

## APPENDIX 1

### Survey Questionnaire



GRADUATE SCHOOL OF BUSINESS  
FACULTY OF BUSINESS & ACCOUNTANCY  
UNIVERSITY OF MALAYA

#### Questionnaire: Determinants of E-commerce Adoption among Malaysian SMEs

*Dear Sir / Madam,*

This research is conducted as a partial requirement for the completion of the Master of Business Administration, University of Malaya.

The objective of this research is to assess the perceptions of adopting electronic commerce (e-commerce) among Small to Medium Enterprises (SMEs) in Malaysia. The target respondents are the personnel who makes decisions (executive level and above) in Malaysian SMEs.

Kindly answer ALL questions. Your response to each question in this questionnaire will only be analyzed in aggregate forms. All information will be treated with strict confidentiality and shall only be used for the purpose of this academic research. The survey will take approximately 5-10 minutes. Your participation is very much appreciated.

Should you have any questions or comments regarding this questionnaire, please do not hesitate to contact me at [khairul@aidan.com.my](mailto:khairul@aidan.com.my).

Thank you for your valuable assistance in participating in the survey.

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**SECTION A: DEMOGRAPHIC PROFILE**

1. Gender

Male

Female

2. Age

21 - 30 years

31 - 40 years

41 - 50 years

above 50 years

3. Education

Secondary or below

Certificate/Diploma

Degree/Professional

Post Graduate

Other: \_\_\_\_\_

4. Current Position

Non-Executive

Executive

Manager

Senior Manager

Top Manager / Director

Other: \_\_\_\_\_

**SECTION B: COMPANY PROFILE**

1. Type of Industry

Manufacturing

Services

2. Total Number of Full-Time Employees

Manufacturing:

1 - 4

5 - 50

51- 150

More than 150

Services:

1 - 4

5 - 19

20 - 50

More than 50

3. Yearly Revenue

Manufacturing:

Less than RM250K

RM250K - <10M

RM10M - RM25M

More than RM25M

Services:

Less than RM200K

RM200K - <RM1M

RM1M - RM5M

More than RM5M





	Strongly Disagree						Strongly Agree
	←						→
<b>Management Attitude</b>							
18. Our top management <u>regards</u> e-commerce as a <u>high priority</u>	1	2	3	4	5	6	7
19. Our top management is <u>enthusiastic</u> about the adoption of e-commerce	1	2	3	4	5	6	7
20. Our top management <u>always supports</u> any e-commerce initiatives	1	2	3	4	5	6	7
21. Our top management is <u>willing to invest</u> in e-commerce initiatives	1	2	3	4	5	6	7
<b>External Change Agents</b>							
22. We have been recommended to adopt e-commerce by our <u>advisors</u>	1	2	3	4	5	6	7
23. We are pressured by the <u>government</u> to adopt e-commerce	1	2	3	4	5	6	7
24. E-commerce knowledge has been demonstrated by <u>external consultants</u>	1	2	3	4	5	6	7
25. <u>E-commerce solution providers</u> have convinced us to adopt e-commerce	1	2	3	4	5	6	7
<b>Pressures from Trading Partners</b>							
26. We depend on other firms that are already using e-commerce	1	2	3	4	5	6	7
27. Our organization is pressured by our trading partners to adopt e-commerce	1	2	3	4	5	6	7
28. If we do not use e-commerce, our relationship with trading partners will be affected	1	2	3	4	5	6	7
<b>Pressures from Competitors</b>							
29. Competition is a factor in our decision to adopt e-commerce	1	2	3	4	5	6	7
30. Other industry players are pressuring us to adopt e-commerce	1	2	3	4	5	6	7
31. If we do not use e-commerce, we will lose out to our competitors	1	2	3	4	5	6	7

~ Thank you very much for your time and cooperation ~