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**THE EFFECT OF PERCEIVED EASE OF USE,
READINESS AND RESOURCE AVAILABILITY
ON THE INTENTION TO ADOPT INTERNET
OF THINGS FOR MARKETING AMONG
SMALL MEDIUM ENTERPRISES
IN SELANGOR**



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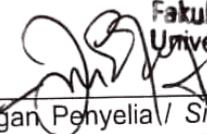
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ABSTRACT

This research aimed to identify the effects of Perceived Ease of Use (PEOU), Readiness (RD), and Resource Availability (RA) on the intention to adopt the Internet of Things (IoT) for marketing among Small and Medium Enterprises (SMEs) in Selangor. Selangor was chosen due to its high concentration of SMEs, making it the state with the largest number of such enterprises in Malaysia. A quantitative survey was conducted, using a sample of 387 respondents consisting of Chief Executive Officers, Board Members, and Managers who serve as decision-makers within these SMEs. The sample was identified through simple random sampling, descriptive data analysis, correlation, and multiple linear regression were applied to assess the effects of the variables. The findings revealed positive relationships between IoT adoption and PEOU ($r = 0.921$, $n = 387$, $p < .001$), RD ($r = 0.892$, $n = 387$, $p < .001$), and RA ($r = 0.686$, $n = 387$, $p < .001$). The high R-Square value of .993 significant F statistic confirm that Perceived Ease of Use, Readiness, and Resource Availability are all crucial predictors of IoT adoption intention among SMEs in Selangor for marketing purposes. These study highlights the significant influence of perceived ease of use and readiness on the intention to adopt IoT among SMEs in Selangor, while the nuanced role of resource availability. The findings of SME marketing professionals in Malaysia can make informed decisions about the factors most impact the intention to adopt IoT, thereby contributing to the broader understanding of new technology and IoT adoption.





KESAN PERSEPSI KEMUDAHAN PENGGUNAAN (PEOU), KESEDIAAN (RD), DAN KETERSEDIAAN SUMBER (RA) TERHADAP HASRAT MENGGUNA PAKAI INTERNET PELBAGAI BENDA (IOT) UNTUK PEMASARAN DALAM KALANGAN PERUSAHAAN KECIL DAN SEDERHANA (PKS) DI SELANGOR

ABSTRAK

Penyelidikan ini bertujuan untuk mengenal pasti kesan Persepsi Kemudahan Penggunaan (PEOU), Kesediaan (RD), dan Ketersediaan Sumber (RA) terhadap hasrat mengguna pakai Internet Pelbagai Benda (IoT) untuk pemasaran dalam kalangan Perusahaan Kecil dan Sederhana (PKS) di Selangor, yang dipilih kerana mempunyai bilangan PKS terbesar di Malaysia. Kajian kuantitatif ini melibatkan 387 responden yang terdiri daripada Ketua Pegawai Eksekutif, Lembaga Pengarah, dan Pengurus sebagai pembuat keputusan dalam PKS, menggunakan persampelan rawak mudah dan dianalisis melalui analisis deskriptif, korelasi, serta regresi linear berganda untuk mengukur kesan pembolehubah. Dapatan menunjukkan hubungan positif antara penggunaan IoT dengan PEOU ($r = 0.921$, $n = 387$, $p < .001$), RD ($r = 0.892$, $n = 387$, $p < .001$), dan RA ($r = 0.686$, $n = 387$, $p < .001$), di mana nilai R Square yang tinggi sebanyak .993 dan statistik F yang signifikan mengesahkan bahawa Persepsi Kemudahan Penggunaan, Kesediaan, dan Ketersediaan Sumber merupakan peramal penting terhadap niat PKS untuk mengguna pakai IoT bagi tujuan pemasaran. Kesimpulannya, penemuan ini menyerlahkan pengaruh signifikan persepsi kemudahan penggunaan dan kesediaan terhadap hasrat penggunaan IoT dalam kalangan PKS di Selangor serta menunjukkan peranan penting ketersediaan sumber; profesional pemasaran PKS di Malaysia boleh menggunakan cerapan ini untuk membuat keputusan termaklum mengenai faktor utama yang mempengaruhi niat untuk menerima pakai IoT dan memperkaya badan pengetahuan tentang adopsi teknologi baharu serta IoT.



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LIST OF ABBREVIATIONS

AI	Artificial Intelligence
APEC	Asia-Pacific Economic Cooperation
ASEAN	Association of Southeast Asian Nations
B2B	Business to business
BNM	Bank Negara Malaysia
CMS	Customer management services
CSFS	Critical Success Factors
DOI	Diffusion of Innovations Theory
GDP	Gross Domestic Product
IDR	Indonesian Rupiah
IoT	Internet of Things
METP	Malaysia Economic Transformation Program
MYR	Malaysian ringgit
NESDC	National Economic and Social Development Council
NPD	New product development
NSDC	National Skill Development Corporation
ODMS	Out Systems Deployment and Management Solutions
PEOU	Perceived ease of use
QR	Quick-response
RA	Resource availability





RD	Readiness
RFID	radio frequency identification
RO	Research Objectives
SME	Small and Medium-sized Enterprise
TAM	Technology acceptance model
TOE	Technology -Organizational and Environment
TPB	Theory of planned behavior
TRL	technology readiness level





LIST OF APPENDICES

A Questionnaire

