

Table of Contents

Introduction	1
1.1 Introduction	1
1.1.1 Background of the Study	1
1.1.2 The Internet.....	1
1.1.3 The Mobile Phones	2
1.1.4 Broadband Services Globally and in Malaysia.....	3
1.1.5 3G (3 rd Generation Mobile Telecommunications).....	6
1.1.6 WiMAX	7
1.1.6.1 WiMAX in Malaysia.....	8
1.1.6.2 Packet One Network Sdn. Bhd.	9
1.1.6.3 YTL Communications Sdn. Bhd.....	11
1.1.6.4 Redtone WiMAX Sdn. Bhd.	12
1.1.6.5 Asiaspace WiMAX Sdn. Bhd.	12
1.2 Statement of the Problem	12
1.3 Objectives	15
1.3.1 General Objectives:.....	15
1.3.2 Specific Objectives	15
1.4 Research Questions	15
1.5 Significance of the Study	16
1.6 Organization of Study	17
Literature Review.....	18
2.1 Theories of Human Behavior	18
2.1.1 Theory of Reasoned Action (TRA)	18
2.1.2 Theory of Planned Behavior (TPB).....	19
2.2 Theories of Technology Acceptance	20
2.2.1 Innovation Diffusion Theory (DOI)	21
2.2.2 Unified Theory of Acceptance and Use of Technology (UTAUT)	23
2.2.3 Technology Acceptance Model (TAM).....	24
2.3 Perceived Usefulness.....	25
2.4 Perceived Ease of Use	26
2.5 Personal Innovativeness towards Information Technology	27
2.6 Social Influences	30

Methodology	35
3.1 Theoretical Framework and Hypotheses.....	35
3.2 Sampling Design	36
3.3 Data Collection Procedure.....	37
3.4 Questionnaires Development	37
3.5 Data Analysis Strategy	38
Results, Finding and Discussion	40
4.1 Demographic Analysis	40
4.2 Normality Test.....	42
4.3 Reliability Test – Cronbach Alpha	43
4.4 Confirmatory Factor Analysis - Measurement Model	45
4.5 Model Fits Analysis.....	46
4.6 Hypothesis Testing	47
4.7 Discussion	47
Conclusion and Recommendations	52
5.1 Conclusion and Implication.....	52
5.2 Limitations and Recommendation for Future Study	60
Bibliography.....	62
Appendix	66
Appendix A: Cover Letter and Questionnaires	66
Appendix B Normality Test	69
Appendix C: Reliability Test.....	77
Appendix D Path Analysis and Hypothesis test.....	82
Appendix E Model Fit Summary	83

List of Figures

Figure 1.1: Global Broadband Quality 2010 (Source: Cisco 2010).....	3
Figure 1.2: Malaysia Internet Users and Broadband Subscribers Forecast, 2010-2015 (Source: Business Monitor International, 2010)	5
Figure 1.3: 3G Subscription 2006-2009 (Source: Malaysian Communication and Multimedia Commission, 2009).....	7
Figure 2.1: Theory of Reasoned Action Model (TRA).....	18
Figure 2.2: Theory of Planned Behavior Model (TPB)	19
Figure 2.3: Unified Theory of Acceptance and Use of Technology Model (UTAUT)	24
Figure 2.4: Technology Acceptance Model	25
Figure 3.1: Theoretical Framework.....	35
Figure 4.1: Path Coefficients and Hypothesis Test Result.....	47

List of Tables

Table 4.1: Demographic of Respondents	40
Table 4.2: Instrument Reliability and Validity	44
Table 4.3: Inter-construct Correlations as Discriminant Validity.....	46
Table 4.4: Hypothesis Testing Results.....	47