ADOPTION OF CLOUD COMPUTING SERVICES IN MALAYSIA :

A QUANTITATIVE STUDY USING TECHNOLOGY ACCEPTANCE MODEL AND INNOVATION DIFFUSION THEORY

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ABSTRACT

In today's IT world, organizations as well as individuals have choices in adopting IT in their day-to-day individual as well as business requirements. Cloud Computing, is one of the latest phenomena that arises from sharing of resources and consolidation and standardization of resources in a centralized facilities. The sharing of the resources gives various advantages to the users to start its usage as convenient as no start-up CAPEX investment. This proposed research will contribute to a new knowledge, especially in identifying the relationship between factors that determine ones decision in adopting cloud computing among Malaysian internet users.

This underlying research on Cloud Computing adoption in Malaysia will provide the basis for other future technological as well as market researches in determining different packages, service features as well as support infrastructure that comes with the services offered.

By integrating the Technology Acceptance Model (TAM) and Innovation Diffusion Theory (IDT), and the findings from prior studies on adoption of the internet into the TOE framework, this study developed a research model that determine the influencing factors for Cloud Computing adoption by the individuals. The research model was tested using survey data from 106 respondents that is internet users in Malaysia.

Notably, the factors tested has positive influence the adoption of the Cloud Computing are Perceived Usefulness (PU), Trialability (TR), Perceived Ease of Use (PEU) and Compatibility (CP). The factor Cloud Trust (CT) could not be tested as the variable is not reliable to be tested and could be the subject matter for future research.

The study also provides theoretical and practical implications. On the theoretical side, this study enhances the understanding of the individual adoption of Cloud Computing by explaining empirically individual intent to adopt Cloud Computing. In addition, this study suggests that managers in service providing companies should pay attention to the factors and determination that influenced the adoption of Cloud Computing.

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TABLE OF CONTENTS

TABLE OF FIGURES

LIST OF TABLES

LIST OF SYMBOLS AND ABBREVIATIONS

Symbol	Definition
β	Beta in correlation coefficient

Abbreviations	Definition
PU	Perceived Usefulness
PEU	Perceived Ease of Use
CP	Compatibility
TR	Trialability
CT	Cloud Trust
ITU	Intention To Use