Faculty of Technology Management and Technopreneurship

THE IMPORTANCE VIRTUAL REALITY (VR) TO THE SUCCES OF THE COMPANY

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BACHELOR OF TECHNOLOGY MANAGEMENT (HIGH TECHNOLOGY MARKETING) WITH HONOURS

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Submitted in Partial Fulfillment of the requirement for the Bachelor of Technology Management (High Technology Marketing) with Honours

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2024

DECLARATION

I declare that this thesis entitled “THE IMPORTANCE VIRTUAL REALITY (VR) TO THE SUCCES OF THE COMPANIES” is the result of my own research except as cited in the references. The thesis has not been accepted for any degree and is not concurrently submitted in candidature of any other degree.

Signature : *Siti Rabiatul*

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Date : 10/01/2024

APPROVAL

I/We hereby declare that I/We have read through this thesis entitled "THE IMPORTANCE VIRTUAL REALITY (VR) TO THE SUCCES OF THE COMPANIES" and in my/our opinion, this thesis is complying the partial fulfillment for awarding the award of the degree of Bachelor of Technology Management (High Technology Marketing) With Honours.

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Date : 10/01/2024

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Date : 10/01/2024

DEDICATION

I would like to give thanks to my parents, Amjani@Samjani Bin Jawahali and Sitti Rusinah Binti Sonay who has always been there supporting me through my difficulties and giving me the extra boost that I always needed to finish up my thesis. Next, Dr. Norrun Najjah Binti Ahmat, my supervisor that has guided me and giving me the motivation to finish my thesis. Thank you for the guidance and motivation for helping to go through this research. Lastly, to my coursemates who had shared their experience to help me complete this research and to my beloved friends that have been behind me and supporting me in my up and down while helping me throughout the project towards accomplishing my thesis.

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ABSTRACT

The introduction introduces the topic of virtual reality (VR) and its resurgence in various aspects of daily life. It explains that VR is a simulated 3D environment that allows users to interact with a digital world resembling reality. The background study discusses the history of VR, its connection to the gaming industry, and the involvement of government organizations in its development. The problem statement highlights the importance of incorporating VR technology into businesses and the transformative impact it can have. It emphasizes that companies that do not adopt VR risk missing out on opportunities and losing market share. The research questions focus on the benefits of VR, how companies use VR in the workplace, and the impact of VR on companies. The research objectives aim to analyse the benefits, examine the usage, and evaluate the impact of VR on companies. The scope and limitations of the study specify that it focuses on the importance and benefits of VR in companies. The study will distribute questionnaires to companies that use VR, and the findings will be generalized to the VR industry. The limitations include the cost and technological constraints of VR, as well as ethical considerations. The significance of the study lies in providing a clear understanding of the benefits of VR in companies, how companies utilize VR, and the impact of VR on companies. It can serve as a future reference for researchers interested in the importance VR in companies. Overall, this abstract provides a concise summary of the key points covered in setting the stage for the subsequent chapter on the literature review.

Keywords: *Virtual Reality (VR), technology*

ABSTRAK

Pengenalan itu memperkenalkan topik realiti maya (VR) dan kebangkitannya dalam pelbagai aspek kehidupan seharian. Ia menerangkan bahawa VR ialah persekitaran 3D simulasi yang membolehkan pengguna berinteraksi dengan dunia digital yang menyerupai realiti. Kajian latar belakang membincangkan sejarah VR, kaitannya dengan industri permainan, dan penglibatan organisasi kerajaan dalam pembangunannya. Pernyataan masalah menyerlahkan kepentingan menggabungkan teknologi VR ke dalam perniagaan dan impak transformatif yang boleh dimilikinya. Ia menekankan bahawa syarikat yang tidak menggunakan VR berisiko kehilangan peluang dan kehilangan bahagian pasaran. Soalan kajian memfokuskan pada faedah VR, cara syarikat menggunakan VR di tempat kerja dan kesan VR pada syarikat. Objektif penyelidikan bertujuan untuk menganalisis faedah, memeriksa penggunaan dan menilai kesan VR ke atas syarikat. Skop dan batasan kajian menyatakan bahawa ia memberi tumpuan kepada kepentingan dan faedah VR dalam syarikat. Kajian ini akan mengedarkan soal selidik kepada syarikat yang menggunakan VR, dan penemuan akan digeneralisasikan kepada industri VR. Had termasuk kos dan kekangan teknologi VR, serta pertimbangan etika. Kepentingan kajian ini terletak pada memberikan pemahaman yang jelas tentang faedah VR dalam syarikat, cara syarikat menggunakan VR, dan kesan VR terhadap syarikat. Ia boleh menjadi rujukan masa depan untuk penyelidik yang berminat dengan kepentingan VR dalam syarikat. Secara keseluruhannya, abstrak ini menyediakan ringkasan ringkas tentang perkara-perkara penting yang diliputi dalam menetapkan peringkat untuk bab seterusnya mengenai tinjauan literatur.

Kata kunci: Realiti Maya (VR), teknologi

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CHAPTER 1

INTRODUCTION

1.1 Introduction

This chapter will discuss the background study, problem statement, research question, research objectives, scope, and limitations of the study, significance of the study and the summary of the whole chapter.

1.2 Background study

One of the technologies that has been around since the 1960s is virtual reality. Digital technology and software were used to create this high-end virtual experience, which is now making a reappearance in many aspects of our everyday lives. Virtual reality (VR) is a computer-generated 3D environment that lets users explore and interact with a digital world that looks a lot like the real world. Customers feel as though they are physically present in the virtual environment thanks to this sensation of presence and immersion. A virtual environment is produced by combining computer hardware and software. Typically, the apparatus comprises a computer or gaming console that generates and presents the virtual environment, together with display devices such goggles or helmets that project the simulated landscapes onto the user's eyes. Sheldon, R. (2022). A logical development of the video game business is virtual reality experiences. However, if VR becomes more widely used, gaming companies can grow their markets by exposing their goods to new customers. Games that support VR won't need complex controller expertise if you have the right peripherals. Jaron Lanier introduced the concept of virtual reality in 1987, and his research and engineering helped launch a burgeoning VR market with several of his products. Early VR research and technology development in the US were linked by the federal government's involvement, particularly that of the Department of Defense, the National Science Foundation, and the National Aeronautics and Space Administration (NASA). As VR headset prices come down and visionaries examine the commercial applications and potential revenue-generating capabilities of this innovative technology, interest in VR is surging.

1.3 Problem Statement

A newer technology called virtual reality (VR) simulates realistic settings to provide immersive and interactive experiences. It is vital for businesses to appreciate the significance of VR and comprehend the possible advantages it may have for many facets of operations. The goal of the problem statement is to emphasize the significance of incorporating VR technology into the business's operations and to pinpoint the areas where it can have a transformative effect.

A company's dedication to innovation and staying competitive is demonstrated by its adoption of VR technology. Utilizing VR, businesses may stand out from the competition, draw in tech-savvy clients, and propel the development of their respective industries. By not using VR, businesses risk missing out on possibilities, losing market share, and coming out as out of date. Even though virtual reality (VR) technology has many advantages and prospective advantages, many businesses struggle with its limited integration and exploitation within their operations. The issue is that the firm has not made full use of VR technology's promise to revolutionize several commercial operations. The lack of knowledge and comprehension among important decision-makers and employees on the potential uses and advantages of VR technology. The business could not give VR integration top priority or make the necessary investments in resources if it does not have a clear grasp of how it can be used and its potential value.

Recognizing the value of VR to the business is essential for maintaining competitiveness and succeeding in the quickly changing business environment of today. A variety of advantages can be unlocked by incorporating VR technology into product development, training, marketing, collaboration, customer experiences, and innovation initiatives. These advantages include increased efficiency, increased customer happiness, and a long-lasting competitive advantage.

1.4 Research Questions

RQ1: What are the benefits of using Virtual Reality in the company?

R**Q2:** How the company uses Virtual Reality in the workplace.

RQ3: What is the impact of Virtual Reality on the company?

1.5 Research Objective

RO1: To analyze the benefits of using Virtual Reality in the company.

RO2: To examine how the company use Virtual Reality

RO3: To evaluate the impact of Virtual Reality to the company.

1.6 Scope and Limitations of Study

This research focuses on the importance of Virtual Reality (VR) to companies. Additionally, it will also focus on the benefits of using Virtual Reality (VR) to the company. Moreover, the research scope is to examine how the company uses Virtual Reality (VR). The researchers target will be companies that used Virtual Reality (VR) at their companies. This researcher will distribute the questionnaire to the target respondents via an online survey such as Google Form.

The limitation of this study is only focusing on the importance of Virtual Reality to the company. Therefore, this study cannot cover all the other industries because the research is only limited to the Virtual Reality to the company, so the outcomes of literature, theoretical proposition, data analysis and conclusions made can only be generalized to the Virtual Reality industry. In addition, the importance of Virtual Reality in other industries will have different impacts, therefore the result of this study cannot be considered as the impact of Virtual Reality on all industries.

Limitation of Study

Virtual reality technology is in fact severely constrained by the technological capabilities and accessibility of VR hardware and software. High-Performance Hardware, VR experiences need high-performance hardware to offer fluid and immersive surroundings. This comprises strong computers or game consoles, graphical processing units (GPUs), headsets, tracking sensors, and input devices. Some businesses may find it difficult to implement VR technology due to the cost of purchasing this equipment. Designing and testing VR software is essential for achieving the best performance and usability. Users may become frustrated, perplexed, or disoriented because of poorly designed software interfaces, navigational schemes, or interaction mechanisms. Prioritizing usability is crucial, and thorough testing is necessary to find and fix any potential problems. Also,

Ethical Guidelines: VR software should follow ethical guidelines to safeguard user privacy, data security, and psychological health. Because VR experiences are so intense, there are worries about possible adverse psychological impacts including dissociation, addiction, or cybersickness. When developing and implementing VR applications, businesses need to be aware of these ethical issues. There are efforts being made to overcome these restrictions as VR technology develops further. The accessibility, comfort, and general quality of VR technology are being improved through advancements in hardware, software optimization, and user experience design. Companies must carefully consider if VR is feasible and appropriate for their own business requirements while also being aware of these constraints.

1.7 Significant of Study

First, by conducting this research researchers can clearly understand the benefits of using Virtual Reality (VR) in the company. Moreover, the researcher also can clarify how the company uses Virtual Reality in the workplace. Thus, this study will help more and more with the impact of Virtual Reality on the company. Through on the benefits of Virtual Reality and its impact on the company. In addition, this research can act as future reference for other researchers that plan to conduct research that relates with the importance of Virtual Reality to the companies.

1.8 Summary

The framework of this chapter is a general introduction to the research. The topic selection of this research is introduced, including research background, research concept and operational definitions, problem statement, research question and research objectives, research scope and limitations and research significant.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter will discuss the literature review of this research. The researcher will explain the definition of technology, Virtual Reality (VR) and the importance of Virtual Reality to the success of company. In addition, the dependent and independent variable will define to develop the hypotheses. At the end of this chapter, the researcher will develop a conceptual framework to explain the research.

2.2 Technology

The definition of technology was a collection of methods, systems, tools, machines, devices, materials, and information utilized in various fields to solve problems, increase productivity, and achieve goals. Technology is a vast field that entails using human knowledge and endeavours to alter the natural world to satisfy human needs and ambitions. This concept accurately captures the complexity and wide-ranging uses of technology today. According to Yoo et al. (2012), technological developments can have a significant impact on businesses and need the adaptation of operations, services, and products. Virtual reality (VR) is a new technology that has the potential to transform businesses in this way (Gartner, 2016). It is expected to have a long-term impact on several industries, beginning with media, and was forecast to generate a $1 billion industry already in 2016 (Deloitte, 2016).

Technology in service businesses is different from technology in manufacturing businesses, claim Geum, Kim, and Lee (2017). In manufacturing companies, new product development procedures are frequently directly affected by technology. It can be used to improve items by giving them more varied characteristics or to help with more rapid and effective operations while developing new products. On the other hand, technology has a different function in service-related industries. Service technologies are used in a variety of contexts and roles, facilitating interactions between customers and employees. The objective is to offer specialized services that allow for more effective service operations, ultimately leading to higher levels of client satisfaction.

2.3 Virtual Reality

Users of VR are submerged in 3D virtual worlds where they may move about and engage, stimulating their senses (Flavian et al., 2021a). Accordingly, VR is a computer-generated simulation of a situation that incorporates the user, who perceives it via one or more senses (currently mostly audio-visual) and interacts with it in a way that appears to be real (Wedel et al., 2020). The synthetic world of VR may or may not mimic the characteristics of a real-world environment.

According to Flavian et al. (2019b), VR differs from previous Extended Reality technologies in several ways. For many years, the "Reality-Virtuality Continuum" (Milgram and Kishino, 1994) served as the standard for categorizing various realities. Recently, Flavian et al. (2019b) expanded on this paradigm by distinguishing the pure mixed reality (PMR) dimension as an independent dimension and arriving at a more thorough classification. The authors claim that the continuum is somewhere between reality and virtuality. The word VR has also been unjustifiably applied to a variety of technological classes, including Virtual Worlds, the internet, and other digital assets and settings (Xi and Hamari, 2021). among these the physical and virtual worlds coexist, are interconnected, and are mediated by technology at both ends.

Along with the general interest in VR, it has long been obvious how it might affect enterprises (Rheingold, 1991). Early on and IS research agenda on VR was developed that addresses management challenges (Walsh and Pawlowski, 2002), but not much has subsequently done in that regard. Customer perceptions of virtual reality in commerce have been the focus of IS research (Suh and Lee, 2005, for example), as well as team cooperation in virtual worlds (Davis et al., 2009) and organizational learning in virtual worlds (Dodgson et al., 2013; Li et al., 2011). However, the effects of adopting VR on business models have not yet been fully examined. Virtual reality (VR) gives every company the ability to reconsider how they interact and present to their customers. VR creates new opportunities for exhibiting goods and services as tools for both marketing and customer service. Later, it's likely to develop into a particularly valuable resource for data on consumer behaviour. This is so that you can better understand how someone acts, reacts, and interacts with you while they are interacting with you in a virtual or digital environment.

2.3.1 Knowledge about Virtual Reality

VR technology is based on an end-to-end process that substitutes a convincingly realistic simulation for the real world. There is a lot of realism in this simulation. Modern AI algorithms are typically employed to try to best align the digital world with the physical world. These are tasked with projecting both unknown and known items onto a surface that has been mathematically determined. The end effect is a virtual environment that fools' users into thinking it is real. Motion controllers, sensors that track the user's motions and gestures in real time, and a headset or display are common components of the hardware. With the use of computer-generated images, music, and other sensory inputs, the software creates a virtual world that mimics a completely immersive experience. With the use of virtual reality (VR) technology, people can interact with a computer-generated environment in real time while fully submerging themselves in it. Virtual reality (VR) may offer an immersive and engaging experience that lets users explore virtual worlds, imitate human experiences, and visualize and understand complicated topics. By no means is virtual reality confined to one area. As evidenced by the Metaverse, it can even be utilized to link entire worlds together.

2.4 The Benefits of using Virtual Reality in the companies.

The gaming and entertainment industries have been completely revolutionized by virtual reality. However, more companies are utilizing augmented reality and virtual reality to interact and do business. With the enormous improvements in VR technology, businesses are now in a strategic position to not only use virtual reality in their everyday operations but also to use immersive experiences and technology to expand in novel ways.

2.4.1 Virtual Prototyping and Testing

Virtual reality (VR) enables businesses to produce immersive and interactive experiences for product creation and development. Companies can utilize virtual reality (VR) to test prototypes virtually, visualize and iterate on product concepts, and get consumer input early in the development process. Better product design, lower costs, and a shorter time to market are the outcomes of this. With VR, businesses can produce virtual settings that closely resemble actual scenarios. VR offers a very realistic and immersive experience,

whether testing architectural ideas, industrial procedures, or marketing efforts. This lets businesses to assess the viability and effectiveness of their concepts before devoting money to their actual execution. Virtual prototyping in VR enables quick iterations and changes. Designers and engineers may test various configurations and simply make modifications to virtual models. Before beginning physical production, businesses can find design problems, fix layouts, and enhance usefulness by visualizing and interacting with virtual prototypes. Virtual prototyping and testing utilizing VR have several benefits, such as reducing costs and time, reducing risks, improving iterative designs, collaborating with stakeholders, and improving visualization. Before committing to physical implementation, businesses may use VR technology to make educated decisions, reduce errors, and optimize their designs and processes. This increases productivity and produces better results.

2.4.2 Enhanced Customer Experiences

By improved customer engagement, Virtual reality offers company special chances to attract and engage customers. Businesses may build lasting brand relationships, exhibit products in a virtual setting, and transfer clients to various settings by providing immersive experiences. This improved involvement promotes sales, improves consumer pleasure, and fosters brand loyalty. VR can be used by businesses to present virtual simulations and demos of their goods or services. In order to let clients sample the features and performance of vehicles without physically visiting a dealership, automotive businesses, for instance, can offer virtual test drives. Customers can better comprehend the value proposition and make purchases thanks to this engaging and immersive experience. The potential influence of VR on sales conversions is enormous. Businesses may forge a stronger emotional bond with consumers, spark interest, and sway purchasing decisions by submerging people in virtual experiences. Customers are more confident and have a higher chance of making a purchase when they can visually explore things, picture how to use them, and interact with interactive components. Regardless of a customer's location, VR experiences can be made available to a large range of people. Through VR headsets, web-based VR applications, or mobile VR solutions, businesses can offer VR experiences. Through this accessibility, the company's

offerings can reach a wider audience and establish connections with clients all over the world. Businesses may differentiate themselves from rivals and spur growth by utilizing VR technology to provide clients fascinating, interactive, and memorable experiences.

2.4.3 Enhanced Marketing and Branding

For marketing and branding purposes, utilizing virtual reality (VR) experiences has grown to be a potent tool that businesses can use to develop memorable campaigns and engage clients in novel ways. Using virtual reality, businesses can develop immersive and engaging brand experiences that go beyond conventional marketing strategies. Customers can be taken to virtual settings that highlight goods, services, or brand narratives through virtual reality (VR). Customers can connect emotionally with the company on a deeper level because to this immersive approach. Also, customers are left with a lasting impression after engaging with brands through virtual reality experiences. Customers are more likely to recall and recommend their virtual reality (VR) experiences to others, boosting brand recognition and word-of-mouth advertising. VR content is very shareable on social media platforms because to its novelty and excitement, which helps to promote the company. VR present company with rare chances to develop captivating marketing experiences. Utilizing virtual reality, businesses can take clients into worlds that represent their brand, show off their products, or tell captivating stories. Virtual reality (VR) marketing initiatives have the power to forge a deep emotional bond with consumers, leaving a lasting impression and boosting brand awareness. In conclusion, VR in marketing and branding has several benefits that make companies can develop effective marketing campaigns that leave a lasting impression, build buzz, and raise brand awareness and client engagement by leveraging VR experiences.

2.5 How the company uses Virtual Reality in the workplace.

To improve productivity, training, collaboration, and creativity, company introducing VR into more and more elements of their operations.

2.5.1 Through by online meetings and collaboration

VR-based online meetings encourage participation and maintain focus. Because users of VR are completely absorbed in the virtual world, there are fewer distractions from the outside world. During online meetings, this sharpened attention may result in more fruitful debates and decision-making. VR-based collaboration solutions let users share and manipulate 3D models, collaborate on virtual whiteboards, or annotate papers in real time. Participants can work together as if they were physically present in the same place, which promotes cooperation and innovative problem-solving. VR-based collaboration improves communication, ideation, and idea sharing between remote teams. Regardless of their geographical locations, employees may hold virtual meetings and cooperate using VR platforms. With features like avatars, spatial audio, and shared virtual locations, VR enables more engaging and dynamic communication. Improved communication between remote teams and improved teamwork are all benefits of virtual collaboration. Compared to conventional video conferencing solutions, VR offers a more immersive and interesting communication experience. Users can design unique avatars that represent them in the virtual world, strengthening their sense of identity and presence. As real-life actions, gestures, and expressions can be mimicked by avatars, communication becomes more engaging and natural.

2.5.2 Training and Skill Development

According to Merriam Webster, training can be referred to as either the act, process, or method of one who trains, the skill, knowledge, or experience acquired by one who trains, or the state of being trained. While increasing the number of training situations, VR has the potential to significantly lower training costs. Since most 3D images used in VR training scenarios are computer-generated, VR developers may quickly create a range of situations from pre-existing 3D assets that can be used repeatedly to instruct various people. The situations are inexpensive and easily accessed because they are delivered over the internet. The benefits that these systems offer to the training audience may make the investment expenses justifiable, even though VR training does not guarantee a cheaper cost. Virtual reality also offers a secure setting with less exposure to risky scenarios [like fires, for example]. Conges et al., 2020; explosions and natural calamities; Backlund et al., 2007; Li et al.

(2017). For instance, a trainer can direct a simulated fire (location, severity, and damage) in which a firefighter is practicing evacuating a structure. These situations can make it simple for people to practice in a setting that mimics the dangers they might face in the real world.

2.5.3 Virtual Tours and Presentations

Virtual tours and presentations are provided by businesses in sectors like real estate, tourism, and event planning. VR enhances engagement and decreases the requirement for in-person visits by enabling potential clients or investors to virtually experience places or events. VR offers a secure and realistic environment. Virtual reality workplace training is an immersive learning experience that immerses users into a virtual environment for training purposes using 360-degree content. To allow the Trainee to interact with the virtual environment, VR headsets, headphones, and controllers are used. By virtual reality, users can experience professional scenarios that would otherwise be prohibitively expensive, risky, or impossible to duplicate. Any type of working scenario can be experienced by employees or learners by just donning a VR headset. Users' perceptions are changed by VR technologies to the point where they are either replaced by or combined with the results of a computer program. Different aspects of VR experiences can be identified generally based on how much the user's sensory perception is used. Wearable haptic apparel, head-mounted VR displays with headphones, and tools that enable.

2.6 The impact of Virtual Reality to the success of the company

The impact of virtual reality (VR) on a company's success varies based on several variables, including the industry, target market, and the precise application of VR technology. Although VR has the potential to dramatically increase a company's success, its effects might be felt more keenly in some sectors where immersive experiences or visualizations are essential. For instance, VR has had a big positive impact on the gaming, entertainment, real estate, tourist, and architectural industries.

2.6.1 Competitive advantage

Successful VR technology implementation enables businesses to position themselves as innovative and forward-thinking. They may improve brand impression and position themselves as market leaders by offering top-notch VR experiences. Long-term success and client loyalty may result from this positioning. In addition, VR technology may have a favourable effect on a company's success. Businesses can enhance customer engagement, raise brand awareness, and ultimately improve business success by delivering top-notch VR content and smooth user experiences. Utilizing VR effectively can boost client acquisition, retention, and overall business growth. Can be obtained by businesses who successfully use VR technology to set themselves apart from rivals. Businesses may draw clients, grow their market share, and position themselves as leaders in their fields by providing distinctive and cutting-edge VR experiences. VR has the potential to be an effective tool for standing out in a crowded market and impacting business success. Quality of Implementation, the effectiveness of VR efforts depends on the implementation's quality. A corporation should deliver immersive, user-friendly VR experiences that meet or exceed customers' expectations. The success of the business may be positively impacted by high-quality VR content and seamless user experiences that increase consumer engagement and happiness. Customer expectations are changing as VR technology spreads and becomes more widely available. Businesses who use virtual reality and offer top-notch experiences are more likely to match these changing expectations and beat the competition. Businesses may position themselves as industry leaders and gain a competitive advantage by staying on top of developments and providing outstanding VR solutions. In conclusion, companies can acquire a competitive edge by utilizing virtual reality technology to establish themselves as industry leaders. Customer engagement, customer happiness, and overall business success are all directly impacted by the quality of implementation, which includes providing immersive and user-friendly VR experiences. Businesses may stand out by embracing VR and exceeding client expectations, which will have an impact on their long-term performance.

2.6.2 ROI (return on investment)

The ROI realized after implementing VR also affects how successful a firm is. Company must weigh the benefits of VR technology against the costs associated with using it. The influence on business success will be greater if the ROI is positive, such as increased revenue, improved customer happiness, or cost savings. VR technology implementation entails up-front costs for gear, software, content creation, and training. Businesses should perform a detailed cost-benefit analysis to determine the effect of VR on company success. The costs of deploying VR are compared to the anticipated returns and advantages in this analysis. Company can use it to determine whether investing in VR will be profitable and will enhance overall success. Cost savings and operational efficiency, VR can help firms cut costs and improve efficiency. VR-based training, for instance, can eliminate the need for physical training facilities and the accompanying expenses. VR can also speed up design and prototyping procedures, which may save costs and shorten time to market. To assess the influence of VR deployment on business success, it is essential to evaluate the possible cost savings and efficiency advantages that might result from its use. Gaining a competitive advantage can be facilitated by a positive ROI attained through VR adoption. Businesses can get an advantage over rivals if they can show that VR technology offers a distinct value proposition, draws in more customers, and produces a good ROI. This competitive edge can promote market share expansion, client growth, and overall business success. In conclusion, understanding the influence of VR on business success requires evaluating the ROI of VR adoption. Businesses can determine the importance of VR in fostering success by analysing the associated costs and comparing them to the advantages, such as cost reductions. A positive ROI demonstrates that the use of VR technology is bringing benefits and improving the company's overall success.

2.6.3 Technological Advancements

The development of VR technology itself may have an impact on how successful companies will be in the future. The potential for effect may grow as VR hardware and software develop, become more accessible, and provide enhanced capabilities. The immersive experiences can be improved, and there are more prospects for businesses thanks to new breakthroughs like standalone

VR headsets, haptic feedback developments, and graphics quality upgrades. VR hardware improvements, such standalone headsets, give users more comfort and accessibility. With no need for additional hardware or wires, stand-alone VR headsets make VR experiences more convenient and portable. Hardware has a greater chance of being widely adopted and used by both enterprises and consumers as it grows more sophisticated, inexpensive, and comfortable. More realistic and immersive VR experiences are made possible by advancements in graphics processing power and display technologies. Sharper images and a decreased risk of motion sickness are provided by higher resolutions, faster refresh rates, and greater colour reproduction. Businesses can provide more captivating and intriguing VR content that engrosses viewers and improves their experiences as VR images become more realistic and aesthetically pleasing. In conclusion, technological developments in VR hardware, and graphics quality contribute to the potential success of businesses from VR. Businesses may use VR in creative ways to create more engaging experiences and open new opportunities for growth and success as these technologies continue to advance, become more widely available, and offer enhanced capabilities.

2.7 Proposed Conceptual Framework

The propose of this research is to examine the importance Virtual Reality (VR) to the success of the company. There are three independent variable (IV) which is the benefits of using Virtual Reality in the companies, how the company uses Virtual Reality in the workplace, and the impact of Virtual Reality to the success of the company. The dependent variable (DV) is importance of Virtual Reality (VR) to the success of the company. The IV is the variables that being tested to measure the DV. The figure 2.1 show the conceptual framework in this research.

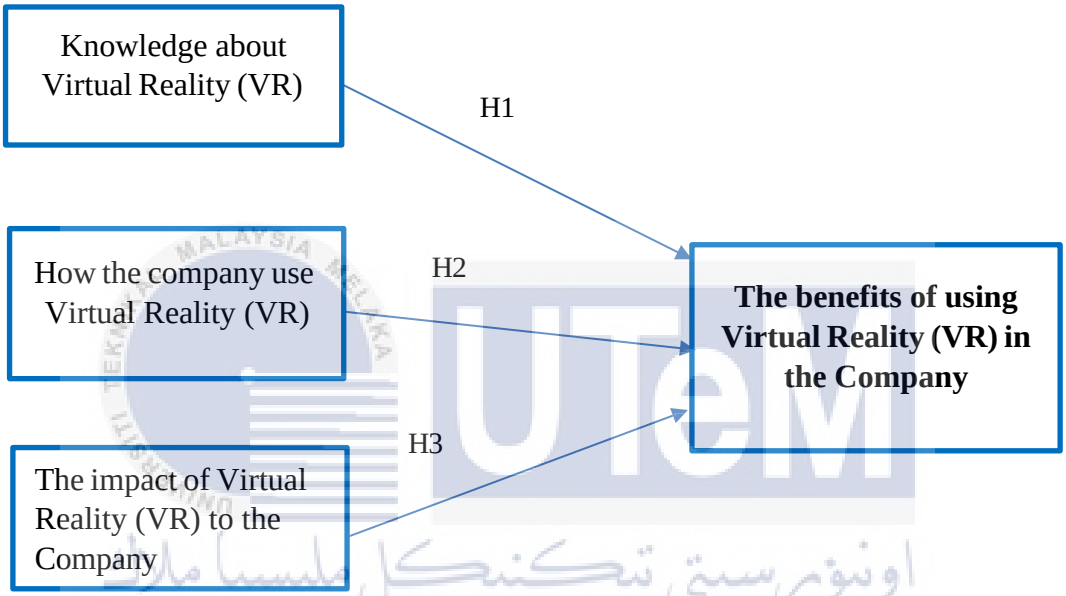


Figure 2.1 Conceptual Framework

[Source: Micol Policarpo et al., (2021)]

2.8 Hypothesis

Hypothesis 1 (H1)

H0: There is no significant relationship between knowledge about virtual reality (VR) and the benefits of using virtual reality (VR) in the company.

H1: There is a relationship between knowledge about virtual reality (VR) and the benefits of using virtual reality (VR) in the company.

Hypothesis 2 (H2)

H0: There is no significant relationship between how the company use virtual reality (VR) and the benefits of using virtual reality (VR) in the company.

H1: There is a relationship between how the company use virtual reality (VR) and the benefits of using virtual reality (VR) in the company.

Hypothesis 3 (H3)

H0: There is no significant relationship between the impact of virtual reality (VR) to the company and the benefits of using virtual reality (VR) in the company.

H1: There is a relationship between the impact of virtual reality (VR) to the company and the benefits of using virtual reality (VR) in the company.

2.9 Summary

To conclude, the keywords and terms are explained in this chapter. The information is collected from secondary data, such as articles, journals, and e-books. Independent and dependent variables have also been stated to develop the hypothesis. Conceptual frameworks have also been constructed to better understand the relationships between variables. In the next chapter, the researcher will discuss the research methodology of this study.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

This chapter is discussed about the method that used to collect the data and the information for this research. It is about how the researcher design a study in a systematic way to ensure valid and reliable results that address the study's aims and objectives. Choosing the right research method is crucial because it helps to obtain the results of the research. There are a few discussions about the research mythology, which is research design, methodology choices, data source, sampling design, research strategy, data analysis method, and validity and reliability in this chapter.

3.2 Research Design

A research design is the overarching approach or plan that a researcher uses to tackle a particular research topic or purpose. The framework and procedures used to gather and examine data to respond to research questions are all included. According to Nayak and Singh (2015), research design is a process that aims to establish a plan of activities to respond satisfactorily to research questions identified in the exploratory phase, including selecting research methods, operating structures of interest, and developing appropriate sampling strategies. In this context, research design serves as a strategy that utilizes empirical data to address research questions.

Furthermore, Saunders, et al. (2019) identified three types of research design that is exploratory research, this kind of study is used by analysts to identify phenomena and comprehend a subject more thoroughly. study that is descriptive seeks to accurately describe people, places, or things that are pertinent to the study questions. Explanatory study is carried out to examine a situation or problem with the aim of elucidating the link between factors.

Therefore, the researcher is going to use the descriptive research to determine the importance Virtual Reality (VR) to the success of the company. This is because the descriptive research can be conducted by utilizing specific data collection methods such as surveys.

3.3 Methodological Choice

There are three methodologies to choose from Quantitative research involves gathering and analysing structured and organized data that can be represented numerically. It emphasizes objectivity and relies on statistical analysis to draw conclusions from the data. This approach often involves large sample sizes, standardized measures, and the use of surveys, experiments, or statistical analysis of existing datasets. Quantitative research aims to uncover patterns, relationships, and generalizability of findings to a broader population. (Goertzen, 2017). Qualitative research focuses on understanding people's thoughts, concepts, experiences, and behaviours in-depth. It involves gathering rich, descriptive data through methods such as interviews, focus groups, case studies, discourse analysis, and literature reviews. (Thattamparambil, 2020). Mixed methods research is an approach that combines quantitative and qualitative methods within a single study. It involves collecting and analysing both numerical and textual data to provide a comprehensive understanding of a research problem. Mixed methods research aims to capitalize on the strengths of both quantitative and qualitative approaches, allowing for a more holistic exploration of complex phenomena. (Saunders et al., 2019).

In this research, the researcher chooses the quantitative method to collect the data. Quantitative analysis is the method of collecting data and obtaining results by statistical analysis. This is because the quantitative method can be used to observe the situations or events that affect something. Thus, the importance Virtual Reality (VR) to the success of the company can be measured by using quantitative method.

3.4 Primary and Secondary Data Source

A primary data source is the initial information that is gathered directly from its source for a particular research study or investigation. Through techniques like surveys, experiments, observations, or interviews, this information is gathered directly from the source. Researchers can access primary data sources to obtain raw, unedited data that is pertinent to their study goals.

A secondary data source is a source of information that has been gathered for purposes aside from the current research project. This information has already been obtained, and it may come from databases, government papers, research publications, or other types of published resources. Secondary data sources are used by researchers who then analyse and interpret the data to support their own results or provide answers

to their own research questions. The process of collecting secondary data is faster and simpler than collecting primary data because the researcher needs to cover the entire process when collecting primary data. Although the primary data takes more time to process, the resulting data will be more accurate and reliable. Therefore, the researcher will use both data sources in this study.

3.5 Sampling Design

The non-probability sampling technique was used in this study. Non-probability sampling is a method of selecting a sample from a population in which not all members have an equal chance of being chosen. In non-probability sampling, the selection of units or individuals to be included in the sample is based on subjective criteria, rather than random selection. This means that the researcher or the person conducting the sampling process exercises judgment in selecting the sample, rather than using a random process. This is because the researcher needs to examine the importance Virtual Reality (VR) to the success of the company.

This research is going to use purposive sampling technique because the researcher will only distribute the questionnaires to the employees or employers who familiar with importance of Virtual Reality (VR). The target population is the employees or employers who work in company that use VR in their company in Malaysia. The researcher will then select 10 members from each of the company in Malaysia who are familiar with the importance Virtual Reality to participate in the study. In addition, the researcher will also disseminate questionnaires electronically using Google forms to collect data. Respondents will voluntarily answer the questionnaire.

3.6 Research Strategy

A research strategy refers to a general plan or approach that guides the overall direction of a research study. It outlines the key steps, methods, and techniques to be employed to address the research objectives and answer the research questions. One common research strategy is the survey method, which involves collecting data from a sample of individuals using questionnaires or interviews. Surveys are often used

when researchers aim to gather information from a large population and seek to quantify opinions, attitudes, behaviours, or characteristics. (DeFranzo, 2019)

3.6.1 Questionnaire Design

The researcher must create a questionnaire and distribute it to respondents to collect primary data. The researcher will create the questionnaire based on previous research related to this study. Section A, Section B, and Section C are the three sections of the questionnaires. Section A contains questions about the respondent's demographics, such as gender, position, department, and others. Section B contains questions about Virtual Reality. Lastly, Section C addresses the importance VR to the success of the company.

Next, the researcher will add 5-point Likert Scale in Section B and C. This is because 5-point Likert Scale is a psychometric response scale, the degree of agreement of respondents to a statement is generally divided into five points :(1) Strongly Agree; (2) Agree; (3) Neutral; (4) Disagree; (5) Strongly Disagree. Moreover, the questionnaire will be created by using Google form. The table 3.1 show that the Likert scale in five points.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

Table 3.1 Five-point Likert Scale

3.6.2 Pilot Test

The researcher will conduct a pilot test in this study to ensure that all respondents understand the questions and get a better result. A pilot test is a small preliminary study used in research to test a proposed study before full implementation. The pilot test's goal is to identify the respondents' lack of clear items (Aslam et al., 2020). Besides, it will find any errors or weaknesses in the questionnaire, which can be corrected later by the researcher before being distributed to respondents. The researcher will conduct a pilot test in this study to ensure that all respondents understand the questions and get a better result. A pilot test is a small preliminary study used in research to test a proposed study before full implementation. The pilot test's goal is to identify the

respondents' lack of clear items (Aslam et al., 2020). Besides, it will find any errors or weaknesses in the questionnaire, which can be corrected later by the researcher before being distributed to respondents.

3.7 Data Analysis Method

The researcher will use the Statistical Package for Social Science (SPSS) version 27 to examine the data. The comprehensive statistical program SPSS can perform efficient data analysis. The researcher's interpretation of the findings is also rather straightforward. Several techniques, including descriptive analysis, Pearson Correlation analysis, and linear regression analysis, will be used by the researcher to assess the data in this study.

3.7.1 Descriptive Analysis

With this approach, the key components of the gathered data are summarized and described. Among the statistics used in descriptive analysis are the mean, median, mode, standard deviation, and frequency distributions. They give a succinct overview of the data and aid in identifying the main trends, variances, and patterns found in the dataset. As a result, descriptive analysis will be used to collect demographic information from respondents.

3.7.2 Pearson Correlation Analysis

Pearson correlation coefficient is a test statistic used to determine the statistical relationship or correlation between two continuous variables. It is called the best measure of correlation between variables of interest because it is based on covariance. Therefore, Pearson correlation analysis was used to determine the relationship between independent and dependent variables. The correlation from -1 to 1 indicates that the correlation goes from very weak to very strong. The Pearson Correlation Coefficient, r, is shown in table 3.2 below.

r	Interpretation
0.81 to 1.00	Very Strong

0.61 to 0.80	Strong
0.41 to 0.60	Moderate
0.21 to 0.40	Low
0.00 to 0.20	Very low

Table 3.2: Pearson Correlation Coefficient

3.7.3 Linear Regression Analysis

Regression analysis is a set of statistical methods used to estimate the relationship between one or more independent variables and a dependent variable. This study includes three independent variables: benefits of using Virtual Reality in the companies, how the company uses Virtual Reality in the workplace, the impact of Virtual Reality to the success of the company. In this study, the researcher will employ linear regression analysis and the equation shown below.

$$y = a + bx1 + cx2 + dx3$$

Where,

y = dependent variable value (the importance Virtual Reality (VR) to the success of the company)

a = constant

b, c, d = regression coefficient

x1 = knowledge about virtual reality (VR)

x2 = how the company use virtual reality (VR)

x3 = the impact of virtual reality (VR) to the company

3.8 Validity and Reliability

Evaluating the study, reliability and validity are used. They refer to a process, a procedure, or a test for evaluating the goodness or unfavorability of something. Reliability and validity are the terms used to describe how consistently a measurement is made. When designing our study design, selecting a methodology, and summarizing the findings, reliability and validity are crucial factors to consider, particularly in quantitative research.

3.8.1 Validity

Validity means that the data obtained is appropriate for the measuring instrument's intended use (SÜRÜCÜ, & MASLAKI, 2020). The use of validated measuring instruments ensures the accuracy of the results of the analysis. Internal validity refers to how well the independent variable can be stated to produce the observed effect. Internal validity is realised when the influence of the dependent variable is solely due to the independent variables. This is the degree to which a result can be manipulated.

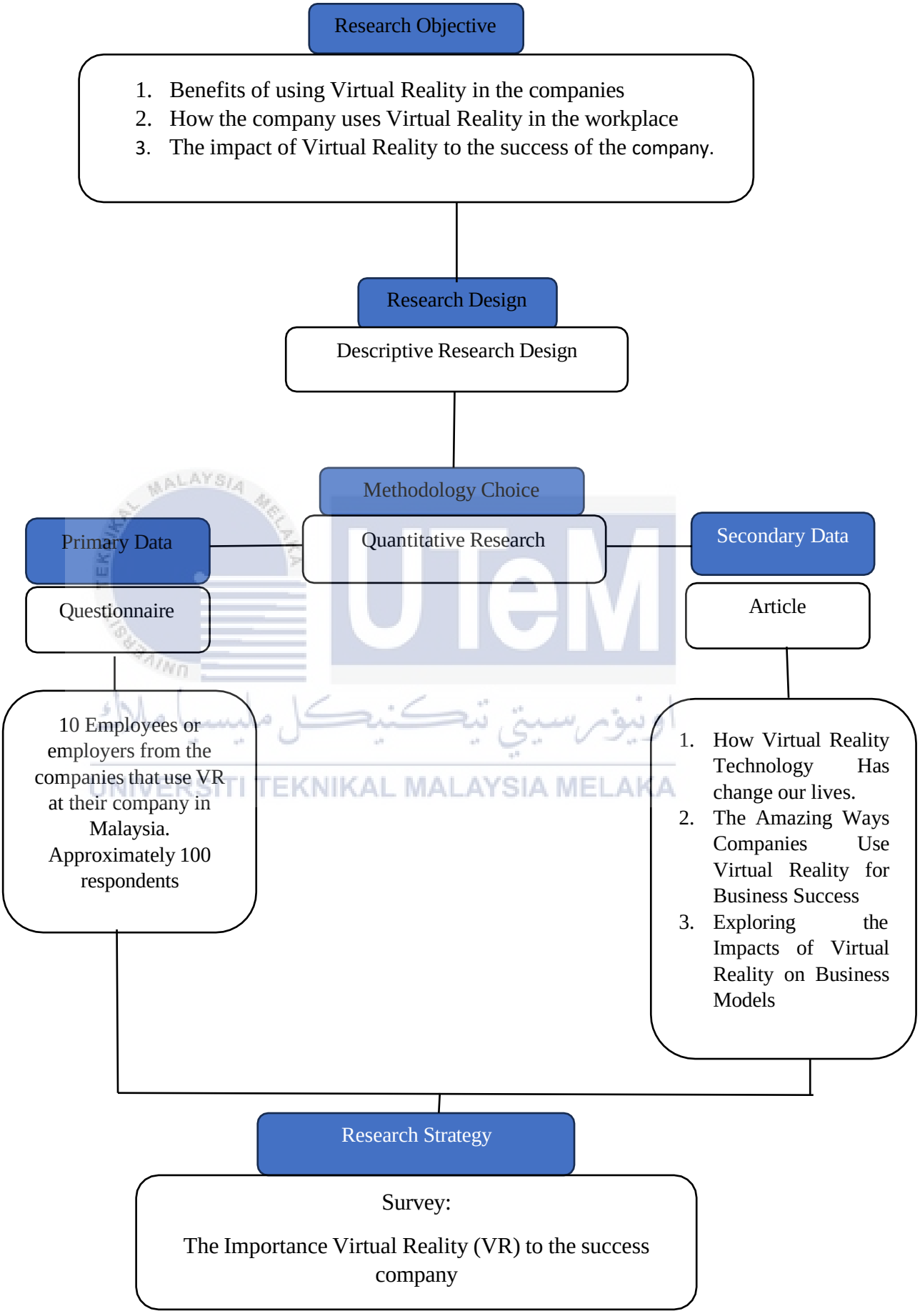
3.8.2 Reliability

The term "reliability" refers to a method of determining the consistency of something. A measurement is reliable if the same results can be obtained consistently using the same method under the same conditions (Middleton, 2022). The Cronbach's Alpha method is used by the researcher in this study to assess the research's reliability. The Alpha Coefficient ranges between 0 and 1. To indicate study reliability, the result must be greater than 0.6. If the result is less than 0.6, there is an issue with the data. The Cronbach's Alpha coefficient values are shown in the table below. The scale of Cronbach's alpha is shown in the table below.

Cronbach's Alpha Coefficient	Internal Consistency
$\alpha \geq 0.9$	Excellent
$0.7 \leq \alpha < 0.9$	Good
$0.6 \leq \alpha < 0.7$	Acceptable
$0.5 \leq \alpha < 0.6$	Poor
$\alpha < 0.5$	Unacceptable

Table 3.3: Cronbach's Alpha Coefficient

3.9 Research Framework



3.10 Summary

To conclude, the research methods of this study are discussed in this chapter. Descriptive research is selected as the research design, quantitative method and purposive sampling technique is used to collect data. The primary data source is the questionnaire survey of this study, and the secondary data source is articles and journals on the website. The researcher will also conduct pilot test and calculate Cronbach's Alpha coefficient to ensure the validity and reliability of the study. The Social Science Statistical Software Package (SPSS) version 27 will also be used by researcher to analyse the data.

CHAPTER 4

RESULTS AND DISCUSSIONS

4.1 Introduction

In this chapter, the researcher analysed and developed the data gathered from the distributed questionnaire. The overview used in this chapter is the demographic profiles of the respondent, survey reliability test, descriptive analysis, and multiple regressions to determine the relationship between the constructs. Data analysis is generated based on the Social Science Statistical Package (SPSS) version 27.

4.2 Pilot Test

The purpose of the pilot test is to determine if the questionnaire is correct to the capture the required data as expected. Therefore, the effectiveness of the pilot test and the reliability of the of the questionnaire can be tested. For the pilot test, the researcher chooses 20 people out of 100 respondents at company to fill out questionnaire. All the items in the table below were found to be reliable and valid.

Case Processing Summary

		N	%
Cases	Valid	20	100.0
	Excluded[a]	0	.0
	Total	20	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.954	22

Table 4.1: Reliability Test For 20 Respondents

(Sources: Data Analysis of SPSS)

Table 4.1 shows the Cronbach's alpha doe 20 respondents used to collect the data. From the table can be concluded that all items in the questionnaire have a strong reliability and the set of the questionnaires were proving to be valid as the values of Cronbach's Alpha is above 0.7 which is 0.954.

4.3 Descriptive Analysis

4.3.1 Background of The Respondents

The researcher used to the descriptive statistics to describe the data collected such as basic characteristic by questionnaire. The details of demographic from 100 respondents, which involved results of the importance virtual reality (VR) to the success of the companies will be defined by the data analysis. Descriptive statistics are one method that used table, graph and overview the study. Furthermore, the data analysis reveals that the basic demographic data collected from 100 respondents who completed the questionnaire, as shown in Table 4.2.

Table 4.2: Summary of total Demographic Information

Demographic	Demographic details	Frequency	Percentage (%)
Gender	Male	56	56 %
	Female	44	44 %
Age	18 – 25 years old	17	17 %
	26 – 35 years old	42	42 %
	36 – 45 years old	19	19 %
	46 – 55 years old	21	21 %
	56 and above years old	1	1 %
Job Position	Marketing	18	18 %
	Management	31	31 %
	Information Technology	50	50 %
	Others	1	1 %
Roles Of Virtual Reality (VR) In Companies	Training and development	44	44 %
	Marketing and sales	26	26 %
	Customer engagement	15	15 %
	Health and safety training	12	12 %
	E-commerce virtual shopping	15	15 %
	Tourism and hospitality	28	28 %
	Gaming and entertainment	21	21 %
	Remote and collaboration	13	13 %
	Others	0	0

4.3.1.1 Gender

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	44	44.0	44.0	44.0
	Male	56	56.0	56.0	100.0
	Total	100	100.0	100.0	

Table 4.3: Gender of Respondents

(Source: Data Analysis of SPSS)

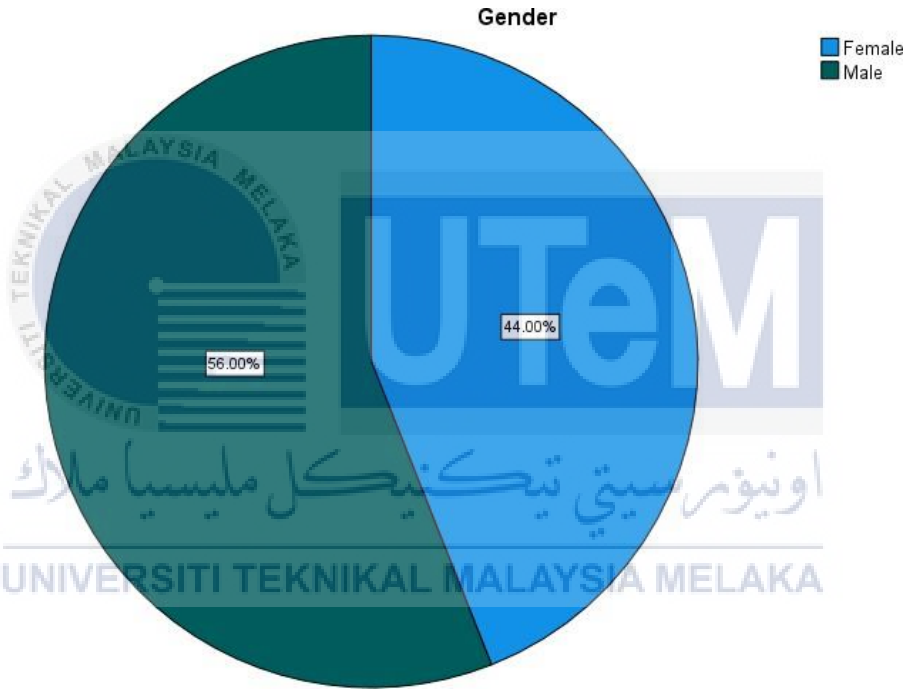


Figure 4.1: Gender of Respondents

(Source: Data Analysis of SPSS)

In the sample of 100 respondents shown Table 4.3 and Figure 4.1 above, there are a total of 56 (56 %) male respondents and 44 (44%) female respondents. The percentage shows that male respondents are much higher than female respondents.

4.3.1.2 Age

Age
kumpulan umur

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 25 years old	17	17.0	17.0	17.0
	26 - 35 years old	42	42.0	42.0	59.0
	36 - 45 years old	19	19.0	19.0	78.0
	46 - 55 years old	21	21.0	21.0	99.0
	56 and above years old	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

Table 4.4: Age of Respondents

(Source: Data analysis of SPSS)

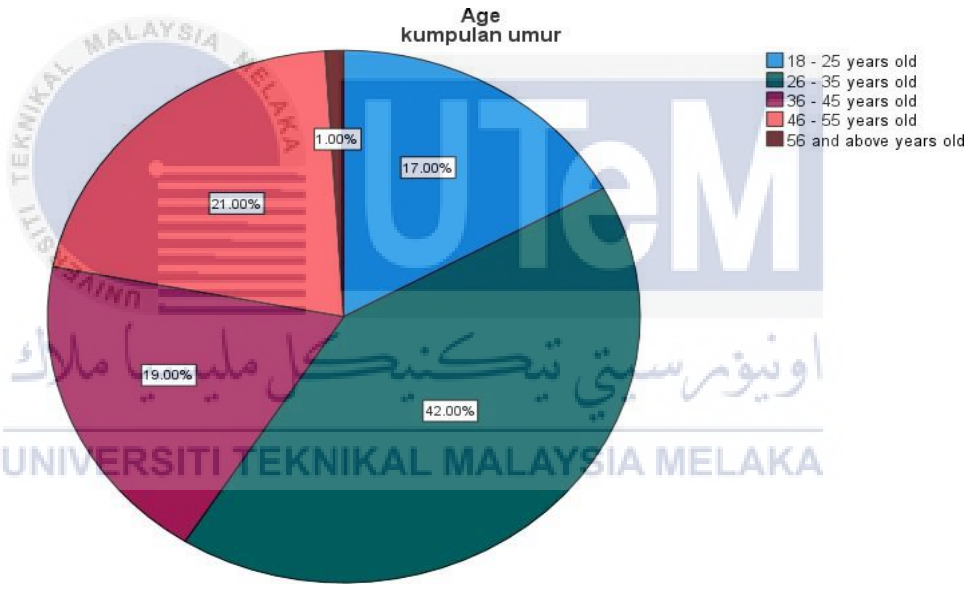


Figure 4.2: Age of Respondents

(Source: Data Analysis of SPSS)

Table 4.4 and Figure 4.2 shows the age group who took part in answering the questionnaire. In this study, most of the respondents are from the age group 26 – 35 years, with 42 respondents (42 %), followed by 46 – 55 years with 21 respondents (21 %), and 36 - 45 years with 19 respondents (19 %) and 17 and 1 respondents representing 17 % and 1 % respectively. The minority of the respondents are from the age groups, 26 – 35 years old with 42 respondents (42 %).

4.3.1.3 Job Position

Job Position
Jawatan Kerja

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Head of Operation	1	1.0	1.0	1.0
	Information Technology	50	50.0	50.0	51.0
	Management	31	31.0	31.0	82.0
	Marketing	18	18.0	18.0	100.0
	Total	100	100.0	100.0	

Table 4.5: Job Position Respondents

(Source: Data Analysis of SPSS)

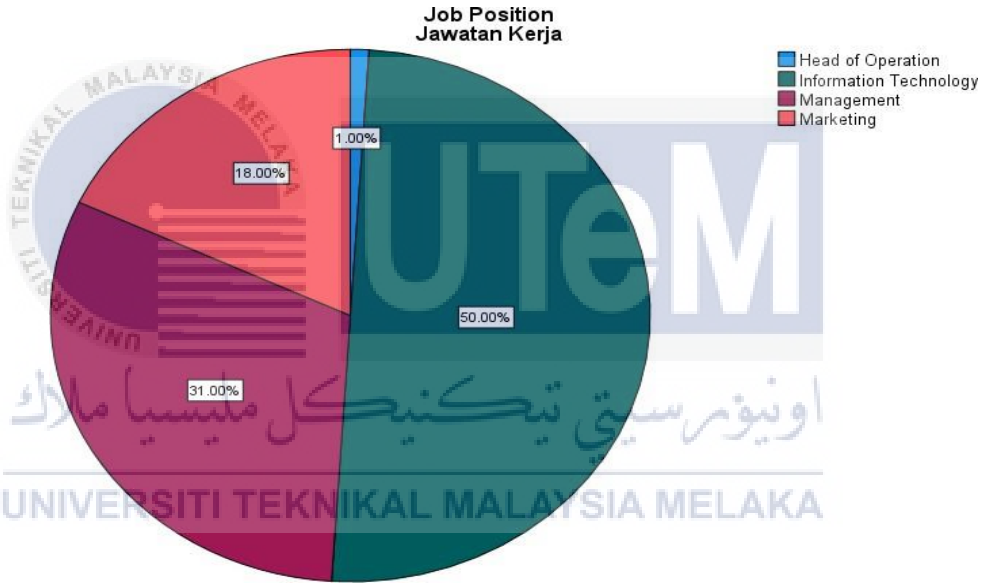


Figure 4.3: Job Position of Respondents

(Source: Data Analysis of SPSS)

Table 4.5 and figure 4.3 shows that the job position of respondents. According to the table and figure, many respondents in this study are from information technology job position, accounting for 50 % with 50 respondents out of 100. The second mostly respondents are from management job position which was 31 out of 100 respondents (31 %). Also, marketing job position respondents are 18 respondents with 18 % and other job position was head of operation that only 1 respondent (1%).

4.3.1.4 Roles of Virtual Reality (VR) In Companies

Roles of virtual reality Frequencies

		Responses		Cumulative Percent
		Frequency	Valid Percent	
Source of roles	Training and Development	44	25.3%	44.0%
	Marketing and Sales	26	14.9%	26.0%
	Customer Engagement	15	8.6%	15.0%
	Health and Safety Training	12	6.9%	12.0%
	E-commerce Virtual Shopping	15	8.6%	15.0%
	Tourism and Hospitality	28	16.1%	28.0%
	Gaming and Entertainment	21	12.1%	21.0%
	Remote Collaboration	13	7.5%	13.0%
Total		174	100.0%	174.0%

Table 4.6: Roles of Virtual Reality (VR) In Companies

(Source: Data analysis of SPSS)

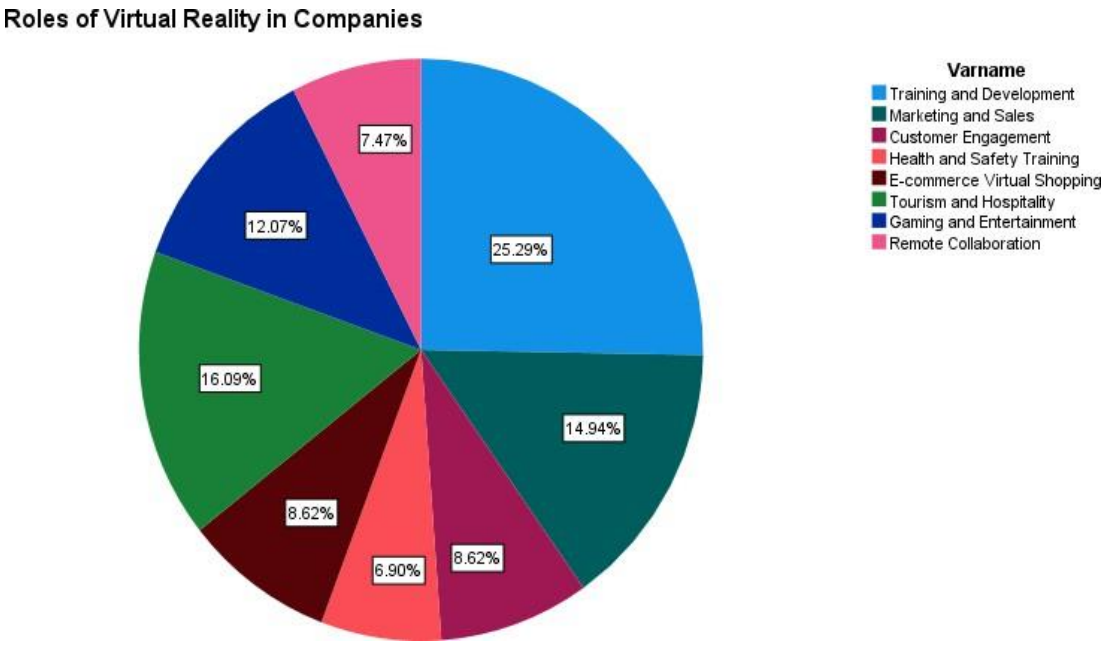


Figure 4.4: Roles Of Virtual Reality (VR) In Companies

(Source: Data Analysis of SPSS)

Based on Table 4.6 and Figure 4.4, it involved the roles of virtual reality in companies used by respondents in this study. Most of the respondents training and development that was 44 respondents with valid percentage that is 25%. Followed by tourism and hospitality marketing and sales respectively 28 respondents (16%) and 26 respondents (14.9%). While customer engagement, and e-commerce and virtual shopping, got the same number of respondents that is 15 respondents (8.6%). Health and safety training, gaming and entertainment, and the last remote collaboration respectively, 12 respondents (6.9%), 21 respondents (12.1%) and the last was 13 respondents with 7.5%.

4.3.2 Research Question Analysis

4.3.2.1 Knowledge About Virtual Reality (VR)

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Did Virtual Reality (VR) help the development of your company?	100	1	5	1.79	.924
Have your heard of or been exposed to Virtual Reality (VR)?	100	1	5	1.81	.982
Have you ever learned about Virtual Reality (VR)?	100	1	5	1.82	1.019
Have a knowledge about Virtual Reality (VR)	100	1	5	1.99	1.030
Valid N (listwise)	100				

Table 4.7: Knowledge About Virtual Reality (VR)

(Source: Data Analysis of SPSS)

Based on the table 4.7, agreed that they have a knowledge about virtual reality because it got the highest mean value mean that is 1.99 with standard deviation 1.030. The next, followed by statement "Have you ever learned about Virtual Reality (VR)?" and Have your heard of or been exposed to Virtual Reality (VR)?", the value mean are 1.82 and 1.81 and the standard deviation respectively 1.019 and 0.982. Lastly, "Did Virtual Reality (VR) help the development of your company?" was the lowest mean value that is 1.79 with 0.942 standard deviation value.

4.3.2.2 The benefits of using Virtual Reality (VR) in the Company.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Are you familiar with Virtual Reality (VR) technology?	100	1	5	1.80	1.015
Are you aware of the use of Virtual Reality (VR) in the company?	100	1	5	1.88	1.018
VR is effective in enhancing employee training and skill development.	100	1	5	1.90	1.010
VR contributes to increased employee engagement and motivation.	100	1	5	1.78	.991
The use of VR in tasks and projects positively impacts overall productivity.	100	1	5	1.90	1.096
The benefits of implementing VR in the company outweigh the associated costs.	100	1	5	1.92	1.022
do you believe that the use of Virtual Reality (VR) is beneficial for your company?	100	1	5	1.93	1.037
Valid N (listwise)	100				

Table 4.8: The benefits of using Virtual Reality (VR) in the Company

(Source: Data Analysis SPSS)

Table 4.8 shows the descriptive analysis of dependent variable which is the benefits of using virtual reality (VR) in the company based on 100 respondents. The respondents strongly agree with "are you familiar with virtual reality (VR) technology?", which its mean value is 1.80 and the standard deviation is 1.015. The next is respondents are strongly agreeing that "Are you aware of the use of Virtual Reality (VR) in the company?" make a mean 1.88 with the standard deviation 1.018. Followed by next question, "VR is effective in enhancing employee training and skill development" the respondents also strongly agree with the value of mean are 1.90 with standard deviation 1.010 and "VR contributes to increased employee engagement and motivation" the respondents strongly agree which has the mean value 1.78 with standard deviation 0.991. Next, "The use of VR in tasks and projects positively impacts overall productivity" and "The benefits of implementing VR in the company outweigh

the associated costs" which has the value of mean 1.90 and 1.92 as well as standard deviation 1.096 and 1.022. Lastly, "do you believe that the use of Virtual Reality (VR) is beneficial for your company?" was the last question that has the highest mean value 1.93 with 1.037 standard deviation.

4.3.2.3 How the company use Virtual Reality (VR)

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
The current usage of Virtual Reality (VR) within the company effectively enhances work processes and overall performance.	100	1	5	1.73	.973
The implementation of Virtual Reality (VR) aligns effectively with the company's overall business objectives.	100	1	5	1.88	.977
The use of Virtual Reality (VR) in employee training and development programs is well-integrated and beneficial.	100	1	5	1.89	1.014
The VR systems and interfaces in place are user-friendly and accessible for employees across various departments.	100	1	5	1.78	.980
The utilization of VR contributes positively to the company's culture of innovation.	100	1	5	1.83	1.074
Virtual Reality (VR) tools enhance collaboration and teamwork among employees.	100	1	5	1.86	.954
Valid N (listwise)	100				

Table 4.9: How the company use Virtual Reality (VR)
(Source Data: Analysis SPSS)

Table 4.9 shows the descriptive statistics of how the respondents company use the virtual reality among 100 respondents, according to table 4.9, the respondents agreed with statement "The use of Virtual Reality (VR) in employee training and development programs is well-integrated and beneficial" with the highest mean 1.89 and standard deviation of 1.014. Followed by the statement "the implementation of Virtual Reality (VR) aligns effectively with the company's overall business objectives"

had the second highest mean value 1.88 and the standard deviation 0.977 from the respondents. Next, respondents agreed on the statement “Virtual Reality (VR) tools enhance collaboration and teamwork among employees” with a mean of 1.86 and a standard deviation of 0.954. Following that, “The utilization of VR contributes positively to the company's culture of innovation” and “the VR systems and interfaces in place are user-friendly and accessible for employees across various departments” respectively with a mean 1.83 with standard deviation 1.074 and the value of mean 1.78 with standard deviation 0.980. Lastly, the lowest mean value is 1.73 with standard deviation 0.973 which is “the current usage of Virtual Reality (VR) within the company effectively enhances work processes and overall performance”.

4.3.2.4 The Impact of Virtual Reality (VR) To the Company.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Virtual Reality (VR) has positively impacted the overall performance of the company.	100	1	5	1.82	.999
The use of Virtual Reality (VR) has enhanced employee productivity within the company.	100	1	5	1.90	1.030
Virtual Reality (VR) provides the company with a competitive advantage in the market.	100	1	5	1.92	1.012
VR initiatives have positively impacted customer engagement and satisfaction.	100	1	5	1.92	1.061
The use of VR positions our company as a leader in innovation and technology.	100	1	5	1.85	.947
The company has experienced a positive return on investment (ROI) from its investment in Virtual Reality (VR).	100	1	5	1.77	1.033
Virtual Reality (VR) is an effective tool for employee training and development programs.	100	1	5	1.78	1.001
Employees express satisfaction with the incorporation of Virtual Reality (VR) into their work processes.	100	1	5	1.87	1.012
Considering the current impact, the company should continue investing in Virtual Reality (VR) technology.	100	1	5	2.00	1.005
Valid N (listwise)	100				

Table 4.10: The Impact of Virtual Reality (VR) To the Company.

(Source: Data Analysis SPSS)

Table 4.10 above revealed that descriptive statistics of the impact of Virtual Reality to the company among 100 respondents. The respondents agreed that "considering the current impact, the company should continue investing in Virtual Reality (VR) technology" with mean of 2.00 and a standard deviation of 1.005. A statement of "Virtual Reality (VR) provides the company with a competitive advantage in the market" and "VR initiatives have positively impacted customer engagement and satisfaction" have a same mean value that is 1.92 but the standard deviation was different that is 1.012 and 1.061 respectively. Next, the statement "Virtual Reality (VR) has positively impacted the overall performance of the company" and "The use of Virtual Reality (VR) has enhanced employee productivity within the company" separately with a value mean 1.82 the standard deviation was 0.999 and 1.90 with standard deviation value 1.030. the statement of "The use of VR positions our company as a leader in innovation and technology", "Virtual Reality (VR) is an effective tool for employee training and development programs" and "Employees express satisfaction with the incorporation of Virtual Reality (VR) into their work processes", of their mean value respective as 1.85, 1.78, and 1.87 the standard deviation respectively 0.947, 1.001 and 1.012. The lowest mean statements are "The company has experienced a positive return on investment (ROI) from its investment in Virtual Reality (VR)" the value mean was 1.77 with standard deviation 1.033.

4.4 Reliability Analysis

The researcher also uses Cronbach's Alpha analysis to perform the reliability analysis because it is the best tool for measuring the reliability and internal consistency of variables. Moreover, SPSS is used by the researchers to perform the Cronbach's Alpha analysis. The reliability test will display Cronbach's Alpha, where the result of 0.7 and above is considered good reliability, while a result below 0.6 is considered poor or unacceptance. Thus, the Cronbach's alpha value of this research is shown in the table below.

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded[a]	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.967	22

Table 4.11: Reliability Statistics

(Source: Data Analysis of SPSS)

Table 4.11 shows the reliability test of the questionnaire among 100 respondents. According to table 4.11, Cronbach's Alpha value is 0.967, which is greater than 0.7. Therefore, it can be concluded that all the item in the questionnaire had very high reliability as the Cronbach's Alpha value was greater than 0.90.

4.5 Pearson Correlation Analysis

Correlations

		The Impact of Virtual Reality to the Company	Knowledge About Virtual Reality	The benefits of using Virtual Reality in the Company	How the company use Virtual Reality
The Impact of Virtual Reality to the Company	Pearson Correlation	1	.897**	.923**	.907**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
Knowledge About Virtual Reality	Pearson Correlation	.897**	1	.870**	.841**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
The benefits of using Virtual Reality in the Company	Pearson Correlation	.923**	.870**	1	.896**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
How the company use Virtual Reality	Pearson Correlation	.907**	.841**	.896**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Table 4.12: Pearson Correlation Analysis

(Source: Data Analysis of SPSS)

Table 4.12 shows the Pearson Correlation Analysis of independent variables, which are knowledge about virtual reality, how the company use virtual reality and the impact of virtual reality to the company, and the dependent variable was the benefits of using virtual reality (VR) in the company in this research. Based on the results, it showed that all the independent variables positively correlate with the dependent variable. Firstly, the correlation between the knowledge about virtual reality and the benefits of using virtual reality in the company is 0.897, which is strong relationship. Next, the correlation analysist result revealed that between the benefits of using virtual reality and the impact virtual reality to the company there are strong relationship with an r value of 0.923, n=100, $p<0.05$. Lastly, the relationship between how the company use virtual reality and the impact virtual reality to the company is a strong positive relationship with an r value of 0.907, n=100, $p<0.05$.

In conclusion, the independent variables are statistically significant while the dependent variables are in the strong positive range. All the correlation coefficients at the level of 0.01(2-tailed) allow the researcher to determine the relationship between the independent and dependent variables.

4.6 Multiple Regression Analysis

A technique for estimate the value based on two or more independent and dependent variables is known as multiple regression analysis. The effect of the independent variable on the dependent variable is analysed by multiple regression analysis in this study, with three independent variables (knowledge about virtual reality, how the company use virtual reality and the impact of virtual reality to the company) and one dependent variable (the benefits of using virtual reality (VR) in the company). Consequently, the table below presents the results of the multiple regression analysis.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.937[a]	.877	.873	.28795

a. Predictors: (Constant), The Impact of Virtual Reality to the Company, Knowledge about Virtual Reality, How the company use Virtual Reality

Table 4.13: Model Summary

(Source: Data Analysis of SPSS)

The model summary result of multiple regression analysis is shown in Table 4.13. According to Table 4.13, the R value is 0.937, meaning that there was a relationship between dependent and independent variables. Next, the R square value is 0.877, this means that the three independent variables are accounted for 87.7% of variation in dependent variable. This explains that 87.7% of the variation in the benefits of using virtual reality (VR) in the company can be explained by the variance of the knowledge about virtual reality, how the company use virtual reality and the impact of virtual reality to the company.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	56.852	3	18.951	228.549	.000[b]
	Residual	7.960	96	.083		

Total	64.812	99			

a. Dependent Variable: The benefits of using Virtual Reality in the Company

b. Predictors: (Constant), Knowledge about Virtual Reality, How the company use Virtual Reality, The Impact of Virtual Reality to the Company.

Table 4.14: ANOVA

(Source: Data Analysis of SPSS)

From table 4.1 above, the result shows that F-test from this multiple regression analysis is 228.549, and the significant level is 0.000. The p value of 0.000 is less than the threshold of 0.05 ($p<0.05$). This means that numerous regression models may be used to predict the benefits of using virtual reality in the company. In other words, the knowledge about virtual reality, how the company use virtual reality, and the impact of virtual reality to the company have a substantial impact on the benefits of virtual reality in the company.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.061	.075		.808	.421
	How the company use Virtual Reality	.314	.087	.308	3.586	.001
	Knowledge about Virtual Reality	.170	.081	.172	2.099	.038
	The Impact of Virtual Reality to the Company	.494	.106	.490	4.649	.000

a. Dependent Variable: The benefits of using Virtual Reality in the Company

Table 4.15: Coefficient

(Source: Data Analysis of SPSS)

Based on Table 4.15, the beta for how the company use virtual reality is 0.314, for knowledge about virtual reality is 0.170, and the impact of virtual reality is 0.494 respectively. Based on beta, The Impact of Virtual Reality to the Company has the highest beta value while knowledge about virtual reality is the lowest has the lowest beta value. From the result of table 4.15, the researcher noticed that there is no independent variable with a negative sign, it indicates the absence of variable, which has negative relationship with the benefits of using virtual reality in the company. The constant is 0.61. Therefore, the researcher formed the following equation as shown as below:

$$y = a + bx1 + cx2 + dx3$$

$$a = 0.61,$$

$$b = 0.314,$$

$$c = 0.170,$$

$$d = 0.494,$$

The benefits of using virtual reality in the company = 0.61 + 0.314 (How the company use Virtual Reality) + 0.170 (Knowledge about Virtual Reality) + 0.494 (The Impact of Virtual Reality to the Company)

According to the linear equation above, there is a positive relationship between all the factors which are how the company use virtual reality, knowledge about virtual reality, the impact of virtual reality to the company and the benefits of using virtual reality in the company.

Based on the output above, all the factors which are recommendation system, customer relationship management, and fraud detection have significant 0.001, 0.038, 0.000 which p value lesser than 0.05. That's means, how the company use virtual reality, knowledge about virtual reality, the impact of virtual reality to the company has a significant relationship with the benefits of using virtual reality in the company.

4.7 Hypothesis Testing

Hypothesis 1 (H1)

H0: There is no significant relationship between knowledge about virtual reality (VR) and the benefits of using virtual reality (VR) in the company.

H1: There is a relationship between knowledge about virtual reality (VR) and the benefits of using virtual reality (VR) in the company.

Reject H0, if p value lower than 0.05, t value higher than 1.96

Based on Table 4.15 the p value of knowledge about virtual reality (VR) is 0.038 which is lower than 0.05, and t value is 2.099 which is higher than 1.96. Thus, H1 is accepted. There is a relationship between knowledge about virtual reality (VR) and the benefits of using virtual reality (VR) in the company.

Hypothesis 2 (H2)

H0: There is no significant relationship between how the company use virtual reality (VR) and the benefits of using virtual reality (VR) in the company.

H1: There is a relationship between how the company use virtual reality (VR) and the benefits of using virtual reality (VR) in the company.

Reject H0, if p value lower than 0.05, t value higher than 1.96

Based on Table 4.15 the p value of how the company use virtual reality (VR) is 0.001 which is lower than 0.05, and t value is 3.586 which is higher than 1.96. Thus, H1 is accepted. There is a relationship between how the company use virtual reality (VR) and the benefits of using virtual reality (VR) in the company.

Hypothesis 3 (H3)

H0: There is no significant relationship between the impact of virtual reality (VR) to the company and the benefits of using virtual reality (VR) in the company.

H1: There is a relationship between the impact of virtual reality (VR) to the company and the benefits of using virtual reality (VR) in the company.

Reject H0, if p value lower than 0.05, t value higher than 1.96

Based on Table 4.15 the p value of the impact of virtual reality (VR) to the company is 0.000 which is lower than 0.05, and t value is 4.649 which is higher than 1.96. Thus, H1 is accepted. There is a relationship between the impact of virtual reality (VR) to the company and the benefits of using virtual reality (VR) in the company.

Hypothesis	Result
Hypothesis 1	Accepted
Hypothesis 2	Accepted
Hypothesis 3	Accepted

Table 4.16: Hypothesis Results

4.8 Summary

In conclusion, the researcher has discussed the results in this chapter. Reliability analysis, descriptive analysis has been calculated by using SPSS version 27. After the analysis, the researcher had identified the relationship between the dependent variable and the three independent variables. Furthermore, the researcher also has been done the hypothesis testing, which is accept all three hypotheses in this research. In the next chapter, will discuss about recommendation and conclusion of the research.

CHAPTER 5

CONCLUSION AND RECOMMENDATION

5.1 Introduction

This paper explains the result calculated in previous method and all the objectives were answered accordingly in different subtopics. This chapter also discuss about why hypothesis is being accepted or rejected. The researcher also gives the further recommendation to the upcoming researcher for the relevant study.

5.2 Summary of Descriptive Analysis

Demographic	Demographic details	Frequency	Percentage (%)
Gender	Male	56	56 %
Age	26 – 35 years old	42	42 %
Job Position	Information Technology	50	50 %
Roles Of Virtual Reality (VR) In Companies	Training and development	44	44 %

Table 5.1: Summary of Descriptive Analysis of Demographic Respondents

(Source: Data Analysis of SPSS)

A total of 100 respondents has been involved in collecting data for this research. according to the table 5.1, the most respondents in this study are male, and the age range is 23 – 35 years old. Many of them work in job position information technology rather than management, and marketing. In addition, roles of virtual reality (VR) in the companies, most of the respondents company us VR in their company such as training and development. The majority of respondents strongly agree that virtual reality have many benefits, impact to their company.

5.3 Summary of the study

The focus of this study was to identify the importance of virtual reality to the success of companies. There are three independent variables that form from the previous study which are knowledge about virtual reality, how the company use virtual reality, and the impact of virtual reality to the company that has been selected to identify the importance of virtual reality to the success of the companies. These variables are to identify the solutions that describe the research problem statement.

RO1: To analyse the benefits of using Virtual Reality in the company.

RO2: To examine how the company use Virtual Reality

RO3: To evaluate the impact of Virtual Reality to the company.

The hypotheses were developed to investigate the relationship between three independent variables (knowledge about virtual reality, how the company use virtual reality, and the impact of virtual reality to the company) and dependent variable (the benefits of using virtual reality (VR) in the company).

5.4 Discussion of Objective and Hypothesis Testing

In this section, researcher hypothesis was evaluated to analyse the relationship between independent and dependent variables to achieve the study researcher objectives. Therefore, the findings were examined to determine whether the researcher managed to meet the objectives.

5.4.1 Objective 1: To analyse the benefits of using Virtual Reality in the company.

To determine objective 1, The descriptive analysis question "What the benefits using virtual reality in the company?" was used. The researcher discovered that recommendation knowledge about virtual reality, how the company use virtual reality, and the impact of virtual reality to the company on the benefits of use virtual reality because of the descriptive analysis.

According to previous studies, the researcher discovered that virtual reality gives the benefits to the success of the company. Among these were some knowledge about virtual reality, how the company use virtual reality, and the impact of virtual reality to the company. This study is to examine what is known about virtual reality. This question help researcher to known if the respondents is having a knowledge or has been exposed to virtual reality. Accordingly, VR is a computer-generated simulation of a situation that incorporates the user, who perceives it via one or more senses (currently mostly audio-visual) and interacts with it in a way that appears to be real (Wedel et al., 2020). Virtual reality is more popular at information technology sector in the company because in this research the highest respondents choose virtual reality role in their company as training and development. Since virtual reality can offered more realistic training and can enhance workers productivity.

5.4.2 Objective 2: To examine how the company use Virtual Reality

The mean score analysis was used to achieve objective 2, which was based on the questionnaire data. As a result, the researcher summarized the mean of the responses to the dependent variable and independent variable using a Likert scale of 1 to 5, with the responses being strongly agree (1), agree (2), neutral (3), disagree (4), and strongly disagree (5).

Descriptive Statistics

	N	Mean
How the company use Virtual Reality	100	1.8283
Valid N (listwise)	100	

Table 5.2: Mean Score Analysis

(Source: Data Analysis of SPSS)

Demographic	Demographic Details	Frequency	Percentage (%)
Roles Of Virtual Reality (VR) In Companies	Training and development	44	44 %

Table 5.3: Summary of Descriptive Analysis of Demographic Respondents

(Source: Data Analysis of SPSS)

Based on the mean score analysis on table 5.2 above, there is to examine how the company use Virtual Reality. The highest mean is (how the company use virtual reality". Furthermore, according to Table 5.3, researcher discovered that roles of virtual reality in companies has the highest frequency, which is 44 (44%). This result revealed that the majority of the roles of virtual reality in the company are training and development. Therefore, this result can be used to demonstrate that importance virtual reality to the success of the company (roles of virtual reality in the companies) for the success company.

5.4.3 Objective 3: To evaluate the impact of Virtual Reality to the company.

Hypothesis 1: There is a relationship between knowledge about virtual reality (VR) and the benefits of using virtual reality (VR) in the company.

Based on Table 4.15 the p value of knowledge about virtual reality (VR) is 0.038 which is lower than 0.05, and t value is 2.099 which is higher than 1.96. Thus, H1 is accepted. There is a relationship between knowledge about virtual reality (VR) and the benefits of using virtual reality (VR) in the company.

Based previous study, users of VR are submerged in 3D virtual worlds where they may move about and engage, stimulating their senses (Flavian et al., 2021a). Accordingly, VR is a computer-generated simulation of a situation that incorporates the user, who perceives it via one or more senses (currently mostly audio-visual) and interacts with it in a way that appears to be real (Wedel et al., 2020). The synthetic world of VR may or may not mimic the characteristics of a real-world environment. According to Flavian et al. (2019b), VR differs from previous Extended Reality technologies in several ways. For many years, the "Reality-Virtuality Continuum" (Milgram and Kishino, 1994) served as the standard for categorizing various realities.

In conclusion, H1 accepted. This study can conclude that importance of virtual reality to the successful company was must have a knowledge about virtual reality.

Hypothesis 2: There is a relationship between how the company use virtual reality (VR) and the benefits of using virtual reality (VR) in the company.

Based on Table 4.15 the p value of how the company use virtual reality (VR) is 0.001 which is lower than 0.05, and t value is 3.586 which is higher than 1.96. Thus, H1 is accepted. There is a relationship between how the company use virtual reality (VR) and the benefits of using virtual reality (VR) in the company.

According on the previous study Merriam Webster, training can be referred to as either the act, process, or method of one who trains, the skill, knowledge, or experience acquired by one who trains, or the state of being trained. While increasing the number of training situations, VR has the potential to significantly lower training costs. Since most 3D images used in VR training scenarios are computer-generated, VR developers may quickly create a range of situations from pre-existing 3D assets that can be used repeatedly to instruct various people. The situations are inexpensive

and easily accessed because they are delivered over the internet. The benefits that these systems offer to the training audience may make the investment expenses justifiable, even though VR training does not guarantee a cheaper cost. Virtual reality also offers a secure setting with less exposure to risky scenarios [like fires, for example]. Conges et al., 2020; explosions and natural calamities; Backlund et al., 2007; Li et al. (2017).

In conclusion, H2 is accepted. This study can conclude that the use of virtual reality in the company have an importance for the success the company.

Hypothesis 3: There is a relationship between the impact of virtual reality (VR) to the company and the benefits of using virtual reality (VR) in the company.

Based on Table 4.15 the p value of the impact of virtual reality (VR) to the company is 0.000 which is lower than 0.05, and t value is 4.649 which is higher than 1.96. Thus, H1 is accepted. There is a relationship between the impact of virtual reality (VR) to the company and the benefits of using virtual reality (VR) in the company.

Grand View Research has estimate that VR market will be worth $15.18 billion by 2020. This will make more companies are utilizing augmented reality and virtual reality to interact and do business. With the massive improvements in VR technology, businesses are now in a strategic position to not only use virtual reality in their everyday operations but also to use immersive experiences and technology to expand in novel ways. Virtual reality is being used by the companies to increase brand awareness and gain a competitive advantage in their respective industries. The prospect or customer experience is improved with virtual tours and experiences. Customers no longer need to travel to obtain a realistic grasp of a location. With the use of virtual reality company can gain many benefits to the successful on their company.

In conclusion, H3 is accepted. This study concludes that importance virtual reality to the success of the company has big impact of the use virtual reality in their company.

5.5 Implication of study

This research was discussed the importance virtual reality to the success of company. The collection was collected by 10 employees from each of the companies that use virtual reality in their company. By determining the importance virtual reality to the success of the company, this can help the company more understand about it and then turn their company to more successful company that use virtual reality specially on training and development. Moreover, with the result produced from the outcome, the researcher may learn the importance virtual reality to the success of the company. Hence, the researcher has concluded the findings and discussion are valuable and beneficial that would be help in making improve the use of virtual reality in their company.

5.5.1 Managerial Implication

The study findings will be useful for management in determining the importance virtual reality to the success of the company. The true is virtual reality has been widely used in many companies to make their company advanced in technology also make their company more successful.

In addition, the goal of this study is to encourage more Malaysian technology companies to use virtual reality technology on their company. This is intended to accelerate the company advancement in line with current technological developments. Also, this research can help more technology companies understand the importance virtual reality to the success of the companies, which will lead them trying to reach the virtual reality technology. Hence, virtual reality management can be better understood about virtual reality technology can make their company successful, improve training development and thus indirectly can increase company image quality.

5.6 Limitation of the study

The researcher has the limit while conducting this study, the collection data is mostly restricted. This is due to the data security of the company. This is because there some companies that are not confidentially and security of their personal data provided through google form. Although google form has taken security measures, there are also some companies that prefer more secure data collections methods.

The researcher finds it difficult to determine the exact respondents who are those who employ virtual reality technology. This has an indirect impact on the researcher study results and makes it difficult for the researcher to conduct this study in the current situation because gathering respondents take a long time. As a result, when studying the importance virtual reality to the success of the company, the researcher faces difficulties in reaching accurate conclusions. The researcher is not able to better determine the respondents who really understand about the importance virtual reality to the success of the company. Therefore, this will be a difficulty for the researcher in obtaining accurate data from the respondents as well as being a condition that cannot be controlled by the researcher.

Aside from that, the researcher was under time constraints to complete the research, which included data collection, data analysis, and discussion of findings. The researcher can only distribute the survey questionnaire via email by use Google Form due to time constraints. Although it is difficult to reach 100 respondents using only a Google Form, yet the researcher is still able to gather data from 100 respondents.

5.7 Recommendation for future research

Even though the research findings were statistically significant, certain limitations must be addressed. As a result, the researchers have made a few recommendations for future research to improve the study's findings. Recommendations can only be made within the current constraints shown in the previous section. Future researchers were advised to investigate the respondents to gain data collection methods rather than google form to address its limitation successfully.

Furthermore, the researcher suggested that future researchers may reach the respondents by face – to – face questionnaire distribution for collecting the data or conduct an interview the respondents. This is because by distributing questionnaire directly or conduct a interview with respondents at company to ensure that the questionnaires reach a right person or respondents. By this the data that researcher gain can improve result more accurately.

Lastly, the researcher advised that future researcher conduct in other industries than virtual technology industry. The researcher suggests the future researcher to conduct a study on the importance virtual reality to success of the company in other industries to improve other aspects of technology advanced. By this can make the research more effective and the data obtained more efficiently to be evaluated and analysed.

5.8 Conclusion

In the conclusion, this research was focusing on the importance virtual reality to the success of the company. In this chapter all objectives had been explained. Furthermore, this chapter also discussed the implication of the study such as managerial implication to clarify what the research's contribution is to future research and how it will be used. The researcher also stated the limitation and recommendation in this chapter as a reference for future research. In the end, the researcher believed that the study's findings would be useful to a wide range of parties in determining the importance virtual reality to the success of the company.

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APPENDICES

APPENDIX A GANTT CHART PSM 1

No.	Activities	PSM 1														
		Weeks (Target within 15 weeks)														
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
1	Briefing PSM 1								SEMESTER BREAK							
2	Topic Selection															
3	Write up Chapter1: Introduction															
4	Completion of Chapter 1: Introduction															
5	Write up Chapter 2: Literature Review															
6	Completion of chapter 2: Literature Review															
7	Write up Chapter 3: Research Method															
8	Completion of chapter 3: Research Method															
9	Final Draft submission															
10	Report Correction															
11	Slide preparation															
12	Presentation PSM 1															
13	Report Submission															

APPENDIX B

GANTT CHART PSM 2

No.	Activities	PSM 2														
		Weeks (Target within 15 weeks)														
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
1	Completion of Questionnaire construction															
2	Distribute Questionnaire															
3	Completion of data collection and pilot test															
4	Data analysis															
5	Completion of data analysis															
6	Write up Chapter 4: Discussion & Analysis															
7	Completion of Chapter 4: Discussion & Analysis															
8	Write up Chapter 5: Conclusion															
9	Completion of Chapter 5: Conclusion															
10	Turnitin and report correction															
11	Final Draft submission															
12	Format adjustment and document compilation															
13	Slide preparation															

14	Presentation															
15	Report Submission															

APPENDIX C

QUESTIONNAIRE

Bachelor of Technology Management (High Technology Marketing) with Honours

Faculty of Technology Management and Technopreneurship

Universiti Teknikal Malaysia Melaka (UTeM)

Research Project Survey Questionnaire:

THE IMPORTANCE VIRTUAL REALITY (VR) TO THE SUCCES OF THE COMPANY

Virtual reality (VR) enables businesses to produce immersive and interactive experiences for product creation and development. Companies can utilize virtual reality (VR) to test prototypes virtually, visualize and iterate on product concepts, and get consumer input early in the development process. Better product design, lower costs, and a shorter time to market are the outcomes of this. Therefore, this research questionnaire aims to study the importance of virtual reality (vr) to the succes of the companies. The questionnaire will consist of fourth sections which are section A, section B, section C, section D and section E. Please answer ALL the questions provided.

Thank You.

Statement of Confidentiality:

All of the information is confidential and only will be using for research purposes.

References:

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SECTION A: DEMOGRAPHIC PROFILE

This section relates with your background in brief. Please SELECT your answer in each question respectively.

Q1: Gender

☐ Male

☐ Female

Q2: Age

☐ 18 – 25 years old

☐ 26 – 35 years old

☐ 46 – 55 years old

☐ 56 years old and above

Q3: Job Position

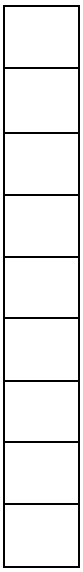
☐ Management

☐ Marketing

☐ Information Technology

☐ Others:

Q4: Roles Of Virtual Reality (VR) In Companies



Training and Development

Marketing and sales

Customer Engagement

Health and Safety Training

E-commerce Virtual Shopping

Tourism and Hospitality

Gaming and Entertainment

Remote and Collaboration

Other

SECTION B

This section consists of only one part, the questions are about the knowledge about virtual reality (VR). Please rate your level of agreement with each statement.

Strongly Agree	**Agree**	**Neutral**	**Disagree**	**Strongly Disagree**
1	2	3	4	5

	Knowledge About Virtual Reality (VR)	Strongly Agree (1)	Agree (2)	Neutral (3)	Disagree (4)	Strongly Disagree (5)
K1	Did Virtual Reality (VR) help the development of your company?					
K2	Have your heard of or been exposed to Virtual Reality (VR)?					
K3	Have you ever learned about Virtual Reality (VR)?					
K4	Have a knowledge about Virtual Reality (VR)					

SECTION C

This section aims to investigate the benefits of using Virtual Reality (VR) in the Company. Please rate your level of agreement with each statement.

Strongly Agree	**Agree**	**Neutral**	**Disagree**	**Strongly Disagree**
1	2	3	4	5

	The benefits of using Virtual Reality (VR) in the Company	Strongly Agree (1)	Agree (2)	Neutral (3)	Disagree (4)	Strongly Disagree (5)
B1	Are you familiar with Virtual Reality (VR) technology?					
B2	Are you aware of the use of Virtual Reality (VR) in the company?					
B3	VR is effective in enhancing employee training and skill development.					
B4	VR contributes to increased employee engagement and motivation.					
B5	The use of VR in tasks and projects positively impacts overall productivity.					
B6	The benefits of implementing VR in the company outweigh the associated costs.					

B7	do you believe that the use of Virtual Reality (VR) is beneficial for your company?					

SECTION D

This section aims to examine how the company use virtual reality (VR). Please rate your level of agreement with each statement.

Strongly Agree	**Agree**	**Neutral**	**Disagree**	**Strongly Disagree**
1	2	3	4	5

	How the company use Virtual Reality (VR)	Strongly Agree (1)	Agree (2)	Neutral (3)	Disagree (4)	Strongly Disagree (5)
H1	The current usage of Virtual Reality (VR) within the company effectively enhances work processes and overall performance.					
H2	The implementation of Virtual Reality (VR) aligns effectively with the company's overall business objectives.					
H3	The use of Virtual Reality (VR) in employee training and development programs is well-integrated and beneficial.					
H4	The VR systems and interfaces in place are user-friendly and accessible for employees across various departments.					
H5	The utilization of VR contributes positively to the company's culture of innovation.					

H6	Virtual Reality (VR) tools enhance collaboration and teamwork among employees.					

SECTION D

This section aims to evaluate the impact of virtual reality to the company. Please rate your level of agreement with each statement.

Strongly Agree	**Agree**	**Neutral**	**Disagree**	**Strongly Disagree**
1	2	3	4	5

	The Impact of Virtual Reality (VR) To the Company.	Strongly Agree (1)	Agree (2)	Neutral (3)	Disagree (4)	Strongly Disagree (5)
IM1	Virtual Reality (VR) has positively impacted the overall performance of the company.					
IM2	The use of Virtual Reality (VR) has enhanced employee productivity within the company.					
IM3	Virtual Reality (VR) provides the company with a competitive advantage in the market.					
IM4	VR initiatives have positively impacted customer engagement and satisfaction.					
IM5	The use of VR positions our company as a leader in innovation and technology.					
IM6	The company has experienced a positive return on investment (ROI) from its investment in Virtual Reality (VR).					

IM7	Virtual Reality (VR) is an effective tool for employee training and development programs.					
IM8	Employees express satisfaction with the incorporation of Virtual Reality (VR) into their work processes.					
IM9	Considering the current impact, the company should continue investing in Virtual Reality (VR) technology.					