PERCEIVED ATTRIBUTES AND THE LEVEL OF INFORMATION AND COMMUNICATION TECHNOLOGY (ICT) USAGE AMONG ACADEMICIANS: A COMPARISON BETWEEN UNIVERSITI TEKNOLOGI MARA (UITM) AND UNIVERSITI INDUSTRI SELANGOR (UNISEL)

Prepared by:

MARLITA MAT YUSOF
NURHAZIRAH HASHIM
SITI NORAINI MOHD TOBI

JUNE 2010

PROJECT TEAM MEMBERS

MARLITA MAT YUSOF

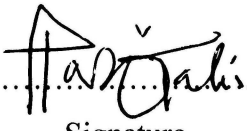
Project Leader

.....

Signature

NURHAZIRAH HASHIM

Project Member

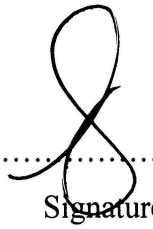


.....

Signature

SITI NORAINI MOHD TOBI

Project Member



.....

Signature

TABLE OF CONTENTS

	Page
TITLE	
LETTER OF OFFER	
LETTER OF HANDOVER	
PROJECT TEAM MEMBERS	
ACKNOWLEDGEMENT	ii
TABLE OF CONTENTS	iii
LIST OF TABLES	vi
LIST OF FIGURES	vii
ABSTRACT	viii
CHAPTER 1	
INTRODUCTION	1
Background of the Study	1
Problem Statement	2
Research Objective	4
Research Questions	4
Hypotheses	5
Significance of the Study	6
Limitations of the Study	7
Definitions of Terms	9
CHAPTER 2	
LITERATURE REVIEW	11
Theoretical framework	14
Dependent Variable (Level of ICT Usage)1	14
Independent Variable (Perceived Attributes)	15

Page

Compatibility 16

Ease of Use 17

Observability 18

CHAPTER 3

RESEARCH METHODOLOGY **20**

Research Design 20

Sampling Frame 21

Population 21

Sampling Size 21

Sampling Technique 22

Unit of Analysis 22

Research Instruments 23

Data Collection Procedures 24

CHAPTER 4

FINDINGS AND DISCUSSION **28**

Preamble 28

Descriptive Summary of Data 28

Reliability Analysis 32

Assumption for Normality 32

Data Analysis 36

Discussion 49

Research Question 1 50

Research Question 2 51

ABSTRACT

Despite of the promising perspective of the usage of ICT in education, Zulkifli Zakaria (2001) has discover that although the attitude of the lecturers towards the use of ICT in their lecture is positive, all the lecturers tend not to use ICT in their lecture. Nowadays it has been recognised that Information and Communication Technology (ICT) is inseparable in the management and delivery of knowledge and more so in the academic sector. This paper that applies Structural Equation Model for ICT usage in Higher Education (Usluel, Askar & Bass 2008) attempts to identify the level of ICT usage among academicians in UiTM and UNISEL, two higher learning institution representing the public and private sector respectively. Subsequently, the relationship between the perceived attributes and the level of ICT usage among academicians is presented. This paper goes a bit further by comparing the difference and the most influential attributes of the aforementioned between the public and private learning institution. This paper concludes that there is a significant relationship between perceived attributes and the level of ICT usage among UITM and UNISEL academicians. However, UiTM registers compatibility whilst UNISEL records observability as their most influential perceived attribute that leads to the level of ICT usage. The findings of this research were made through questionnaire distributed to academicians from both institutions and the analysis was carried out to verify the hypotheses.