

**THE EFFECT OF INTERNET USAGE TO THE INDIVIDUAL BEHAVIOR AT
JABATAN BEKALAN AIR MELAKA**

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JABATAN BEKALAN AIR MELAKA

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Submitted in Partial Fulfilment of the Requirement for the Bachelor of Technology
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DECLARATION

I hereby declare that the work in this report is my own except for quotations and summaries which have been duly acknowledged. The thesis has not been accepted for any degree and is not concurrently submitted for award of other degree.

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DEDICATION

To my beloved family especially my parents, Omar b Ismail and Zaitun bt Mat Daud. My brother and sisters, Nor Miza Hazwani, Muhammad Hafiz and Nor Marina for giving me positive comments and feedback in completing this research. Thank you for raising me with full of education and without all of you, I am nothing. Not to forget, thank you to my admirer who always giving me support whenever I felt weak.

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ABSTRAK

Dalam kajian ini adalah untuk mengkaji kesan penggunaan internet kepada sikap individu di Jabatan Bekalan Air Melaka. Terdapat beberapa faktor yang boleh mempengaruhi penggunaan internet di tempat kerja. Kajian ini dibuat untuk mengkaji kesan penggunaan internet terhadap tingkah laku individu di tempat kerja dalam faktor kos, taraf pendidikan, masa, aplikasi dan faktor keselamatan. Objektif kajian ini adalah untuk mengenal pasti faktor-faktor yang mempengaruhi tingkah laku pekerja dalam syarikat apabila mereka menggunakan internet di tempat kerja. Untuk menganalisis hubungan antara penggunaan internet dan kesan kepada tingkah laku pekerja di tempat kerja. Untuk mengkaji kesan yang terjadi apabila penggunaan internet mempengaruhi tingkah laku pekerja di tempat kerja. Untuk mengetahui regresi di antara kesan penggunaan internet kepada tingkah laku pekerja di tempat kerja dan menyarankan faktor-faktor yang dapat membantu mengawal tingkah laku pekerja apabila mereka menggunakan internet semasa bekerja. Kaedah kuantitatif akan digunakan untuk kajian ini dengan menggunakan “simple descriptive data” dan “inferential data analysis”. Pengkaji akan uji hipotesis dengan menggunakan kaji selidik dan mengedarkan borang soal selidik kepada responden. Keputusan kaji selidik akan di analisa untuk mengetahui data terakhir. Data analisis akan digunakan untuk membuktikan sama ada hipotesis diterima atau tidak.

ABSTRACT

This research is the study of the effect of internet usage to the individual behavior in Jabatan Bekalan Air Melaka . There are several factors that could affect the usage of the internet in workplace. This research is being done to the effect of internet usage to the individual behavior in workplace in cost, education level, time, application and security factors. The objective of this study is to identify the factors that affect the individual behavior in company when they use the internet at workplace. To analyst the relationship between the usage of internet that effect the individual behavior at workplace. To study about the impact that happened when the internet affect the individual behavior at workplace. To know the multiple regression between effect of the internet usage to the individual behavior in workplace and to recommend factors that can help to control the individual behavior when they used the internet while they are at workplace. The quantitative method that will be used in this research by using a simple descriptive data and an inferential data analysis. Researcher are going to test the hypothesis by doing a survey and hand out questionnaires to the respondent. The results of the survey will be analyse to produce the final data. The analyse data will be used to prove whether my hypothesis can be accepted or not. In a nutshell, the usage of internet in workplace affect the individual behaviour. This study will later show whether the cost, education level, time, application and security or not.

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CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF STUDY

What is internet? Internet is a type of global system that can connect to the computer network. It can link to the several billion devices in worldwide like the telephone, telegraph and others communication devices. Internet can become one of the communication devices. It was developed in the early 1960s and the population of users are increasing year by year. Manisian(2003) stated that more than 600 million user in worldwide had using the internet. Nowadays, new generation grows in the era of technologies where the usage of the internet is very huge and worldwide, and it becomes one of the requirements in their daily life.

Unfortunately, there are irresponsible people who use the internet in the wrong ways. It is depending on the individual itself to use the internet in a good way or a bad way. Will they accept the new system or innovation in internet system? Since internet is applied in almost every application nowadays, the amount of users are rapidly increase from time to time. It grows fast without us realizing how wide it has been. There are some advantages and disadvantages of using the internet. Either it produces a bad impact or good impact, it is depending on how the users use it. The internet can also change the individual behaviors at certain place, time and environment.

One example of change is one can change his/her hobby from outdoor to indoor. According to Bargh and McKenna (2004), using the internet in bad ways (tools for bad activities, pornography) can affect the individual such as bring them away from their family, friends, and the society. They will fill depress and lonely and do not have good relation with the neighborhood and communities. This attitude or behavior will affect the individual at any place including their workplace. Since the internet has become popular, most of the companies apply the internet usage in their management system, in their own ways. Some of the companies use it as a communication system.

By using the internet, staff can easily communicate with each other, for example via e-mail. They use the e-mail to maintain the interpersonal relationships (Hampton and Wellman 2001, Howard et al, 2001, McKenna and Bargh 2000, Stafford et al,1999). Kang (2000, p. 1150) said that the internet is the killer application to the human beings.

1.2 PROBLEM STATEMENT

According to Fan et al. (2006), the impact and effect of the internet usage to the worker are very important because it is related with the theoretical and managerial issues. The growth of the internet will affect the ways of computerizing usage. For the workers who have limited knowledge and education about the internet, they will face the diminishing job opportunities and earning prospects.

There are several problem statement that can be identified in this research.

- The individual have problem in focusing on their job because of accessing the internet.

The internet will affect their work because they will spend on average in seven hours a week online at their workplace. It is shown that most of the employees spend their time accessing the internet while they work for any reasons. Broughtan et al. (2009), since the internet has high rate of users, the way for people using the internet has also changed. This is because the new interactive online technology application like blogs, Facebook and Youtube that can allowed the users connect or interact with the social in the social media dialogue.

- The individu abuse the usage of internet by accessing the internet in company during working hour.

The problem that can happen by using the e-mail on the workplace is that it can affect the individual behavior by using informal message. Besides, if they carelessly send a bad message to someone, they are putting themselves in a big risk that lead to bad consequences (Goodin 1998, Gindin 1999). The recipient can easily forward that message to other irresponsible people. Besides, by using the internet in the workplace, the employees might use the internet to shop online, research about the personel problems, play game while working, download the pornography, and gamble (Johnson and Martin 1997, Gindin 1999).

1.3 RESEARCH OBJECTIVES

According to Ramey (2013), the usage of the social network can affect the level of productivity of the employees. The usage of the technology will make the employees become lazy.

- To identify the factors that affect the individual behavior in company when they use the internet at workplace.
- To analyst the relationship between the usage of internet that effect the individual behavior at workplace.
- To study about the impact that happened when the internet affect the individual behavior at workplace.
- To know the multiple regression between effect of the internet usage to the individual behavior in workplace.
- To recommend factors that can help to control the individual behavior when they used the internet while they are at workplace.

Objective research will guide this research study to get the information and classification the categories that are needed in gathering data by using qualitative method.

1.4 RESEARCH QUESTIONS

Research question is important in order to clearly understand that this research is needed to solve the problem. The question of the research will guide the researcher to achieve the objective of the research. The research questions of this research are as follows:

- What are the factors that affect the individual behavior in company when they use the internet at workplace?
- What are the relationship between the usage of internet that effect the individual behavior at workplace?
- What are the impact that happened when the internet affect the individual behavior at workplace?
- What are the multiple regression between effect of the internet usage to the individual behavior in workplace?
- What are recommendation of these factors that can help to control the individual behavior when they used the internet while they are at workplace?

1.5 SIGNIFICANCE OF THE STUDY

This study will talk about the effect of internet usage in individual behavior at workplace. This is because there are a lot of companies nowadays use the internet in their systems including in their communication. They use the internet as a communication device among the employees. By using the internet, it can help the company to save time and also to make it easier to conduct the systems. It is very functional to all companies especially for the huge companies. In this study, this research will provide the effect of the internet to the individual behavior.

This study will be beneficial for the company to conduct their employees' behavior while using the internet especially in working time. The companies should take action to reduce the undisciplined employees. Moreover, this study will be

helpful to the individual or the employees to discipline themselves while working and use the infrastructure in the right ways. It also can be helpful to the human resource to train the employees about the awareness by using the internet in companies. This is because some of them can forward the email or the other information in media social to the other employees. To the future researcher, they can use this study in providing the information about effect of internet to the individual behavior.

1.6 LIMITATION OF THE STUDY

The result of this research study, it will clearly show that there are a lot of effect that we can get by using the internet that affect the individual behavior in workplace. The usage of the internet in workplace without controlled and awareness, will give the bad impact to the companies. There are some limitations that might happen while doing the research, such as:

1.6.1 Limitation in Gathering Data from Respondents

Gathering the data from the respondent can be one of the limitations of this research study as the researcher proposed to use questionnaire and survey to collect the data. This is because there is a possibility that the respondents take easy on the questionnaire and answer them lightly. Besides, they might not give accurate and true answer of the questions in the questionnaire. This can be a challenging task to gather the data accurately.

1.6.2 Limitation of lacking time

The limitation of the study are lack of time. research is only given only one year to complete this research. More time given would actually help in the creation of better end result and the first item for researcher to do it so, the progress will be much slower.

1.7 SCOPE OF STUDY

The scope of this study is about to identify the effect of the internet usage to the individual behavior in workplace. This study will focuses on the effect to individual behavior when they use the internet in company. The study will only consider fifty workers as the respondents to answer the questionnaire. The respondents will be randomly chosen from Information Technology Department and Research and Development Department. Twenty five respondent Information Department and twenty five respondent from Research and Development Department. The researcher decided to choose this department because they are more creative and expert about surrounding.

1.8 STRUCTURE OF THESIS

Chapter	Brief Description
Chapter One	This chapter will describe the relation between the usage of internet and individual behavior in order to find out the effect and solution for the impact. The solution that company should done to control the effect of the internet usage to individual behavior in company.
Chapter Two	This chapter will identify the different between dependent variable and independent variable. There are five types of independent variable. They are quality of work, communication skills, attitude of employees, social relation, and health problem that affect the individual behavior.
Chapter Three	This chapter will describe about the selection in research method. Qualitative method were chosen to collect information data from the respondents. This chapter also explain about the procedure in collecting data and analyst the data.
Chapter Four	This chapter will explain how the data will be analyze by using the SPSS software after collecting the data from respondent. The result of relation between independent variable and dependent variable will be analyze.
Chapter Five	In this chapter, the recommendation and discussion will include the demographic and the relationship between independent variable and dependent variable and also the conclusion of the research. Researcher will be discussed about the limitation of the study carried out by us which researcher would like future researcher to give better and more precise result.

Table 1.1: Structure of thesis

1.9 SUMMARY

This chapter describes the introduction of the internet background, problem statement, the objective, research question, significant of study and the limitation of the research. In this chapter, researcher can start to create the objective and goal of research. This research is about the relationship between independent variable and dependent variable. To get the final result of this research, researcher will follow the research question and research objective to achieve the end of the research.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

The internet usage in the company is important in order to make sure that each process can run efficiently. The internet usage gives benefits to the company and individu. But, uncontrolled usage of internet in company can also give bad impact to the individual behavior.

This chapter will explain the independent variable and dependent variable. The relation between independent variable and dependent variable will explain about the relationship between the internet usage and individual behavior in company. According to Khosrowpour (2003), the internet usage does not give negative impact but how the human use the internet is what makes it negative.