THE ROLES OF PROPENSITY TO USE AND PRECIPITATING EVENTS ON IS RELATED INNOVATION ADOPTION BEHAVIOUR BY ENTREPRENEURS

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ABSTRAK

Tesis ini bertujuan untuk mengkaji kecenderungan usahawan (i.e., dari segi kecenderungan penggunaan) dan kecenderungan penggunaan dalam penerimaan inovasi yang berkait rapat dengan sistem maklumat. Antara semua model pengambilan sistem maklumat yang digunakan, Unified Theory of Acceptance and Use of Technology (UTAUT) dianggap model yang paling sesuai dan cepat untuk menilai penerimaan inovasi IS oleh individu. Walau UTAUT merupakan teori yang teguh dan efisien, malah banyak kajian dalam penerimaan inovasi sistem maklumat telah mengesahkan UTAUT dalam pelbagai konteks yang berbeza, masih terdapat kritikan pada teori ini, khususnya pada keupayaan ramalan kecenderungan penggunaan oleh usahawan. Bagi menangani jurang antara kecenderungan penggunaan dalam model UTAUT, kajian ini merangkumi bahan kajian secara meluas ke bidang berbeza seperti bidang keusahawanan. Kajian dalam konteks usahawan telah mengenalpasti peristiwa permulaan sebagai faktor paling penting yang dapat menutup jurang dalam model UTAUT. Oleh itu, kecenderungan model dalam disiplin sistem maklumat, iaitu UTAUT, dan Entrepreneurial Potential Model (EPM) dalam keusahawanan telah disemak, dianalisis dan disintesis untuk memahami kecenderungan penggunaan sistem maklumat oleh individu. Untuk mencapai matlamat ini, kajian ini mencerakini, kemudian mengintегrasikan model UTAUT dan EPM untuk merangkap faktor-faktor teknologi, individu dan persekitaran penerimaan sistem maklumat oleh usahawan.

Model UTAUT-EPM mengukur ciri-ciri faktor teknologi, faktor tanggapan individu dan ketersediaan faktor persekitaran. Model tersebut juga mengukur kesan kecenderungan penggunaan dan peristiwa permulaan yang mungkin memberi kesan yang lebih mendalam terhadap kecenderungan penggunaan sistem maklumat. Peristiwa permulaan merangkap
kesan faktor persekitran yang berpotensi mencegah atau membantu prestasi kecenderungan dan pengaruh inovasi sistem maklumat oleh usahawan di Malaysia. Oleh itu, model UTAUT-EPM mempunyai enam (6) teras penentu kecenderungan penggunaan; (1) anggapan keinginan, (2) anggapan kesesuaian, (3) jangka prestasi, (4) jangka usaha, (5) pengaruh sosial, (6) syarat pemudahan, bersama-sama empat penjana jantina, umur, peristiwa permulaan dan kecenderungan penggunaan.

Kajian longitud telah dijalankan untuk mengumpul data dari 329 usahawan yang terbabit dalam pelbagai industri di Malaysia. Kajian ini menggunakan struktur persamaan model untuk mengesahkan model integrasi UTAUT-EPM. Penemuan kajian ini menunjukkan bahawa anggapan keinginan, anggapan kesesuaian, dan jangka prestasi mempunyai kesan positif yang ketara terhadap kecenderungan penggunaan inovasi sistem maklumat dengan anggapan keinginan sebagai penentu kuat kecenderungan penggunaan usahawan. Model tersebut menjangkau prestasi UTAUT dengan 77.4% varians dijelaskan dalam keinginan pengguna dan 54.2% varians dijelaskan dalam kecenderungan penggunaan. Penemuan kajian ini mengesahkan kesan penyederhanaan oleh kecenderungan penggunaan dan peristiwa permulaan dalam model UTAUT-EPM. Kajian juga menunjukkan tahap kecenderungan yang berbeza meningkatkan keinginan usahawan untuk menggunakan, dan peristiwa permulaan akan meningkatkan tahap kecenderungan penggunaan inovasi IS dalam kalangan usahawan.

Kajian ini mendedahkan bahawa dalam persekitaran sistem maklumat kini, usahawan menerima dan menggunakan sistem kerana daya tarikan dan kesesuaian inovasi sistem maklumat yang diperolehi dari empat minat intrinsik dan kepercayaan afektif, dan kurang kepada ganjaran luaran yang diperolehi.
The main aim of this study is to investigate entrepreneurs’ behavioural intention (i.e., intention to use) and use behaviour toward IS related innovation adoption. Among all these competing IS adoption models, Unified theory of acceptance and use of technology (UTAUT) has been considered as the most vigorous and prudent to assess the IS adoption behaviour by individuals. Although UTAUT is a robust and parsimonious theory, and many prior studies in IS adoption behaviour have validated and confirmed UTAUT in different contexts, there are still criticism to the theory, specifically to the predictive ability of behavioural intention to predict use behaviour. To address this gap between behavioural intention and use behaviour in UTAUT and to improve UTAUT, this study extensively synthesise related literature in other disciplines such as entrepreneurship. Research in the entrepreneurship context has identified precipitating events as a promising factor to overcome such limitations of UTAUT. Therefore, prominent behavioural intention model in IS discipline, that is UTAUT, and Entrepreneurial Potential Model (EPM) in entrepreneurship area are reviewed, analysed, synthesised to understand the human planned behavioural intention and use. To achieve this aim, this study decomposes and integrates the UTAUT and the EPM to capture different factors of technological, individual, and environmental of IS adoption behaviour by entrepreneurs.

The integrative UTAUT-EPM model measures the characteristics of technological factors, perceptions of individual factors and the availability of the environmental factors. Further, the integrative UTAUT-EPM model also measures the effect of propensity to use and precipitating events that may have greater impacts on intention to use towards use behaviour. The precipitating events construct capture the effect of external factors that can
potentially impede or facilitate the performance of behaviour and influence IS innovation adoption by entrepreneurs in Malaysia. Hence, the integrative UTAUT-EPM model has six core determinants of intention to use and use behaviour; (1) perceived desirability, (2) perceived feasibility, (3) performance expectancy, (4) effort expectancy, (5) social influence, and (6) facilitating conditions, along with four moderators gender, age, precipitating events and propensity to use.

Longitudinal survey research was conducted to collect data from 329 entrepreneurs who involved in varied spectrum of Malaysian industries. This study employs structural equation modeling to validate and confirm the integrative UTAUT-EPM model. Findings indicate that perceived desirability, perceived feasibility and performance expectancy have significant positives influence on intention to use IS related innovation with perceived desirability being the strongest determinant towards intention to use IS related innovation by entrepreneurs. The integrative UTAUT-EPM model outperforms UTAUT with 77.4% of the variances explained in intention to use and 54.2% of variances explained in use behaviour. The findings confirm the moderating effects of propensity to use and precipitating factors in the integrative UTAUT-EPM model. Findings indicate different level of propensity to use increase entrepreneurs intention to use, while precipitating events increase the level of use behaviour of IS related innovation among entrepreneurs. This study reveals that in this current IS environment, entrepreneurs adopt and use the system due to the attractiveness and feasibility of the IS related innovation that are derived from intrinsic interest and affective beliefs of entrepreneurs, rather than the extrinsic rewards that entrepreneurs gain.
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