

## **ABSTRACT**

The main objective of this research paper is to examine the factors that affect working adults in Klang Valley decisions to adopt WiMAX. The factors studied in this research include perceived ease of use, perceived usefulness, social influences and personal innovativeness toward information technology. We also extended our study to examine the relationship between social influences to perceived usefulness and perceived ease of use as well as personal innovativeness toward information technology towards perceived ease of use and perceived usefulness. Last but not least, we also examine whether the factor perceived ease of use has any positive impact on perceived usefulness.

The sample data comprises of 150 Master of Business Administration students of University of Malaya. Structural equation modeling was applied to test the hypothesis developed in this research. The finding from this study indicated that perceived usefulness, perceived ease of use have significant impact on working adults in Klang Valley decision to adopt WiMAX. Social influences and personal innovativeness towards information technology do not have direct significant impact on working adults in Klang Valley decision to adopt WiMAX. However both factors have significant impact on perceived usefulness and in turn perceived usefulness has significant impact towards intention to adopt WiMAX. Apart from this, social influences also have significant impact on perceived ease of use.

Contribution and implication from the study are as follows. Firstly, this study focuses on WiMAX adoption in a fast growing developing country. Secondly, our study has also extended traditional TAM models by incorporating additional variables related to culture. As many developing countries are starting to embrace WiMAX technology, our study allows the government as well as service providers of these countries to formulate appropriate strategies based on our study.

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