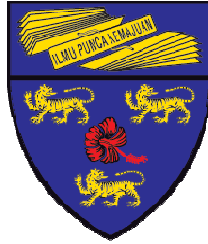


APPENDIX 1

RESEARCH

QUESTIONNAIRE



The Effect of Organizational Culture and Perceived Quality of Work life on Technology Acceptance

Dear Sir / Madam,

I am currently pursuing my Master Business Administration (MBA) at the Faculty of Business & Accountancy, University of Malaya. As partial fulfillment towards the completion of my postgraduate degree, this research entitled “The Effect of Organizational Culture and Perceived Quality of Work life on Technology Acceptance” is undertaken under the supervision of Dr. Sharan Kaur a/p Garib Singh.

Technology-driven companies are increasingly dependent on cultural issues and perceived quality of work life. For this research of survey, various studies conducted previously have analyzed the mentioned organizational culture and process of technology, acceptance. So, the main objective of this research is to compare and analyze the influence of Organizational Culture and Quality of Work Life on Technology Acceptance process in organizations with different cultures. To achieve this purpose, two countries namely, Iran and Malaysia, were chosen to compare in using internet as a technology which is influenced by cultures.

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 strictest confidentiality and shall only be used for the purpose of this academic research. Your participation is very much appreciated. Should you have any questions or comments regarding this questionnaire, do not hesitate to contact, Nazli Ebrahimi at 017-3368733 or email at n_a_z_58@yahoo.com

Thank you for your co – operation and assistance.

Yours faithfully,

Nazli Ebrahimi

Please tick (/) only one box.

1	Age	21 - 30 yrs	<input type="checkbox"/>	31 - 40 yrs	<input type="checkbox"/>
		41 - 50 yrs	<input type="checkbox"/>	51 - 60 yrs	<input type="checkbox"/>
				Above 60	<input type="checkbox"/>
2	Gender	Male	<input type="checkbox"/>	Female	<input type="checkbox"/>
3	Highest Education Level attained	Secondary	<input type="checkbox"/>	Degree/Professional	<input type="checkbox"/>
		Certificate/Diploma	<input type="checkbox"/>	Post Graduate	<input type="checkbox"/>
4	Marital Status	Single	<input type="checkbox"/>	Married	<input type="checkbox"/>
				Others	<input type="checkbox"/>
5	Ethnic Group	Malay	<input type="checkbox"/>	Chinese	<input type="checkbox"/>
		Indian	<input type="checkbox"/>	Others	<input type="checkbox"/>
6	Please state your monthly income:				
	Less than RM 1,000	<input type="checkbox"/>	RM 1,001 – RM 2,000	<input type="checkbox"/>	
	RM 2,001 - RM 3,000	<input type="checkbox"/>	RM 3,001 – RM 4,000	<input type="checkbox"/>	
	RM 4,001 – RM 5,000	<input type="checkbox"/>	RM 5,001 - RM 6,000	<input type="checkbox"/>	
	RM 6,001 – RM 7,000	<input type="checkbox"/>	RM 7,001 – RM 8,000	<input type="checkbox"/>	
	RM 8,001 – RM 9,000	<input type="checkbox"/>	RM 9,001 – RM 10,000	<input type="checkbox"/>	
	More than RM 10,000	<input type="checkbox"/>			
7	What is your position in your company?				
	Managerial	<input type="checkbox"/>	Executive & Below	<input type="checkbox"/>	
	Supervisory	<input type="checkbox"/>			
8	Total number of years of work experience				
	1-3 Years	<input type="checkbox"/>	7-9 Years	<input type="checkbox"/>	
	4-6 Years	<input type="checkbox"/>	10 Years & Above	<input type="checkbox"/>	
9	What is the industry your company is in?				
	Services	<input type="checkbox"/>	Construction	<input type="checkbox"/>	
	Logistics	<input type="checkbox"/>	Oil & Gas	<input type="checkbox"/>	
	Trading/Retail	<input type="checkbox"/>	Manufacturing	<input type="checkbox"/>	
	Agricultural/ plantation	<input type="checkbox"/>	Others	<input type="checkbox"/>	

TAM (Technology Acceptance Model)

Likert Scale: 1= Strongly Agree 2= Agree, 3= neither, 4= Not Agree, 5= Strongly Not Agree

Perceived ease of use (PEU)

- 1 It is difficult to learn how to use the internet to make it worth the effort
- 2 Learning to use the internet is easy for me
- 3 The internet is easy to navigate
- 4 It is easy for me to become skillful at using internet
- 5 My interaction with internet is clear and understandable
- 6 I find internet to be flexible to interact with

	1	2	3	4	5

Perceive usefulness (PU)

- 7 Use of the internet would increase the effectiveness on the job
- 8 Using internet in my job would enable me to accomplish tasks more quickly
- 9 I would find internet useful in my job
- 10 Using internet in my job would increase my productivity
- 11 Using internet would improve my job performance
- 12 Using internet would make it easier to do my job

	1	2	3	4	5

Attitude toward Using (ATT)

- 13 Implementation of the internet in my job is a wise idea
- 14 The internet is a beneficial tool in my company
- 15 Using internet in my job is a good idea
- 16 I think positively about using the internet

	1	2	3	4	5

Behavioural Intentions (BI)

- 17 I intend to use internet in doing my job
- 18 I intend to use internet for planning meetings
- 19 I intend to use internet for communicating with others
- 20 I intend to use internet *frequently* in my job

	1	2	3	4	5

Actual Use (ACTUAL)

- 21 I use internet at least 2-3 times in a week
- 22 I use internet in my job frequently
- 23 I use internet between 10-15 hours a week

	1	2	3	4	5

PQOWL (Perceived Quality of Work Life)

Likert Scale: 1= Strongly Agree 2= Agree, 3= neither, 4= Not Agree, 5= Strongly Not Agree

Work Satisfaction Issues

- 1 I am satisfied with my current income
- 2 I am satisfied with the amount of family time I have
- 3 I rate the quality of the working relationships among my peers in my work group as good
- 4 I am satisfied with my ability to provide continuity of care

1	2	3	4	5

Practice Issues

- 5 I often work under time pressure
- 6 The amount of paperwork I process is reasonable
- 7 I have influence over management decisions that affect my practice in using internet in work place.
- 8 I often am able to match the amount of time I have to spend with customers to the level of complexity of each customer's case
- 9 I am satisfied with the opportunity to fully utilize my skills in practicing situation the internet in my work place.

1	2	3	4	5

Outcome Issues

- 10 I am satisfied with being in my current job
- 11 Given my work situation in total, I am satisfied with the overall quality of the tasks I am able to provide
- 12 I am able to achieve my overall professional goals within my current situation
- 13 I plan to leave my work group in the near future

1	2	3	4	5

Subjective Norms

- 1 The company management requires me to use internet
- 2 Generally speaking, my peers have determined my usage of the internet
- 3 Generally speaking, my superiors/ instructors determine my usage of internet
- 4 Generally speaking, I would use this internet without pressure from external social factors

1	2	3	4	5

Cultural Issues (Hofstede)

Power Distance (PDI)		1	2	3	4	5
1	Children in my community are obedient towards their parents and older relatives, even when they are adults					
2	Students have to stand up when the teacher enters the classroom					
3	If I disagree with my boss, I will speak up					
4	People have to respect the decisions of government officials					
Uncertainty Avoidance (UA)		1	2	3	4	5
5	I think it is important to have a life insurance					
6	Top management involve supervisors in their employee's learning process					
7	In my workplace there are many formal rules controlling the rights and duties of employers and employees					
8	I am positive towards government institutions					
Collectivism / Individualism		1	2	3	4	5
9	Family celebrations are very important and should not be missed.					
10	Learning is one-time processes, reserved for the young only, who have to learn how to do things in order to participate in society.					
11	Decisions to hire or promote are based on the applicant's skills and knowledge.					
12	I do not mind having a different opinion from the opinion of the majority of my community.					
Masculinity / Femininity		1	2	3	4	5
13	It's not important for me to have an opportunity for high earning					
14	It's not important for me to have an opportunity for advancement to higher level jobs					
15	It's important for me to work with people who cooperate well with one another					
16	It's important for me to have a good working relationship with my manager					

APPENDIX 2

SPSS OUTPUT OF STATISTICAL TESTING

DEMOGRAPHICS:

Frequencies:

AGE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	21-30years	159	53.0	53.0	53.0
	31-40years	113	37.7	37.7	90.7
	41-50years	23	7.7	7.7	98.3
	51-60years	5	1.7	1.7	100.0
	Total	300	100.0	100.0	

GENDER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	162	54.0	54.0	54.0
	Female	138	46.0	46.0	100.0
	Total	300	100.0	100.0	

Highest Education Level attained

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Secondary	9	3.0	3.0	3.0
	Certificate/Diploma	35	11.7	11.7	14.7
	Degree/Professional	185	61.7	61.9	76.6
	Post Graduate	70	23.3	23.4	100.0
	Total	299	99.7	100.0	
Missing	System	1	.3		
	Total	300	100.0		

Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	168	56.0	56.0	56.0
	Married	127	42.3	42.3	98.3
	Others	5	1.7	1.7	100.0
	Total	300	100.0	100.0	

Ethnic Group

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	79	26.3	26.3	26.3
	Chinese	78	26.0	26.0	52.3
	Indian	14	4.7	4.7	57.0
	Iranian	129	43.0	43.0	100.0
	Total	300	100.0	100.0	

What is your position in your company

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Managerial	93	31.0	31.1	31.1
	Supervisory	60	20.0	20.1	51.2
	Executive & Below	146	48.7	48.8	100.0
	Total	299	99.7	100.0	
Missing	System	1	.3		
Total		300	100.0		

Total number of years of work experience

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-3 years	123	41.0	41.0	41.0
	4-6 years	116	38.7	38.7	79.7
	7-9 years	41	13.7	13.7	93.3
	10 years & above	20	6.7	6.7	100.0
	Total	300	100.0	100.0	

What is the industry your company is in

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Services	67	22.3	22.3	22.3
	Construction	9	3.0	3.0	25.3
	Logistics	19	6.3	6.3	31.7
	Oil & Gas	24	8.0	8.0	39.7
	Trading/Retail	18	6.0	6.0	45.7
	Manufacturing	74	24.7	24.7	70.3
	Agricultural/plantation	2	.7	.7	71.0
	Others	87	29.0	29.0	100.0
	Total	300	100.0	100.0	

Reliability:

A) Behavioral Intention

Case Processing Summary

		N	%
Cases	Valid	299	99.7
	Excluded ^a	1	.3
	Total	300	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.771	4

B) Culture

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.605	.606	8

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	2.688	2.310	3.273	.963	1.417	.080	8
Inter-Item Correlations	.161	-.043	.339	.382	-7.793	.009	8

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Children in my community are obedient towards their parents and older relatives, even when they are adults	18.7233	23.104	.308	.168	.572
Students have to stand up whenn the teacher enters the classroom	19.1967	24.319	.246	.128	.589
If I disagree with my boss, i will speak up	18.8700	23.384	.302	.145	.574
People have to respect the decisions of government officials	18.7167	22.598	.315	.127	.569
Top management involve supervisors in their employee's learning process	19.0100	21.388	.442	.224	.530
In my workplace there are many formal room rules controlling the rights and duties of employers and employees	18.8533	22.995	.287	.150	.578
I am positive towards government institutions	18.2333	22.440	.283	.199	.581
Decisions to hire or promote are based on the applicant's skills and knowledge.	18.9433	23.472	.255	.119	.587

C) Overall Reliability

Case Processing Summary

		N	%
Cases	Valid	287	95.7
	Excluded ^a	13	4.3
	Total	300	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.837	.862	56

Hypothesis 1:

There is a relationship between perceived quality of working life and behavioral intention of using internet

Correlations

		PQWLT	BIT
PQWLT	Pearson Correlation	1	.173**
	Sig. (1-tailed)		.001
	N	300	300
BIT	Pearson Correlation	.173**	1
	Sig. (1-tailed)	.001	
	N	300	300

** . Correlation is significant at the 0.01 level (1-tailed).

Hypothesis 2:

There is a relationship between Culture and Behavioral Intention to use new technologies

Correlations

		BIT	CULT
BIT	Pearson Correlation	1	.183**
	Sig. (2-tailed)		.001
	N	300	300
CULT	Pearson Correlation	.183**	1
	Sig. (2-tailed)	.001	
	N	300	300

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

Factor Analysis (for ALL independent variables; Culture and PQWL)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.706
Bartlett's Test of Sphericity	Approx. Chi-Square	1.142E3
	df	231
	Sig.	.000

Communalities

	Initial	Extraction
I am satisfied with my current income	1.000	.400
I rate the quality of the working relationships among my peers in my work group as good	1.000	.493
I am satisfied with my ability to provide continuity of care	1.000	.514
The amount of paperwork I process is reasonable	1.000	.626
I have influence over management decisions that affect my practice in using internet in work place.	1.000	.469
I often am able to match the amount of time I have to spend with customers to the level of complexity of each customer's case	1.000	.669
I am satisfied with the opportunity to fully utilize my skills in practicing situation the internet in my work place.	1.000	.672
I am satisfied with being in my current job	1.000	.712
Given my work situation in total, I am satisfied with the overall quality of the tasks I am able to provide	1.000	.599
I am able to achieve my overall professional goals within my current situation	1.000	.631
Children in my community are obedient towards their parents and older relatives, even when they are adults	1.000	.689
Students have to stand up whenn the teacher enters the classroom	1.000	.531
If I disagree with my boss, i will speak up	1.000	.502
People have to respect the decisions of government officials	1.000	.439
I think it is important to have a life insurance	1.000	.337
Top management involve supervisors in their employee's learning process	1.000	.570
In my workplace there are many formal room rules controlling the rights and duties of employers and employees	1.000	.693
I am positive towards government institutions	1.000	.581
Learning is one-time processes, reserved for the young only, who have to learn how to do things in order to participate in society.	1.000	.441
Decisions to hire or promote are based on the applicant's skills and knowledge.	1.000	.540
It's not important for me to have an opportunity for high earning	1.000	.605
It's not important for me to have an opportunity for advancement to higher level jobs	1.000	.608

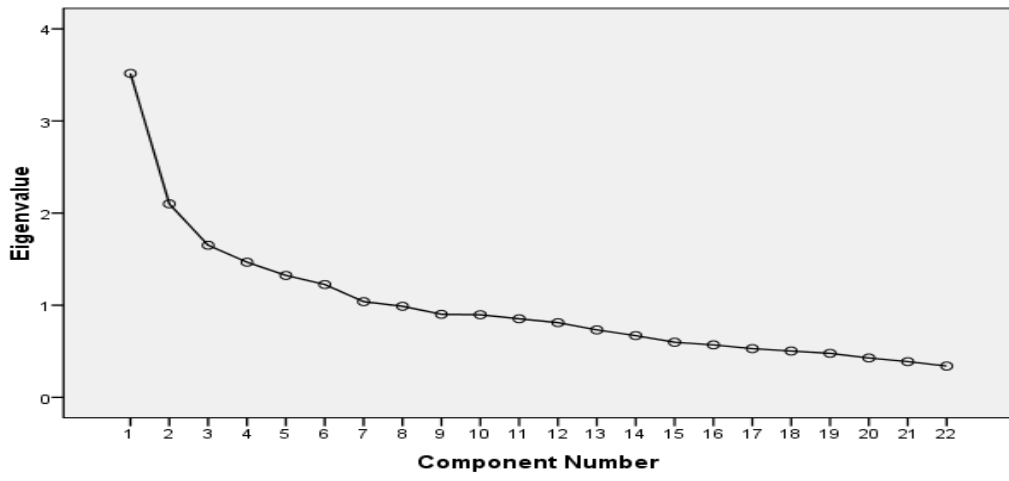
Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.516	15.984	15.984	3.516	15.984	15.984	2.499	11.361	11.361
2	2.100	9.546	25.530	2.100	9.546	25.530	2.040	9.271	20.632
3	1.651	7.503	33.032	1.651	7.503	33.032	1.837	8.350	28.982
4	1.467	6.667	39.699	1.467	6.667	39.699	1.551	7.051	36.032
5	1.323	6.015	45.714	1.323	6.015	45.714	1.542	7.010	43.042
6	1.225	5.567	51.281	1.225	5.567	51.281	1.469	6.675	49.718
7	1.039	4.722	56.003	1.039	4.722	56.003	1.383	6.285	56.003
8	.988	4.492	60.495						
9	.901	4.097	64.592						
10	.896	4.074	68.666						
11	.852	3.875	72.541						
12	.810	3.684	76.224						
13	.732	3.328	79.552						
14	.669	3.043	82.595						
15	.598	2.718	85.313						
16	.569	2.587	87.899						
17	.528	2.401	90.300						
18	.502	2.283	92.583						
19	.478	2.172	94.756						
20	.427	1.940	96.696						
21	.387	1.761	98.457						
22	.339	1.543	100.000						

Extraction Method: Principal Component Analysis.

Scree Plot



Component Matrix^a

	Component						
	1	2	3	4	5	6	7
I am satisfied with my current income	.385	-.101	-.360	-.294	.059	.135	.058
I rate the quality of the working relationships among my peers in my work group as good	.402	-.283	.227	-.089	.192	-.303	.251
I am satisfied with my ability to provide continuity of care	.598	.117	-.170	-.176	.037	-.285	.022
The amount of paperwork I process is reasonable	.355	-.060	.089	.436	-.051	-.539	-.070
I have influence over management decisions that affect my practice in using internet in work place.	.469	-.337	.063	.334	-.039	.092	-.100
I often am able to match the amount of time I have to spend with customers to the level of complexity of each customer's case	.457	-.419	.230	.304	-.065	.347	.124
I am satisfied with the opportunity to fully utilize my skills in practicing situation the internet in my work place.	.419	-.467	.241	.355	-.039	.226	.204
I am satisfied with being in my current job	.614	-.269	-.219	-.453	.065	.052	.051
Given my work situation in total, I am satisfied with the overall quality of the tasks I am able to provide	.626	-.276	-.154	-.113	-.170	-.058	-.251
I am able to achieve my overall professional goals within my current situation	.660	.007	-.317	-.217	.196	-.047	-.084
Children in my community are obedient towards their parents and older relatives, even when they are adults	.256	.388	.314	-.129	.510	-.182	.253
Students have to stand up whenn the teacher enters the classroom	.137	.264	.597	-.052	.077	-.143	-.240
If I disagree with my boss, i will speak up	.402	.124	.442	-.011	.218	.281	-.056
People have to respect the decisions of government officials	.293	.349	.260	-.063	.294	.259	-.083
I think it is important to have a life insurance	.212	.258	.098	-.044	-.453	.056	-.070
Top management involve supervisors in their employee's learning process	.421	.492	.155	.059	-.284	-.161	-.128
In my workplace there are many formal room rules controlling the rights and duties of employers and employees	.284	.409	-.028	.099	-.351	.131	.542
I am positive towards government institutions	.329	.454	-.232	.160	-.253	-.078	.342
Learning is one-time processes, reserved for the young only, who have to learn how to do things in order to participate in society.	.037	.356	-.138	-.051	.153	.516	.038
Decisions to hire or promote are based on the applicant's skills and knowledge.	.362	.237	.060	-.061	-.315	.180	-.462
It's not important for me to have an opportunity for high earning	.161	.243	-.381	.490	.299	.065	-.202
It's not important for me to have an opportunity for advancement to higher level jobs	.121	.236	-.414	.494	.338	-.013	-.087

Extraction Method: Principal Component Analysis.

a. 7 components extracted.

Rotated Component Matrix*							
	Component						
	1	2	3	4	5	6	7
I am satisfied with my current income	.595	.048	-.074	.023	.062	-.024	-.180
I rate the quality of the working relationships among my peers in my work group as good	.315	.249	.255	-.194	.032	-.265	.397
I am satisfied with my ability to provide continuity of care	.583	-.043	.169	.089	.218	.117	.273
The amount of paperwork I process is reasonable	.024	.196	.047	.250	.105	.103	.707
I have influence over management decisions that affect my practice in using internet in work place.	.175	.600	-.009	.156	-.058	.130	.183
I often am able to match the amount of time I have to spend with customers to the level of complexity of each customer's case	.096	.809	.055	-.035	.034	.021	-.018
I am satisfied with the opportunity to fully utilize my skills in practicing situation the internet in my work place.	.058	.803	.033	-.039	.055	-.086	.101
I am satisfied with being in my current job	.807	.172	.037	-.166	-.008	-.005	-.042
Given my work situation in total, I am satisfied with the overall quality of the tasks I am able to provide	.592	.295	-.092	-.001	-.079	.327	.199
I am able to achieve my overall professional goals within my current situation	.742	.055	.149	.208	.047	.085	.044
Children in my community are obedient towards their parents and older relatives, even when they are adults	.114	-.157	.733	.048	.188	-.251	.115
Students have to stand up whenn the teacher enters the classroom	-.171	-.038	.580	-.145	-.102	.294	.217
If I disagree with my boss, i will speak up	.075	.321	.594	-.029	-.015	.152	-.126
People have to respect the decisions of government officials	.083	.054	.587	.118	.033	.142	-.223
I think it is important to have a life insurance	.010	.014	.006	-.139	.295	.479	-.003
Top management involve supervisors in their employee's learning process	.075	-.067	.283	.075	.376	.534	.218
In my workplace there are many formal room rules controlling the rights and duties of employers and employees	.017	.099	.055	-.044	.812	.083	-.111
I am positive towards government institutions	.133	-.054	-.002	.203	.706	.132	.054
Learning is one-time processes, reserved for the young only, who have to learn how to do things in order to participate in society.	.038	-.037	.186	.210	.150	.058	-.577
Decisions to hire or promote are based on the applicant's skills and knowledge.	.162	.063	.104	.043	-.005	.700	-.084
It's not important for me to have an opportunity for high earning	.034	.039	.022	.774	.025	.040	-.033
It's not important for me to have an opportunity for advancement to higher level jobs	.029	-.003	.003	.770	.081	-.086	.016
Extraction Method: Principal Component Analysis.							
Rotation Method: Varimax with Kaiser Normalization.							
a. Rotation converged in 6 iterations.							

Table 4.8: Component Transformation Matrix

Component	1	2	3	4	5	6	7
1	.691	.452	.328	.131	.265	.286	.204
2	-.177	-.548	.433	.296	.502	.328	-.183
3	-.453	.279	.633	-.499	-.115	.124	.197
4	-.509	.471	-.118	.642	.154	-.001	.261
5	.147	-.087	.538	.408	-.392	-.594	-.089
6	-.068	.413	.038	.021	-.025	.122	-.898
7	-.018	.131	-.001	-.257	.698	-.653	-.053

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.