

CASE STUDY : ACCEPTANCE AND ADOPTION ON E-COMMERCE USAGE AMONG
MICRO BUSINESS OWNER AT BAAZAR LARUT MALAM JALAN LEE SAM IN
SEREMBAN NEGERI SEMBILAN.

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**KAJIAN KES: PENERIMAAN DAN PENGGUNAAN E-DAGANG DI KALANGAN
PEMILIK PERNIAGAAN MIKRO DI BAZAR LARUT MALAM JALAN LEE SAM
DI SEREMBAN NEGERI SEMBILAN.**

ABSTRAK

Kajian ini bertujuan untuk menentukan tahap penerimaan dan penggunaan e-dagang di kalangan pemilik perniagaan mikro di bazar Larut malam Jalan Lee Sam, Seremban Negeri Sembilan. Statistik terkini menunjukkan bahawa jumlah perniagaan yang menggunakan laman web di Seremban adalah sangat kecil berbanding bandar lain di negara Malaysia. Banyak perniagaan mikro telah beralih menggunakan e-dagang sebagai medium perniagaan. Ini sedikit sebanyak telah memberi tekanan kepada segelintir peniaga kecil yang masih belum mengadaptasi teknologi dan trend masa kini yang jauh sudah berubah. Permintaan penggunaan e-dagang yang semakin meningkat untuk mengamalkan perdagangan elektronik sebagai sebahagian daripada keperluan untuk menjadi lebih cekap dan berdaya saing serta boleh memainkan peranan yang lebih besar dalam memacu ekonomi. Dengan menuju ke abad baru dan kemakmuran yang berterusan, negara Malaysia tidak lagi boleh mengambil mudah akan cabaran dalam teknologi yang semakin pesat digunakan ini. Kaedah penyelidikan kualitatif, dalam bentuk temu bual separa berstruktur, telah digunakan untuk mengenal pasti faktor-faktor yang penting dan relevan bagi menggalakkan kesediaan untuk menerima pakai. Kajian menunjukkan bahawa ciri-ciri yang dilihat adalah seperti kekurangan faedah, kekurangan pengetahuan dan kemahiran, tanggapan kurang penting manakala ciri-ciri persekitaran seperti tekanan kompetitif, sokongan kerajaan dan infrastruktur pendorong penting perdagangan elektronik di Malaysia. Model ini membentuk asas untuk penyelidikan

selanjutnya sebagai kajian kuantitatif, dalam borang kaji selidik, boleh dijalankan untuk menilai kesahihan model dan memberi maklumat lanjut kepada hubungan antara faktor.

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ABSTRACT

This study aims to determine the level of acceptance and adoption of e-commerce usage among micro business owners at Bazaar Larut Malam Jalan Lee Sam, Seremban Negeri Sembilan. Recent statistics show that the total number of businesses employing web sites in Seremban is very small compared to other cities in our beloved country Malaysia. Organizations are coming under increasing pressure to adopt electronic commerce as part of the need to be efficient and competitive and to play a greater role in driving the economy. With the new century, the continued prosperity of Malaysia can no longer be taken for granted. Qualitative research method, in the form of semi-structured interviews, was used to identify factors that are important and relevant to encourage willingness to adopt. Findings indicate that owner characteristics like lack of perceived benefits, lack of knowledge and skill, perceived lack of trust are significant inhibitors while environment characteristics like competitive pressure, government support and infrastructure are significant motivators of electronic commerce in Malaysia. The model forms a basis for further research as further quantitative study, in the form of survey, can be carried out to assess the model's validity and provide further insights into the relationships among the factors.

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CHAPTER 1 :

INTRODUCTION

Referred to (Zorayda Ruth Andam, 2003) study and she found the following that, in the emerging global economy, e-commerce and e-business have increasingly become a necessary component of business strategy and a strong catalyst for economic development. The integration of information and communications technology (ICT) in business has revolutionized relationships within organizations and those between and among organizations and individuals. Specifically, the use of ICT in business has enhanced productivity, encouraged greater customer participation, and enabled mass customization, besides reducing costs.

With developments in the Internet and Web-based technologies, distinctions between traditional markets and the global electronic marketplace-such as business capital size, among others-are gradually being narrowed down. The name of the game is strategic positioning, the ability of a company to determine emerging opportunities and utilize the necessary human capital skills (such as intellectual resources) to make the most of these opportunities through an e-business strategy that is simple, workable and practicable within the context of a global information milieu and new economic environment. With its effect of leveling the playing field, e-commerce coupled with the appropriate strategy and policy approach enables small and medium scale enterprises to compete with large and capital-rich businesses.

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