

FACTOR INFLUENCE THE INTENTION TO USE INTERNET: A
STUDY OF RURAL COMMUNITIES IN PERAK

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APPROVAL

I/We, hereby declared that I/We had read through this thesis and in my/our opinion that this thesis is adequate in term of scope and quality which fulfill the requirement for the award Bachelor of Technology Management
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DECLARATION OF ORIGINAL WORK

“I admit that this report entitle **“FACTOR INFLUENCE THE INTENTION TO USE INTERNET: A STUDY OF RURAL COMMUNITIES IN PERAK”** is the result of my own, except certain explanation and passages where every of it is cited with sources clearly.”

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DEDICATION

I would like to dedicate the appreciation to my family members who gave me mentally and financially support, respected supervisor, Dr. Murzidah Binti Ahmad Murad and panel, Prof Madya Dr. Juhaini Binti Jabar who guided me through the research. Also not forget to my fellow friend who from other universities and courses mates that assisted me throughout my research.

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ABSTRACT

Nowdays, in Malaysia many activities to perform work with good it using many type of tool where it helped them to finished their work with successful. Internet is one type of the medium very important because it provided many service where people can find or access the information with quickly and faster if the speed of line in good condition. As we know that, mostly business service of the internet more focus in urban area but it still provided in rural area especially in Perak. Therefore, this research conducted about factor influence intention to use internet where the study in rural area communities in Perak. The main objective of this research is to identify the factor influence intention to use internet among rural area communities. The result show that factor of perceived enjoyment show the most chosen by the respondent in rural area and have most significant value with 0.000. The collected data are analysed, interpreted and discuss in this research.

Keyword: *Internet, Rural Area, Communities, Influence, Intention to Use, Perceived Enjoyment, Perak.*

ABSTRAK

Pada hari ini di Malaysia, banyak aktiviti atau perkara berkaitan kerja dapat dilakukan dengan baik kerana banyak jenis alat digunakan di mana ia membantu mereka menyelesaikan kerja mereka dengan berjaya. Internet adalah salah satu jenis medium yang sangat penting kerana ia menyediakan banyak perkhidmatan di mana pengguna dapat mencari atau mengakses maklumat dengan cepat dan pantas jika kelajuan talian berada dalam keadaan baik. Seperti yang kita ketahui, kebanyakan perkhidmatan perniagaan berkaitan internet lebih fokus di kawasan bandar tetapi ia masih disediakan juga di kawasan luar bandar terutama di kawasan Perak. Oleh itu, kajian ini melibatkan faktor pengaruh niat untuk menggunakan internet di mana melibatkan komuniti kawasan luar bandar di Perak. Objektif utama penyelidikan ini adalah mengenal pasti faktor pengaruh niat untuk menggunakan internet di kalangan masyarakat luar bandar. Hasilnya menunjukkan bahawa faktor keseronokan yang dirasakan menunjukkan yang paling dipilih oleh responden di kawasan luar bandar dan mempunyai nilai yang paling signifikan dengan 0.000. Data yang dikumpulkan dianalisis, ditafsirkan dan dibincangkan dalam kajian ini.

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LIST OF ABBREVIATION

ABBREVIATION	MEANING
PU	Perceived Usefulness
PEOU	Perceived Ease of use
PC	Perceived Complexity
PE	Perceive Enjoyment
PC	Perceived Cost
IU	Intention to Use
HO	Null hypothesis
H1	Alternative hypothesis
SPSS	Statistical Package for the Social Sciences
ANOVA	Analysis of Variance

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CHAPTER 1

INTRODUCTION

1.0 Introduction

In this chapter it talk or given the summary of the study that presented by the researcher. It include the background of the study about the intention to use internet in rural area communities where affected by the several factors. In this chapter also, the researcher explain problem that faced by the rural area communities in using the internet. It also consist with the research objective, research question and scope or location of the study. Next, is about the significant of this research and explained some of definition term in this study.

1.1 Background the study

Nowadays, there are many challenges people must face in their daily lives to achieve their goals. Technology is one of the factors that helped in the national to move

forward in various aspects such as business, education and others. Most of our country's development is concentrated in urban areas. This has led to the imbalance development in rural areas as they do not had many facilities needed in daily activities. Nevertheless, the government is also working to develop rural areas by providing facilities such as internet in their area. Internet is one of the most advanced technologies available and is easily accessible anywhere. Today the challenge and development rising very fast at urban and rural area. This is because of the technology that used give a big impact in many sector in industry.

Internet is the (abbreviated English word; inter-network) is a network of computers connected through multiple network. With using internet networks, it can give many benefit to people. Today we can see that, large and growing number of Internet users have created an Internet culture. Internet also has great impact on knowledge, and worldview. With just a search engine like Google, users around the world have instant access to a variety of information. Compared to books and libraries, the Internet symbolizes the extreme dissemination of information and data.

Therefore, because today there are internet facilities available in rural areas. It has given them the opportunity to explore the world. This will enable them to get out from poverty. Through this research, it also able to identify the willingness of the rural population to change and accept the modernization of modernity. Hence, the researcher investigate about the factor influencing the intention to use internet: A study of rural area communities in Perak.

Internet is one of the latest technologies most needed by the community wherever they are because it is one of the ways in which people interact with each other. The Internet began in the 1940s, where Georgh was the founder of the technology. After that, we can see that internet developed very fast where it also affects the daily life of the community. The Internet is a technology that provides a lot of information to the community and they can increase their knowledge.

1.2. The Malaysian media

Malaysia has a press control history. Through media legislation and focused media ownership, the Malaysian government oversees all data circulating in the mass media. Media legislation like the Printing Press Act (1984) and the Broadcasting Act (1987) limits political conversations in that it is impossible to publish news or stories that are considered derogatory or overly critical of government. Laws that stipulate what can and did not be discussed in public also limit freedom of speech and expression. Sedition and defamation regulations limit liberty of expression and safeguard political figures from security; and regulations such as the Internal Security Act (ISA) and the Official Secrets Act (OSA) allow the authorities to detain anyone accused of disrupting the harmony of the country without trial. Consequently, Malaysia's media are restricted room for people to participate in political discourse. While some political discussion forums are accessible in alternative media generated by opposition parties or non-governmental organizations, media regulations often hinder them. The mainstream media is not accessed by opposition and dissenting voices. These circumstances have served the government well in obtaining people's assistance. Opposition parties in Malaysia, due to the absence of open access to mainstream media on their own alternative media have been created. Malaysia's alternative media involves professional online newspapers, websites of non-governmental organizations (NGOs), and journalistic blogs that are "politically controversial." The main goal of these alternative types of interaction is to challenge "the consensus that strong interests through mainstream media attempt to form and maintain." Thus, Malaysia's alternative media mostly embraces political, oppositional, and radical tendencies. Due to the absence of finances and obstacles to license renewals, alternative media often find it hard to survive. New digital technologies have emerged in the late 1990s. By this time, the alternative media had been expanding and incorporating the Internet and digital media such as compact disks and video disks. While state control over opposition media stays tight, the Internet offers a fresh medium for political activists to express their message without having to worry about legislation excessively. This comparative liberty occurs since the signing of the bill of guarantee in Malaysia in 1997. The proposal was an

arrangement aimed at reassuring global investors that no censorship would be imposed on the Internet by Malaysia.

1.2.1 Malaysians online

Nearly 19 million Malaysians were online as at the end of 2012. This accounted for 66% of the inhabitants of Malaysia. For the most part, in its effort to make Malaysia a regional and international player in data technology (IT), the Malaysian government has been very severe. The Evolution of Media Communication 46. Several strategic measures have been taken to accelerate its penetration since the internet was launched to the Malaysian public in 1995. Public colleges were fitted with computer laboratories, tax exemptions were provided for purchasing laptops and Internet connections, and a multimedia university was constructed to generate internet-savvy graduates. Public and private organizations were anticipated to integrate IT techniques into their activities. The state has introduced its own IT policy that requires all public offices to be online and paperless by 2015. In 2010, the government launched My e-Government (myEG), a one-stop portal for Malaysians to deal with any kind of government-related services such as the payment of taxes and general summons. The implementation of broadband in 2007 further marked the Internet as a significant element of Malaysian life. Better and quicker Internet access has made e-commerce and online business boom easier. It also enabled Malaysians to obtain more from the Internet, particularly in the form of quicker media content streaming. For everyday operations such as daily news, paying bills, or just catching up with family and friends, Malaysians have become more reliant on the Internet. In addition, many of Malaysians people are sharing internet parts of their life. In addition to extracting data or conducting transactions, the accessibility of individual media and social networking sites enables Malaysians to generate and contribute thoughts, data, and life stories. Up to now, 70% of Malaysia's internet users have a Facebook account. Malaysia actually has Asia's fifth-most Facebook users. Next background of the Malaysian media where the term "guided media" was used by Lent in 1978 to define the Malaysian press scheme in which the leaders of the Malaysian media country "admonishes the mass media to be uncritical of public policies, particularly broadcasting." The reasoning was that Malaysia, "being a newly emerging nation, requires time to get on

its feet. Therefore, the mass media should provide this by not addressing delicate problems, emphasizing positive and negative social traits are ignored. "The description of Lent is still important almost 40 years later. Because of this close relationship between the state and the media, global media watchers have often criticized and criticized the state of the media's liberty was skeptical of the state's justifications. Indeed, according to Lim, instantly after Article 10 of the Federal Constitution, which ensures the right to freedom of expression, there is a collection of qualifiers that empowers the parliament to impose "such constraints as it considers friendly relations with other nations, government order or morality, essential or expedient in the interest of the Federation's safety or any portion thereof.' Parliament imposes such constraints for the sake of safety, government order and even the disputed idea of morality "may pass legislation banning any matter, right, status, place, privilege, sovereignty or prerogative to be questioned." The official control of the press by the Malaysian government has always been tight. In the name of political stability, economic, social and development. The mainstream media describes the leaders of government as having naturalized socio-economic ambitions and objectives with the general population.

1.2.2. Broadcasting Act (1984)

In response to the privatization of the broadcast media initiated by the then Prime Minister, Mahathir Mohamad, the Broadcasting Act was enacted. After the introduction of Malaysia's first private TV channel, TV3, the Broadcasting Act was seen as the legal medium of the government to regulate emerging private channels of broadcasting. The Act enables the Ministry of Information to monitor and regulate all radio and television channels and to suspend or cancel the license of any private company that transmits data that contradicts public policies or state-sponsored Asian values (see Section 2.3.2). Consequently, even with the advent of private channels and satellite television technology, there can be no political disputes on Malaysian television. The first two television channels, RTM1 and RTM2, are state-sponsored channels under the Information Minister's immediate prerogative. The Broadcasting Act was contentious because the parameters in which the Act works were not specified. This provides free control of undefined elements of local broadcasting to the data minister. One of the highly criticized

aspects relating to the use of the Act by the Minister are the application of censorship. In 1995, then Information Minister Mohamed Rahmat launched a rigorous campaign of censorship against what he called the excessive depiction of Western pictures and counter-cultural values in the media. Imposed conditions of censorship that were deemed unreasonable and lacking in credibility. Strict requirements for male television entertainers to have short hair and female newscasters not to reveal their neck were among the circumstances. The Broadcasting Act was no longer able to cover the scope of growing broadcasting and Internet media with the emergence of the Internet and new media. For instance, there were no provisions in the Broadcasting Act that could impose requirements for Internet and satellite broadcasters to be licensed. The Act was abolished in 1998, replacing it with the Communication and Multimedia Act (Lee, 2002).

1.2.3 Media control and regulations in Malaysia

The Malaysian government overlooks all the data circulating in the mass media through media legislation and focused media ownership. Media regulations such as the Printing Press Act (1984) and the Broadcasting Act (1987) restrict political conversations in the absence of publication of news or stories that are considered derogatory or overly critical of government. Freedom of speech and expression are also limited by laws that stipulate what in public can and cannot be debated. Legislation on sedition and defamation restricts liberty of expression and protects political figures to screen and regulations such as the Internal Security Act (ISA) and the Official Secrets Act (OSA) allow the authorities to arrest anyone accused of disrupting the harmony of the country without trial.

1.3. Internet in Malaysia.

The telco worked twice, in an unprecedented move, TM, Time Dotcom and Celcom came out together to say they agreed to cut fixed broadband rates and deliver greater speeds. In what appears to be an eye-blink, broadband packages are now available

in Malaysia. Some telco entry-level packages cost less than RM100 and cheaper. This is about 30 to 50% lower than before and is the consequence of MCMC legislative body interference. For TM, the RM139 a month's 30 Mbps is now 43 percent cheaper at RM79. The largest savings are for the 40 Mbps package from Celcom, which fell from RM180 to RM80 a month by 56 percent. Maxis, which offers 30 Mbps from RM139, has shaved 36% to RM89 per month, and TIME, which offers the fastest speed of 100 Mbps, has reduced its monthly package price by 34% from RM149 to RM99. This vast increase in home broadband accessibility, reflected in greater velocity and reduced price, is a step in the development of better ultra-fast fixed broadband for companies to move up to "industrial scale" IT, such as cloud computing, information mining and e-commerce, Bernama has been told by industry players. Fixed broadband will also speed up inter-departmental cooperation among government agencies "Obviously, what Gobind Singh has accomplished is a virtuous cycle in which reduced pricing attracts many more Internet consumers, which in turn will further reduce the man-in - the-street price of Internet services," an industry player said. The knock-on effect is a boon for the implementation of e-commerce in products and services that sees the involvement of many small and medium-sized enterprises, thus offering the Malaysian economy a shot in the arm.

1.3.1 Telecentre and Community Development

i. Communication

Computer and communication technology has led to the processing of large data and it is not only dependent on knowledge (Igwe, 2010). Nowadays, ICT must play a role in creativity in the creation of a compelling and comprehensive and equitable environment, broadband network, innovation and collaborative intitution in cyberspace (Komminos, 2011). Malaysia has played a part in developing ICT usage where the government has provided programs such as telecentre in rural areas such as increasing access to computers and there are various online activities that can be done and enable the community to know about Information Technology and communication skills where there is an activity that can run. The digital divide between urban and rural communities can be mitigated with the establishment of community-based Telekom (KedaiKom) (Zulkefli et al., 2008).