



**UNIVERSITI PUTRA MALAYSIA**

**FACTORS INFLUENCING THE SUCCESS OF ICT TELECENTRE  
PROJECTS IN RURAL COMMUNITIES IN MALAYSIA**

**MUHAMMAD SANI BASHIR**

**IPSS 2011 6**

**FACTORS INFLUENCING THE SUCCESS OF ICT TELECENTRE PROJECTS  
IN RURAL COMMUNITIES IN MALAYSIA**

By

**MUHAMMAD SANI BASHIR**

**Thesis Submitted to the School of Graduate Studies, Universiti Putra Malaysia, in  
Fulfillment of the Requirement for the degree of Master of Science**

**August 2011**

## DEDICATION

All praises be to Allah, the most beneficent and the most merciful, who made this research work possible. I dedicated this research work to my beloved mother Hajiya Bilkisu Muhammad Sani and my father Alhaji Bashir Usman for their inestimable love, moral, physical and material support throughout my life and my entire family for their support and understanding.



Abstract of the thesis presented to the Senate of Universiti Putra Malaysia in fulfillment of the requirement for the degree of Master of Science

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**Chairman: Assoc. Prof. Bahaman Abu Samah, PhD**

**Faculty: Institute for Social Science Studies**

The aim of the study was to identify factors influencing the success of telecentre projects in rural communities in Malaysia. The study employed quantitative research methodology, using cross sectional survey design. A Stratified random sampling was used in selecting the respondents of the study. Four stages were followed in determining the sample of the study. (1) Dividing the study area into four zones (2) Selecting the states (3) Selecting the PIDs and (4) Selecting the respondents. The sample size of involved 138 respondents who were randomly selected from 11 Pusat Internet Desa (PIDs) from the four states involved in this study. Data were collected through self-administered questionnaires. The Data was analyzed using SPSS software, version 17. The statistical analysis used were descriptive statistics, Pearson correlation and

Spearman Rho correlation analyses and Stepwise multiple linear regression. The result of the Pearson-Moment correlation analyses revealed that there was significant positive relationship between the selected factors that is competency of leader, location, infrastructure, local/relevant content, computer skills, community participation, and community needs) and the success of telecentre projects. However, the result showed that there was no significant relationship between age of the respondents and the success of telecentre projects. Also the spearman Rho correlation analysis showed that there was no significant relationship between level of education and the success of telecentre projects. The Stepwise multiple linear regression unveiled that competency of leaders, infrastructures and community need are important factors that make the most significant contribution towards the success of telecentre projects in rural communities. Based on the findings of the analyses it can be concluded that competency of leader, suitable location, availability of appropriate infrastructures, providing quality of services, and locally relevant information, high level of computer skills, community participation and meeting community needs lead to the success of telecentre projects in rural communities.

Based on the stepwise multiple linear regression analysis, competency of leaders made the highest contribution, explained 53.8% of variance in the success of telecentre projects followed by infrastructures which explained additional 8.2% and then community needs which explained additional 2.8% of variance in the success of telecentre projects. Therefore special consideration should be given to all factors and efforts should always be made to improve upon them in the following ways: by

engaging competent leaders who are well qualified to manage the centers, locating the centres in suitable location, equipping the centers with required facilities and regularly updating them; providing locally and relevant contents in local language, improving the computer skills of the respondents, enhancing community participation and finally by providing services that respond to the needs and aspirations of members of the community for which such projects are targeted at.



Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia sebagai memenuhi keperluan untuk Ijazah Master Sains

**FAKTOR MEMPENGARUHI KEJAYAAN PROJEK TELECENTER ICT  
DALAM MASYARAKAT LUAR BANDAR DI MALAYSIA**

Oleh

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**Ogos 2011**

**Pengerusi: Prof. Madya, Bahaman Abu Samah, PhD**

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Tujuan kajian ini adalah untuk mengenalpasti faktor-faktor yang mempengaruhi kejayaan projek-projek telecentre dalam kalangan penduduk luar bandar Malaysia. Kajian ini menggunakan kaedah kuantitatif, melalui rekabentuk penyiasatan keratan rentas. Persampelan rawak secara berstrata digunakan untuk memilih responden kajian. Empat tahap diikuti untuk mengenalpasti sampel kajian. (1) Membahagi kawasan kajian kepada empat zon (2) Memilih negeri untuk kajian (3) Memilih PID (4) Memilih responden. Saiz sampel adalah seramai 138 responden yang telah dipilih secara rawak dari 11 Pusat Internet Desa (PID) dalam empat buah negeri yang terlibat dalam kajian ini. Data dikumpul melalui borang kaji selidik. Data dianalisis menggunakan perisian SPSS versi 17. Analisis berstatistik yang digunakan adalah statistik deskriptif, korelasi Pearson dan korelasi analisis Spearman Rho, dan regresi linear berganda Stepwise. Analisis korelasi Pearson Moment menunjukkan bahawa terdapat hubungan positif yang ketara antara faktor-faktor terpilih iaitu, kecekapan pemimpin, lokasi, prasarana,

maklumat tempatan/bersesuaian, kemahiran komputer, penglibatan komuniti, dan keperluan komuniti, dengan kejayaan telecentre. Walaubagaimanapun, keputusan kajian menunjukkan tiada hubungan ketara antara umur responden dengan kejayaan telecentre. Analisis korelasi Spearman Rho juga menunjukkan tiada hubungan signifikan antara tahap pendidikan dan kejayaan Stepwise. Regresi linear berganda Stepwise menunjukkan bahawa kecekapan pemimpin, prasarana, dan keperluan komuniti adalah faktor-faktor paling penting dalam menyumbang ke arah kejayaan telecentre di kalangan komuniti luar bandar. Analisis kajian mendapati bahawa kecekapan pemimpin, lokasi bersesuaian, ketersediaan prasarana yang berpatutan, penyediaan servis yang berkualiti, dan maklumat tempatan yang bersesuaian, kemahiran komputer yang tinggi, penglibatan komuniti, dan keperluan komuniti yang dipenuhi menyumbang ke arah kejayaan projek PID di kalangan komuniti luar bandar.

Berdasarkan analisis regresi linear berganda Stepwise, kecekapan pemimpin adalah penyumbang tertinggi, dengan 53.8% varians kepada kejayaan telecentre, disusuli dengan prasarana sebanyak 8.2%, dan keperluan komuniti sebanyak 2.8% varians dalam kejayaan projek telecentre. Dengan itu, pertimbangan khusus perlu diberikan kepada semua faktor, dan usaha harus diteruskan untuk penambahbaikan dengan cara melibatkan pemimpin-pemimpin yang cekap yang berkecukupan untuk mengurus pusat-pusat internet desa, menyediakan lokasi pusat-pusat internet desa yang strategik, melengkapkan pusat-pusat internet desa dengan kemudahan berpatutan dan penyelenggaraan berterusan, menyediakan maklumat bersesuaian dalam bahasa tempatan, meningkatkan kemahiran komputer responden, meningkatkan penglibatan



komuniti, dan akhir sekali, menyediakan perkhidmatan yang seiring dengan keperluan dan matlamat projek sedemikian untuk ahli komuniti yang disasarkan.



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I certify that a Thesis Examination Committee has met on 18 August 2011 to conduct the final examination of Muhammad Sani Bashir on his thesis entitled “Factors Influencing the Success of telecentre projects in Rural Communities in Malaysia” in accordance with the Universities and University Colleges Act 1971 and the Constitution of the Universiti Putra Malaysia [P.U. (A) 106] 15 March 1998. The Committee recommends that the student be awarded the Master of Science.

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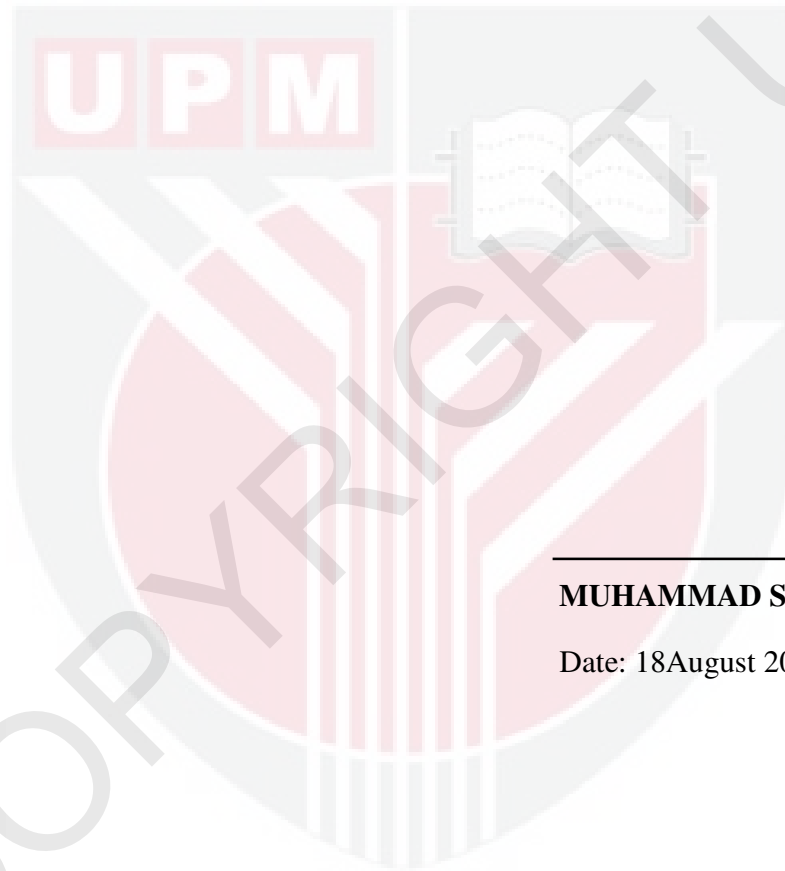
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## DECLARATION

I declare that the thesis is my original work except for quotations and citations, which have been duly acknowledged. I also declare that it has not been previously, and is not concurrently, submitted for any other degree at Universiti Putra Malaysia or at any other institutions.



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**MUHAMMAD SANI BASHIR**

Date: 18August 2011

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