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**PROJECT TITLE:
E-BROCHURE: USER'S SATISFACTION AND IT'S
INFLUENCE TO COMMUNITIES (A CASE STUDY AT
RIC BALIK PULAU, PENANG)**

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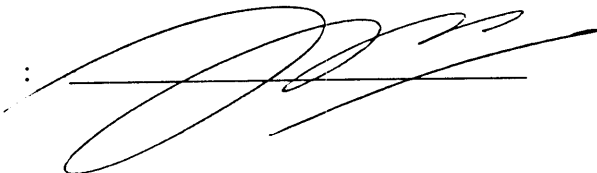
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ABSTRAK (BAHASA MALAYSIA)

Teknologi Informasi dan Komunikasi (ICT) memainkan peranan penting di dalam sosial dan ekonomi. Dalam dunia informasi atau digital, ICT adalah alat untuk mempengaruhi perubahan di dalam sosial dan ekonomi. Tetapi sesetengah orang seperti komuniti di kawasan luar bandar atau desa, warga emas dan wanita masih ketinggalan di belakang perubahan tersebut. Perbezaan di antara orang ini di panggil jurang digital. Jurang digital wujud dari pelbagai segmen seperti dari segi lokasi, antara negara, jantina, umur, agama, taraf pendidikan, taraf pendapatan dan lain-lain lagi. Terdapat banyak faktor yang menyumbang ke arah perluasan jurang digital. Di Malaysia, Pusat Internet Desa (PID) diperkenalkan oleh kerajaan untuk merapatkan jurang digital antara komuniti di bandar dengan komuniti di luar bandar. Kajian ini adalah sebahagian daripada usaha untuk mempromosikan PID. Risalah Elektronik (e-risalah) memainkan peranan utama di dalam mempromosi dan mempengaruhi komuniti di kawasan luar bandar atau desa. E-risalah ini dihasilkan untuk menggantikan kaedah tradisional (risalah bercetak) untuk mempromosikan PID. 75 responden dari 100 orang populasi dipilih secara rawak untuk menilai e-Risalah. Borang soal selidik yang diambil dan diubahsuai dari QUIS untuk digunakan sebagai instrumen untuk melihat seberapa banyak responden berpuas hati dengan E-Risalah.. Beberapa elemen seperti isi kandungan dan mudah digunakan dari UIS diletakkan di dalam borang soal selidik. Kebolehpercayaan borang soal selidik adalah tinggi iaitu Cronbach's $\alpha=.94$. Hasil dari kajian menunjukkan kebanyakan responden (70.03%) berpuas hati dengan keseluruhan borang soal selidik. 56.54% dari responden mengatakan e-risalah mudah dipelajari and 62.65% mengatakan rekabentuk e-risalah adalah baik. Isi kandungan e-risalah boleh dikatakan baik (67.44%). 93.3% responden berpendapat bahawa e-risalah boleh mempengaruhi mereka untuk datang menggunakan kemudahan yang ditawarkan di PID.

ABSTRACT (ENGLISH)

ICT plays the main roles in social and economic changes. In the digital or information age, ICT plays as the main tool to influencing the social and economy. But several people such as communities at rural areas, the senior citizen and the women still stay at the behind of the changes. The different of this people were called digital divide. Digital divide exist in several segment such as location, across countries, gender, age, religious, education level, income level and so on. Many factors contribute too widely of digital divide phenomena. In Malaysia, rural internet center (RIC) was introduced by government to bridge and shrinking the digital divide between communities at urban areas with communities at rural areas. This study is a part of effort to promoting the RIC. E-Brochure plays as the main tool to promoting and influencing the communities at rural areas. E-Brochure was produced to replace the traditional method (printed brochure) for promoting RIC. 75 respondents from targeted 100 population respondents were randomly selected to evaluate E-Brochure. Questionnaire adapted from QUIS (questionnaire for user interface satisfaction) were use as instrument to see how much the respondent satisfied with E-Brochure. Several elements such as content and ease of use from UIS (user information satisfaction) were put in questionnaire. The reliability of the questionnaire was high, Cronbach's $\alpha=.94$. The results seem that most of respondents (70.03%) are overall satisfied using the E-Brochure. 56.54% respondents says that learning to use E-Brochure are easy and 62.65% says that the design are good. The E-Brochure's content are also can be defined as good (67.44%). 93.3% respondent thinks that E-Brochure can appeal them to come using the facilities that offered by RIC.

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LIST OF ABBREVIATIONS

ICT	Information and Communication Technology
MCMC	Malaysian Communications and Multimedia Commission
RIC	Rural Internet Center
PC	Personal Computer
JICA	Japan International Cooperation Agency
IDC	International Data Corporation
EUISS	End User Information System satisfaction
UIS	User Information Satisfaction
QUIS	Questionnaire for User Interface Satisfaction
CLS	command line system
MDA	menu driven application
USP	Universal Service Provision

CHAPTER 1

INTRODUCTION

Information and Communication Technology (ICT) brought the changes in the economy and society (Servon, 2002). ICT has instrumented the shift from an industrial age to information age. Societies now live in information age where knowledge is the main driven to global economy. The changes of the age, transform the bigger power in the life. ICT bring the benefit to the economy and also to the society. In addition, ICT bring the affect to the structure of commerce, education, government and communication. At the same time, technology can bring the better education to people whom living far from good schools. It also can connect people to wide range of opportunities such jobs, food, health care and so on.

Although, everybody was talking about the Internet, there are several people such as rural and underserved does not have the opportunities to use the internet. Mostly the people at urban area maximize the Internet usage. This is because the Internet access is easy to access at urban area compared than rural. In Eighth Malaysia Planning, Malaysian are being toward to k-economy where is knowledge-based but not everybody participate in build the Malaysia's knowledge based economy. This is because they cannot to access the knowledge. The Malaysian Communications and Multimedia Commission (MCMC), Tan Sri Nuraizah Abdul Hamid in her speech says that:

The contents of
the thesis is for
internal user
only

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