk pra kajian

	menggunakan internet.		
P16	Tiada perubahan	1.0	Diterima untuk pra kajian
P17	Tiada perubahan	1.0	Diterima untuk pra kajian
P18	Tiada perubahan	1.0	Diterima untuk pra kajian
P19	Tiada perubahan	1.0	Diterima untuk pra kajian
P20	Tiada perubahan	1.0	Diterima untuk pra kajian
P21	Tiada perubahan	1.0	Diterima untuk pra kajian
P22	Tiada perubahan	1.0	Diterima untuk pra kajian
P23	Tiada perubahan	1.0	Diterima untuk pra kajian

Lampiran 4

Skor CVI Instrumen Strategi Mesej

Item	Ubahsuai Item	Skor CVI	Tindakan
SM1	Tiada	0.6	Dibuang
SM2	Tiada	0.7	Diterima untuk pra kajian
SM3	Penyampaian maklumat oleh MARA memenuhi keperluan emosi diri saya sebagai pelatih.	1.0	Diterima untuk pra kajian
SM4	Maklumat yang disampaikan oleh MARA mengandungi terlalu banyak gambar berbanding	1.0	Diterima untuk pra kajian

	dengan fakta.		
SM5	Tiada	0.7	Diterima untuk pra kajian
SM6	Tiada	0.7	Diterima untuk pra kajian
SM7	Pihak MARA mengambil kira fikiran, pandangan dan penilaian orang lain terutamanya peserta latihan.	1.0	Diterima untuk pra kajian
SM8	Penyampaian maklumat oleh MARA bersifat mesra (mudah difahami) penerima.	1.0	Diterima untuk pra kajian
SM9	Tiada	0.7	Diterima untuk pra kajian
SM10	Tiada perubahan	0.9	Diterima untuk pra kajian
SM11	Pihak MARA menggunakan mesej yang boleh meningkatkan tanggapan individu lain untuk menyertai program mereka.	1.0	Diterima untuk pra kajian
SM12	Tiada	0.7	Diterima untuk pra kajian
SM13	Pihak MARA mengingatkan peserta untuk mengikuti program latihan yang dianjurkan.	1.0	Diterima untuk pra kajian
SM14	Maklumat yang disampaikan oleh pihak MARA menarik. MARA menyampaikan maklumat yang mudah dan ringkas.	1.0	Diterima untuk pra kajian
SM15	Tiada	0.7	Diterima untuk pra kajian
SM16	i) MARA sentiasa mendengar masalah yang	1.0	Diterima untuk pra kajian

dihadapi oleh peserta.

ii) MARA sentiasa memantau perkembangan peserta latihan.

iii) MARA sentiasa membujuk peserta untuk menyertai program latihan secara berterusan.

iv) MARA mengutamakan penyampaian maklumat secara lisan dan juga bukan lisan.

SM17	Tiada	0.7	Diterima untuk pra kajian
SM18	MARA menyampaikan maklumat yang menggembirakan peserta.	1.0	Diterima untuk pra kajian
SM19	Maklumat yang disampaikan oleh MARA menekankan kepada kepuasan dalam diri peserta berbanding dengan agen pembangunan yang lain.	1.0	Diterima untuk pra kajian
SM20	Tiada	0.7	Diterima untuk pra kajian
SM21	Maklumat yang disampaikan oleh MARA berguna semasa situasi yang terdesak.	1.0	Diterima untuk pra kajian
SM22	Setelah menerima maklumat, pihak MARA mengutamakan kepada tindakan segera oleh peserta.	1.0	Diterima untuk pra kajian
SM23	Penyampaian maklumat oleh MARA memenuhi keperluan semasa peserta.	1.0	Diterima untuk pra kajian
SM24	MARA mengandaikan	1.0	Diterima untuk

	peserta latihan merupakan pembaca yang rasional dalam menerima maklumat.		pra kajian
SM25	Tiada	0.7	Diterima untuk pra kajian
SM26	Maklumat yang disampaikan oleh MARA membantu dalam menyelesaikan masalah.	1.0	Diterima untuk pra kajian
SM27	Pihak MARA mengutamakan kelebihan program latihan mereka berbanding dengan program latihan organisasi lain.	1.0	Diterima untuk pra kajian
SM28	Maklumat yang disampaikan oleh MARA memenuhi tahap pemikiran peserta untuk terus mengikuti program latihan mereka.	1.0	Diterima untuk pra kajian

Lampiran 5

Skor CVI Instrumen niat dan keinginan

Item	Ubahsuai Item	Skor CVI	Tindakan
NK1	Tiada perubahan	1.0	Diterima untuk pra kajian
NK2	Tiada perubahan	1.0	Diterima untuk pra kajian
NK3	Tiada perubahan	1.0	Diterima untuk pra kajian
NK4	Tiada perubahan	1.0	Diterima untuk pra kajian
NK5	Tiada perubahan	1.0	Diterima untuk pra kajian

NK6	Tiada perubahan	1.0	Diterima untuk pra kajian
NK7	Tiada perubahan	1.0	Diterima untuk pra kajian
NK8	Tiada perubahan	1.0	Diterima untuk pra kajian
NK9	Tiada perubahan	1.0	Diterima untuk pra kajian
NK20	Tiada perubahan	1.0	Diterima untuk pra kajian
NK21	Tiada perubahan	0.9	Diterima untuk pra kajian
NK22	Tiada perubahan	1.0	Diterima untuk pra kajian
NK23	Tiada perubahan	1.0	Diterima untuk pra kajian
NK24	Tiada perubahan	1.0	Diterima untuk pra kajian
NK25	Tiada	0.7	Diterima untuk pra kajian
NK26	Tiada perubahan	1.0	Diterima untuk pra kajian
NK27	Tiada perubahan	1.0	Diterima untuk pra kajian
NK28	Tiada perubahan	1.0	Diterima untuk pra kajian
NK29	Tiada perubahan	1.0	Diterima untuk pra kajian
NK30	Tiada perubahan	1.0	Diterima untuk pra kajian
NK31	Tiada	0.7	Diterima untuk pra kajian
NK32	Tiada	0.7	Diterima untuk pra kajian

Lampiran 6

Skor CVI Instrumen gelagat pencarian maklumat

Item	Ubahsuai Item	Skor CVI	Tindakan
GPM1	Tiada	0.7	Diterima untuk pra kajian
GPM2	Saya terlebih dahulu menentukan skop maklumat berkaitan MARA yang diperlukan	1.0	Diterima untuk pra kajian
GPM3	Saya boleh mengakses maklumat berkaitan MARA dengan cekap dan berkesan.	1.0	Diterima untuk pra kajian
GPM4	Saya boleh mendapatkan maklumat MARA yang diperlukan secara cekap dan berkesan.	1.0	
GPM5	Saya boleh menilai maklumat dan sumber berkaitan dengan MARA secara mendalam.	1.0	Diterima untuk pra kajian
GPM6	Tiada	0.7	Diterima untuk pra kajian
GPM7	Saya menggunakan maklumat terpilih daripada MARA secara efektif.	1.0	Diterima untuk pra kajian
GPM8	Saya menggunakan maklumat informasi terpilih daripada MARA untuk membentuk laman web.	1.0	Diterima untuk pra kajian
GPM9	Tiada	0.7	Diterima untuk pra kajian
GPM10	Saya menggunakan maklumat MARA berdasarkan undang-undang.	1.0	Diterima untuk pra kajian

GPM11	Saya menggabungkan maklumat berkaitan MARA dari Internet dengan pengetahuan yang sedia ada.	1.0	Diterima untuk pra kajian
GPM12	Saya turut memberi perhatian kepada isu-isu ekonomi yang berkaitan dengan MARA.	1.0	Diterima untuk pra kajian
GPM13	Saya memberi perhatian kepada isu-isu perundangan yang berkaitan dengan MARA.	1.0	Diterima untuk pra kajian
GPM14	Tiada	0.7	Diterima untuk pra kajian
GPM15	Saya menggunakan maklumat yang diperolehi untuk membangunkan diri menjadi salah seorang peserta MARA yang berjaya.	1.0	Diterima untuk pra kajian
GPM16	Saya menggunakan pengetahuan yang diperolehi daripada MARA dengan cara yang bermanfaat kepada orang lain.	1.0	Diterima untuk pra kajian

Lampiran 7

Nilai KMO Analisis Faktor Penerokaan bagi Keseluruhan Pemboleh Ubah

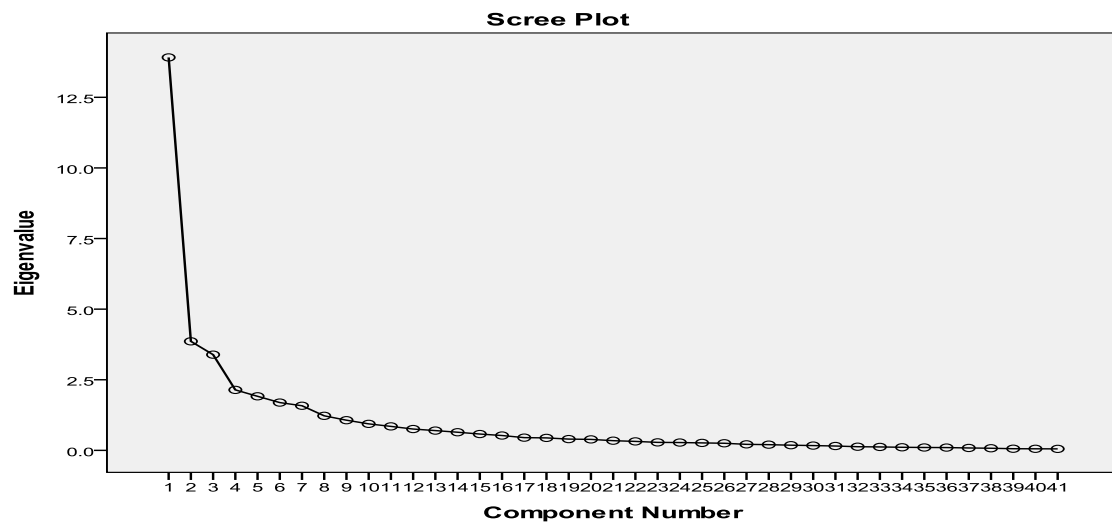
Pemboleh Ubah	KMO dan Bartlett's Test	Dk	Sig.
1. Strategi mesej	.853	528	.000
2. Gelagat pencarian maklumat	.823	120	.000
3. Niat dan keinginan	.887	231	.000
4. Penyertaan dalam latihan	.771	276	.000
5. Adopsi inovasi	.848	820	.000

Lampiran 8

Jumlah Varians Bagi Item-item Adopsi Inovasi

Item	Jumlah	% Varians	Jumlah % terkumpul	Jumlah	% Varians	Jumlah % terkumpul
1	13.912	33.931	33.931	4.278	10.435	10.435

2	3.860	9.416	43.347	4.157	10.138	20.573
3	3.389	8.265	51.611	4.087	9.967	30.540
4	2.141	5.222	56.834	3.192	7.786	38.326
5	1.914	4.669	61.503	2.898	7.067	45.393
6	1.692	4.127	65.630	2.809	6.851	52.244
7	1.580	3.853	69.483	2.316	5.648	57.892
8	1.223	2.983	72.467	2.067	5.042	62.933
9	1.068	2.606	75.072	1.727	4.213	67.146
10	.938	2.289	77.361	1.721	4.199	71.345
11	.849	2.071	79.432	1.568	3.824	75.168
12	.755	1.842	81.274	1.461	3.563	78.732
13	.700	1.708	82.983	1.452	3.541	82.273
14	.642	1.567	84.549	.933	2.277	84.549
15	.578	1.410	85.960			
16	.526	1.283	87.242			
17	.451	1.100	88.342			
18	.442	1.077	89.419			
19	.399	.974	90.393			
20	.389	.948	91.341			
21	.343	.836	92.178			
22	.318	.775	92.953			
23	.283	.691	93.643			
24	.277	.677	94.320			
25	.264	.645	94.965			
26	.252	.614	95.579			
27	.214	.521	96.099			
28	.202	.494	96.593			
29	.184	.448	97.041			
30	.170	.414	97.455			
31	.154	.377	97.831			
32	.130	.316	98.147			
33	.122	.297	98.444			
34	.109	.267	98.711			
35	.102	.250	98.960			
36	.099	.242	99.202			
37	.085	.208	99.410			
38	.075	.183	99.593			
39	.058	.142	99.735			
40	.056	.136	99.871			
41	.053	.129	100.000			



Lampiran 9 Plot Scree Adopsi Inovasi

Lampiran 10

Faktor Muatan Bagi Adopsi Inovasi

Faktor	No Item	Faktor Muatan
Faktor 1	AI25	.77
	AI 26	.85
	AI 27	.83
	AI 28	.68
	AI 29	.70
Faktor 2	AI 15	.63
	AI 16	.81
	AI 17	.82
	AI 18	.71
	AI 19	.72
Faktor 3	AI 7	.54
	AI 8	.62
	AI 9	.79
	AI 10	.81
	AI 11	.84
	AI 12	.51
Faktor 4	AI 35	.60
	AI 36	.68
	AI 37	.91
	AI 38	.86
Faktor 5	AI 39	.76
	AI 40	.81
	AI 41	.77
Faktor 6	AI 32	.74
	AI 33	.79
	AI 34	.80

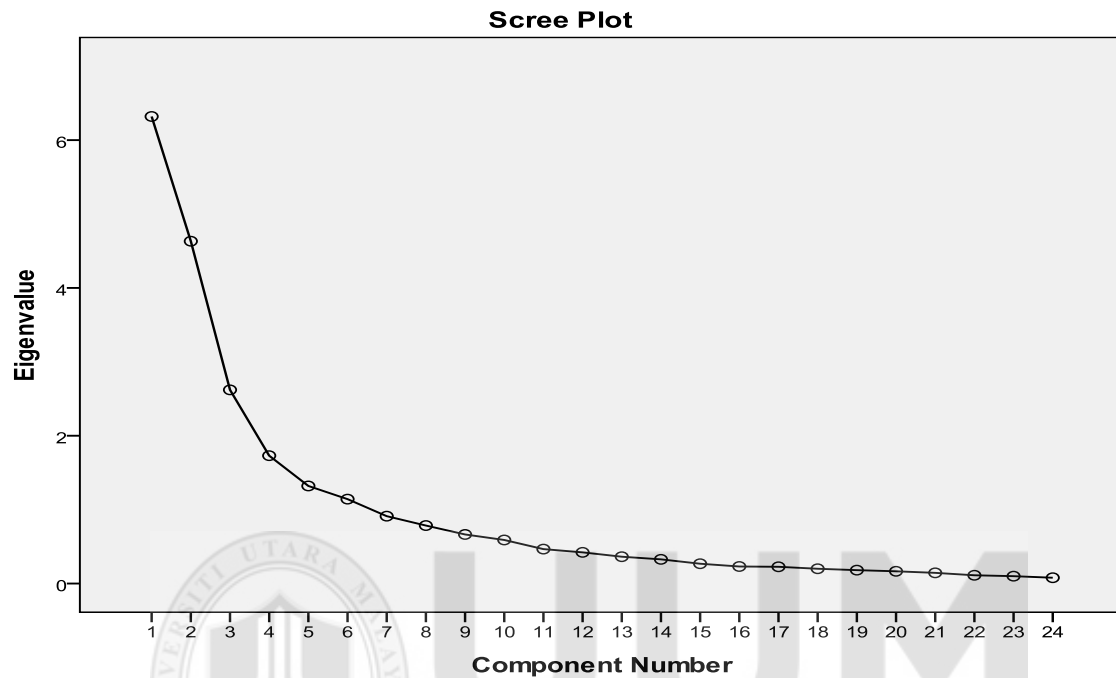
Faktor 7	AI 21	.63
	AI 22	.74
	AI 23	.65
	AI24	.56
Faktor 8	AI 13	.81
	AI 14	.73
Faktor 9	AI 2	.83
	AI 4	.53
Faktor 10	AI F5	.51
	AI 6	.85
Faktor	AI 1	.84
	AI 3	.57
Faktor 12	AI 30	.75
Faktor 13	AI 20	.71
Faktor 14	AI 31	.53

Lampiran 11

Jumlah Varians Bagi Item-item Penyertaan Masyarakat Dalam Latihan

Item	Jumlah	% Varians	Jumlah % terkumpul	Jumlah	% Varians	Jumlah % terkumpul
1	6.320	26.332	26.332	5.361	22.339	22.339
2	4.632	19.300	45.633	4.422	18.427	40.766
3	2.621	10.919	56.552	3.789	15.786	56.552
4	1.730	7.209	63.760			
5	1.320	5.501	69.262			
6	1.142	4.759	74.021			
7	.912	3.798	77.819			
8	.785	3.270	81.089			
9	.664	2.767	83.856			
10	.589	2.456	86.312			
11	.466	1.941	88.254			
12	.422	1.758	90.012			
13	.363	1.512	91.525			
14	.327	1.364	92.888			
15	.268	1.117	94.005			
16	.231	.961	94.966			
17	.227	.944	95.910			
18	.200	.833	96.744			
19	.181	.755	97.499			
20	.166	.690	98.189			
21	.145	.602	98.792			

22	.112	.466	99.258
23	.100	.415	99.673
24	.079	.327	100.000



Lampiran 12 Plot Scree Penyertaan Masyarakat Dalam Latihan

Lampiran 13

Faktor Muatan Bagi Penyertaan Masyarakat Dalam Latihan

Faktor	No Item	Faktor Muatan
Faktor 1	P1	.73
	P 2	.72
	P3	.73
	P4	.71
	P5	.76
	P8	.80
	P9	.77
	P10	.64
	P11	.50
	P23	.50
	P24	.50
Faktor 2	P16	.62
	P17	.75
	P18	.66
	P19	.72

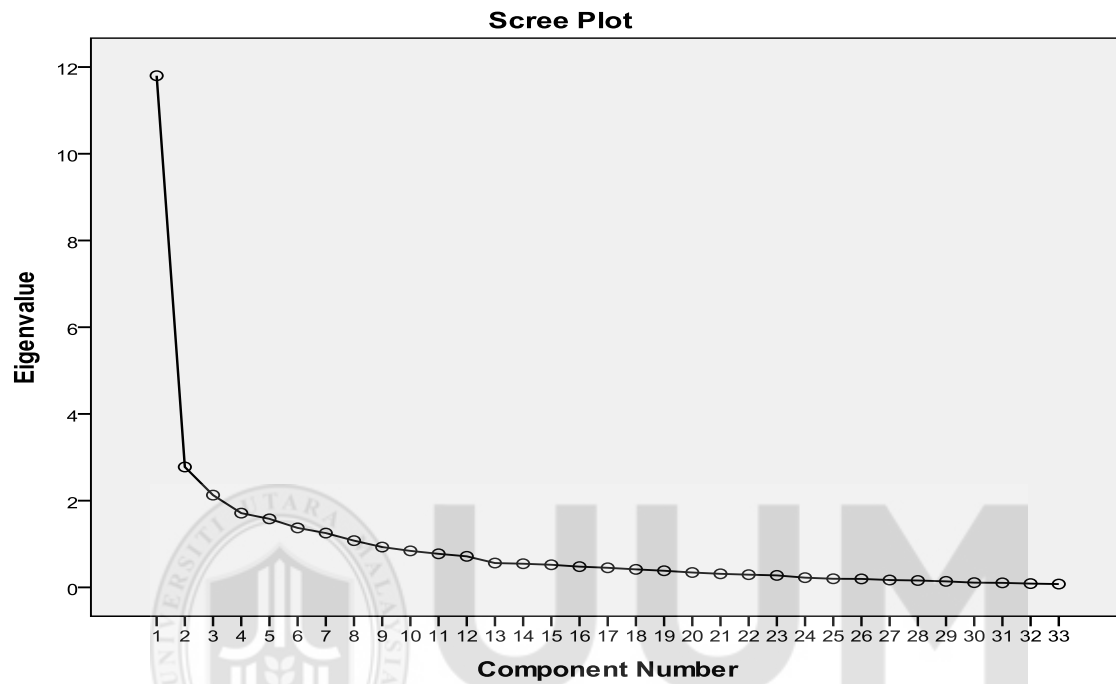
	P20	.87
	P21	.86
	P22	.73
Faktor 3	P6	.67
	P7	.62
	P12	.58
	P13	.79
	P14	.82
	P15	.68

Lampiran 14

Jumlah Varians Bagi Item-item Strategi Mesej

Item	Jumlah	% Varians	Jumlah % terkumpul	Jumlah	% Varians	Jumlah % terkumpul
1	11.800	35.757	35.757	6.343	19.223	19.223
2	2.776	8.413	44.170	4.109	12.450	31.673
3	2.127	6.446	50.616	3.384	10.254	41.927
4	1.712	5.189	55.805	3.176	9.625	51.552
5	1.580	4.788	60.593	2.753	8.342	59.894
6	1.371	4.155	64.748	1.602	4.854	64.748
7	1.252	3.794	68.543			
8	1.078	3.266	71.808			
9	.930	2.818	74.626			
10	.842	2.550	77.177			
11	.774	2.345	79.522			
12	.716	2.169	81.691			
13	.561	1.700	83.391			
14	.545	1.652	85.044			
15	.521	1.579	86.623			
16	.478	1.449	88.072			
17	.452	1.368	89.441			
18	.415	1.258	90.699			
19	.383	1.161	91.860			
20	.343	1.039	92.899			
21	.313	.947	93.846			
22	.293	.888	94.734			
23	.276	.837	95.571			
24	.224	.679	96.250			
25	.198	.601	96.851			
26	.195	.591	97.443			
27	.170	.514	97.957			
28	.159	.482	98.438			

29	.139	.420	98.858
30	.109	.330	99.188
31	.104	.316	99.504
32	.087	.264	99.769
33	.076	.231	100.000



Lampiran 15 Plot Scree Bagi Strategi Mesej

Lampiran 16

Faktor Muatan Bagi Strategi Mesej

Faktor	No Item	Faktor Muatan
Faktor 1	SM11	.63
	SM 12	.66
	SM 13	.60
	SM 14	.78
	SM 15	.69
	SM 16	.76
	SM 17	.80
	SM 18	.71
	SM 19	.74
	SM 27	.50
	SM 28	.50
Faktor 2	SM 1	.87
	SM 2	.77

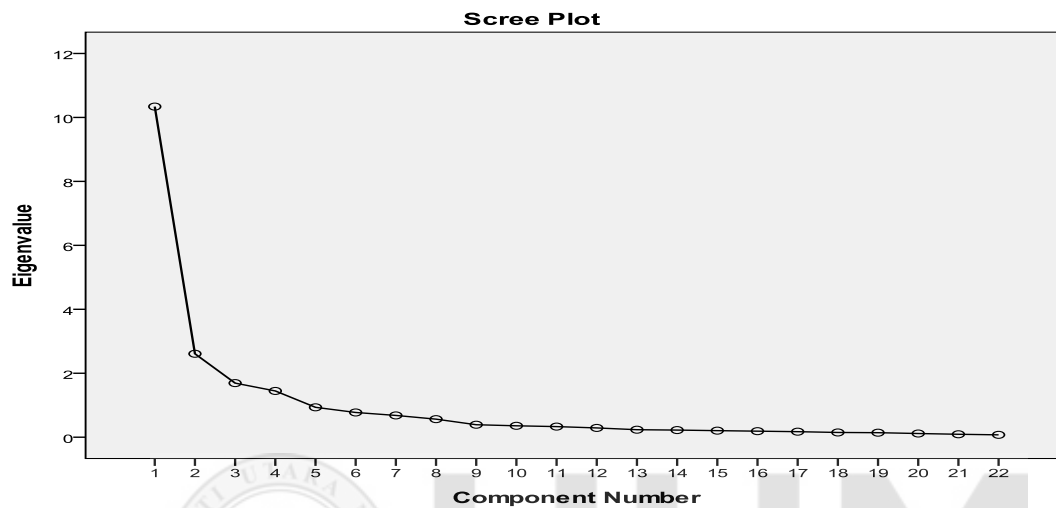
	SM 3	.80
	SM 5	.72
	SM 7	.66
	SM 8	.51
	SM 9	.60
Faktor 3	SM 29	.58
	SM 31	.50
	SM 32	.73
	SM 33	.80
Faktor 4	SM 20	.69
	SM 21	.60
	SM 22	.63
	SM 23	.63
Faktor 5	SM 6	.66
	SM 24	.54
	SM 25	.74
	SM 26	.65
	SM 30	.51
Faktor 6	SM 4	.53
	SM 10	.56

Lampiran 17

Jumlah Varians bagi Item-item Niat dan Keinginan

Item	Jumlah	% Varians	Jumlah % terkumpul	Jumlah	% Varians	Jumlah % terkumpul
1	10.339	46.994	46.994	6.506	29.575	29.575
2	2.609	11.860	58.855	3.945	17.932	47.507
3	1.692	7.689	66.544	3.284	14.927	62.433
4	1.446	6.574	73.118	2.351	10.684	73.118
5	.935	4.248	77.365			
6	.773	3.515	80.881			
7	.681	3.095	83.976			
8	.564	2.566	86.542			
9	.390	1.773	88.314			
10	.356	1.620	89.935			
11	.331	1.507	91.441			
12	.290	1.318	92.759			
13	.234	1.065	93.824			
14	.223	1.012	94.836			
15	.205	.932	95.769			
16	.189	.857	96.626			
17	.173	.785	97.411			

18	.148	.673	98.084
19	.141	.641	98.725
20	.115	.524	99.249
21	.092	.416	99.665
22	.074	.335	100.000



Lampiran 18 Plot Scree Niat dan Keinginan

Lampiran 19

Faktor Muatan Niat dan Keinginan

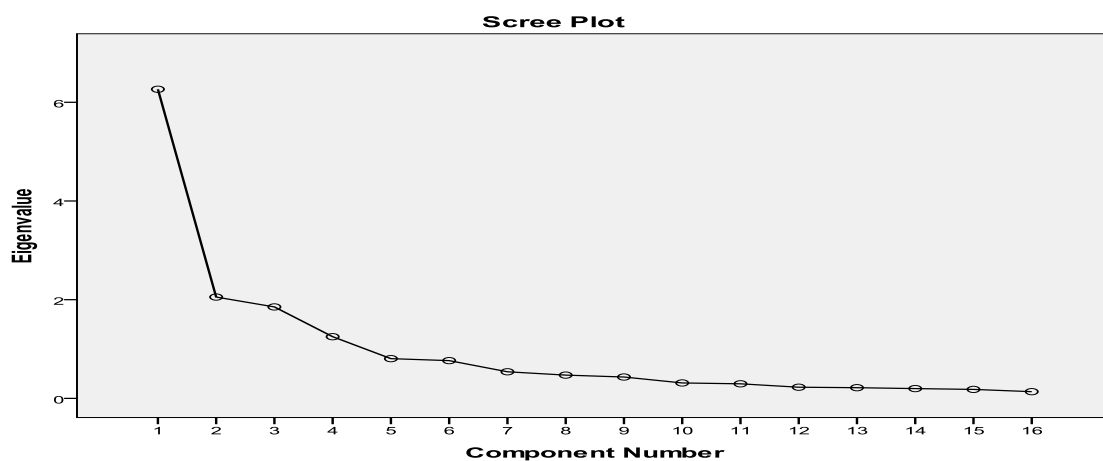
Faktor	No Item	Faktor Muatan
Faktor 1	NK1	.70
	NK2	.72
	NK3	.73
	NK6	.68
	NK7	.76
	NK8	.78
	NK9	.84
	NK10	.76
	NK11	.81
	NK12	.66
Faktor 2	NK17	.74
	NK18	.78
	NK19	.81
	NK20	.81
	NK21	.57
	NK22	.77
Faktor 3	NK13	.70

	NK14	.85
	NK15	.79
	NK16	.63
Faktor 4	NK4	.70
	NK5	.85

Lampiran 20

Jumlah Varians Bagi Item-item Gelagat Pencarian Maklumat

Item	Jumlah	% Varians	Jumlah % terkumpul	Jumlah	% Varians	Jumlah % terkumpul
1	6.264	39.151	39.151	3.543	22.141	22.141
2	2.053	12.834	51.985	3.454	21.589	43.730
3	1.853	11.582	63.567	3.174	19.837	63.567
4	1.250	7.812	71.378			
5	.805	5.032	76.410			
6	.765	4.781	81.191			
7	.539	3.368	84.559			
8	.471	2.947	87.506			
9	.433	2.705	90.211			
10	.313	1.954	92.165			
11	.295	1.844	94.009			
12	.226	1.414	95.423			
13	.217	1.353	96.776			
14	.198	1.239	98.015			
15	.182	1.135	99.151			
16	.136	.849	100.000			



Lampiran 21 Plot Scree Bagi Gelagat Pencarian Maklumat

Lampiran 22

Faktor Muatan bagi Pemboleh Ubah Gelagat Pencarian Maklumat

Faktor	No Item	Faktor Muatan
Faktor 1	GPM1	.50
	GPM 2	.52
	GPM 3	.85
	GPM 4	.88
	GPM 5	.81
	GPM 6	.64
Faktor 2	GPM 7	.50
	GPM 8	.80
	GPM 9	.76
	GPM 10	.80
	GPM 11	.74
Faktor 3	GPM 12	.77
	GPM 13	.76
	GPM 14	.70
	GPM 15	.79
	GPM 16	.58



UUM
Universiti Utara Malaysia

" KEDAH SEJAHTERA "

03 Oktober 2013

Encik Abdullah bin Mohammad
Pengarah
Majlis Amanah Rakyat (MARA) Negeri Terengganu
Bangunan KWSP
Jalan Kemajuan
Padang Hiliran
21100 Kuala Terengganu

Tuan /Puan

MEMOHON KEJASAMA UNTUK MENGEDARKAN SOALSELIDIK DALAM KALANGAN USAHAWAN MARA

Dengan hormatnya perkara di atas adalah dirujuk. Dimaklumkan bahawa saya Nan Zakiah Bt Megat Ibrahim (94050) merupakan calon Ijazah Doktor Falsafah (PhD) dalam bidang Komunikasi sedang menjalankan kajian berkaitan dengan penyertaan masyarakat dalam program pembangunan MARA yang berfokus kepada program pembangunan Teknologi Komunikasi dan Maklumat (ICT).

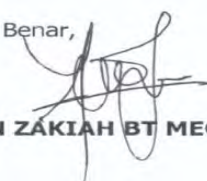
Buat pengetahuan pihak tuan/puan, saya kini dalam proses kutipan data bagi kajian yang dilakukan. Salah satu daripada objektif kajian yang dilakukan ini adalah untuk membentuk model penyertaan masyarakat dalam program pembangunan ICT. Setelah diteliti dengan mendalam organisasi tuan merupakan salah satu agen pembangunan yang bersesuaian dengan konteks kajian yang akan dilakukan. Sehubungan dengan itu, kajian ini memerlukan responden yang menyertai bengkel/seminar keusahawanan yang dianjurkan oleh organisasi tuan/puan. Kajian ini turut menggunakan soalselidik sebagai alat pengukuran kajian untuk menjawab objektif kajian yang telah dibentuk.

Untuk makluman pihak tuan/puan juga, Universiti Utara Malaysia mempunyai garis panduan yang ketat tentang keselamatan dan maklumat data. Justeru, segala maklumat yang diperolehi dari kajian ini dianggap **SULIT** dan dapatan kajian ini juga akan dibentangkan di seminar-seminar antarabangsa dan turut diterbitkan di dalam jurnal-jurnal. Data-data yang diperolehi hanya akan dinyatakan secara umum/menyeluruh.

Sekiranya pihak tuan memerlukan maklumat lanjut tentang perkara ini, sila hubungi saya di talian 014-5057573 Kerjasama yang pihak tuan/puan berikan adalah amat dihargai dan didahului dengan jutaan terima kasih.

Sekian.

Yang Benar,


(NAN ZAKIAH BT MEGAT IBRAHIM)