UNIVERSITI PUTRA MALAYSIA

RELATIONSHIPS BETWEEN DIFFUSION OF INNOVATION FACTORS AND ACCEPTANCE OF THE 1MALAYSIA CONCEPT

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MASTER OF SCIENCE
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RELATIONSHIPS BETWEEN DIFFUSION OF INNOVATION FACTORS AND ACCEPTANCE OF THE 1MALAYSIA CONCEPT

By

JULIANA BINTI MANAN

Thesis Submitted to the School of Graduate Studies, Universiti Putra Malaysia, in Fulfillment of the Requirements for the Degree of Master of Science

July 2013

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

RELATIONSHIPS BETWEEN DIFFUSION OF INNOVATION FACTORS AND ACCEPTANCE OF THE 1MALAYSIA CONCEPT

By

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July 2013

Chairman : Prof. Madya Abdul Mua'ti @ Zamri bin Ahmad, PhD

Faculty : Modern Languages and Communication

It is essential that Malaysian understand the concept of 1Malaysia that was introduced by the government. The aim of the study was to examine the relationship between the Diffusion of Innovation factors and the acceptance of the Malaysian public towards the '1Malaysia' concept introduced by the sixth Prime Minister, Dato' Sri Mohd Najib bin Tun Hj Abd Razak. Specifically the study was conducted to examine whether i) there is a significance difference in the level of knowledge on the 1Malaysia concept by ethnic groups ii) there is a significance difference in the level of understanding on the 1Malaysia concept by ethnic groups iii) there is a significance difference in the perception towards the 1Malaysia concept by ethnic groups iv) there is a significance difference in the level of acceptance on the 1Malaysia concept by ethnic groups v) the relationship between the level of knowledge and the level of acceptance of the 1Malaysia concept vi) the relationship between the level of understanding and the level

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of acceptance of the 1Malaysia concept and vii) the relationship between the perception and the level of acceptance of the 1Malaysia concept. A survey was conducted involving 500 respondents selected from those residing in the urban and sub-urban areas in the Klang Valley. The respondents were selected through a non-random quota sampling to response a self-administered specifically designed questionnaire as a study instrument. Descriptive Statistics, Pearson Product-Moment Correlation, and one-way ANOVA test were used to analyze the data. The findings resulted that there is a significant differences in terms of ethnic group towards the level of understanding, perception and acceptance on the 1Malaysia concept, except for the level of knowledge on the 1Malaysia concept. In addition, the findings also indicated there was a positive relationship between the level of acceptance of the 1Malaysia concept with the level of knowledge, level of understanding and perception towards the 1Malaysia concept. Televisions are the main sources mass media channel in which most respondents were exposed to the 1Malaysia concept information with duration of 30 minutes to one hour time per day. This study suggests that besides continuous publicity, it is important for the government departments and agencies to conduct seminars, workshops and briefings and other service training to provide accurate information related to the 1Malaysia concept. Finally, this study should be replicated to determine other constructs or factors that would influence the level of acceptance of the 1Malaysia concept.

Keywords: 1Malaysia, Diffusion of Innovation, Innovation, Najib Tun Razak

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

PERKAITAN ANTARA FAKTOR-FAKTOR TEORI INOVASI DIFUSI DAN PENERIMAAN TERHADAP KONSEP 1MALAYSIA

Oleh

JULIANA BINTI MANAN

Julai 2013

Pengerusi : Prof. Madya Abdul Mua'ti @ Zamri bin Ahmad, PhD

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Adalah penting bagi rakyat Malaysia untuk memahami konsep 1Malaysia yang diperkenalkan oleh kerajaan. Kajian ini bertujuan untuk mengkaji perkaitan antara faktor-faktor Teori Inovasi Difusi dan penerimaan orang ramai terhadap konsep '1 Malaysia' yang telah diperkenalkan oleh Perdana Menteri Keenam, Dato' Sri Mohd Najib bin Tun Hj Abd Razak. Secara khususnya kajian telah dijalankan untuk menyelidik i) perbezaan tahap pengetahuan tentang konsep 1Malaysia mengikut kaum ii) perbezaan tahap kefahaman tentang konsep 1Malaysia mengikut kaum iii) perbezaan persepsi terhadap konsep 1Malaysia mengikut kaum iv) perbezaan tahap penerimaan tentang konsep 1Malaysia mengikut kaum v) perkaitan tahap pengetahuan dengan tahap penerimaan terhadap konsep 1Malaysia vi) perkaitan tahap kefahaman dengan tahap penerimaan terhadap konsep 1Malaysia dan vii) perkaitan antara persepsi dengan tahap penerimaan terhadap konsep 1Malaysia. Satu kaji selidik telah dijalankan melibatkan

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500 responden yang tinggal di kawasan bandar dan pinggiran Lembah Klang. Responden dipilih melalui persampelan kuota bukan kebarangkalian bagi menjawab soal selidik sebagai instrumen kajian. Statistik deskriptif, ujian korelasi pekali *Pearson Product-Moment*, dan ujian ANOVA sehala telah digunakan bagi menganalisis data. Hasil kajian menunjukkan bahawa terdapat perbezaan yang signifikan terhadap tahap kefahaman, persepsi dan tahap penerimaan mengikut kaum, manakala tidak terdapat perbezaan yang signifikan terhadap tahap pengetahuan mengikut kaum. Keputusan juga menunjukkan terdapat hubungan yang positif di antara penerimaan dengan pengetahuan, pemahaman dan persepsi terhadap konsep 1Malaysia. Kebanyakan responden menunjukkan bahawa mereka telah terdedah kepada informasi tentang konsep 1Malaysia melalui saluran televisyen selama tempoh 30 minit ke satu jam sehari. Kajian ini menyarankan, disamping publisiti berterusan, adalah penting untuk jabatan dan agensi kerajaan mengendalikan seminar, bengkel dan taklimat serta latihan perkhidmatan lain bagi memberikan maklumat yang tepat berkaitan dengan konsep 1Malaysia. Kesimpulannya, adalah dicadangkan hasil dari kajian ini dapat digunakan untuk membentuk kajian baru dalam menentukan konstruk atau faktor lain yang mempengaruhi tahap penerimaan konsep 1Malaysia.

Kata Kunci: 1Malaysia, Diffusion of Innovation, Inovasi, Najib Tun Razak, Teori Inovasi Difusi

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I certify that a Thesis Examination Committee has met on 9 July 2013 to conduct the final examination of Juliana binti Manan on her thesis entitled "Relationships Between Diffusion of Innovation Factors and Acceptance of the 1Malaysia Concept" in accordance with the Universities and University Colleges Acr 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 degree of Master of Science.

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This thesis was submitted to the Senate of Universiti Putra Malaysia and has been accepted as fulfillment of the requirement for the degree of Master of Science. The members of the Supervisory Committee were as follows:

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DECLARATION

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

_____

JULIANA BINTI MANAN

Date: 10 July 2013

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