

**Using TAM and Service Quality to Measure IUKL Students' Readiness in**

**Using YouTube**

**By**

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KUALA LUMPUR**

**Project Paper Submitted in Partial Fulfillment of the Requirements for  
the Award of the Degree of Master in Information Technology**

**IUKL**

**2016**

## DECLARATION

I certify that this project, entitled "Using TAM and Service quality to measure IUKL students' readiness in using YouTube " is the product of my own research and work, any ideas, quotation from the work of the other people which already published or otherwise are fully acknowledged in accordance with the standard referring practices of the discipline.


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APPROVAL PAGE

We have examined this manuscript and verify that it meets the program and University requirements for the degree of Master in Information Technology.




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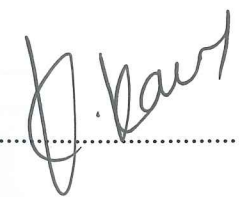


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## ACKNOWLEDGEMENT

First of all, I would like to extend my appreciation, especially to the following.

Thank Allah (God) for the wisdom and perseverance that he has been bestowed upon me during this final research project, and indeed, throughout my life and his acceptance for my prayers. My gratitude and praises goes to him for giving me the strength to reach this level and to reach the success of this research study. I would like to express my genuine gratitude to my supervisor MADAM. SUHAILA SARDI for her guidance and advice through this dissertation to make the research study success.

I would like to regard and thanks those who supported me during this research project especially to Madam. Janagiammal Ramasamy for encouraging me to undertake the honours program and my senior friends. The experience has been an interesting and rewarding one. Last but not least, my profound gratitude to my parents for their support and prayers to reach this stage of education. My appreciation goes to those lecturers and friends too.

## ABSTRACT

Using the YouTube as a tool of learning has been in practices broadly in many countries and it is described as an educational technology that electronically or technologically supports learning and teaching processes. However, in IUKL University, the YouTube adoption has not yet reached its full potential. In this study, the aim is to investigate the factors that influence YouTube as a tool of learning adoption from students' perspectives. Many researchers are focusing on the management and technology aspects, but not many are looking from students' acceptance and readiness issues. This research is using quantitative approach. The Technology Acceptance Model (TAM) was used to assess the identified factors, namely YouTube experience, and Service Quality on the target respondents. The sample of the study was 250 IUKL students. A questionnaire was used in this study to collect the data from IUKL students. This paper presented literature review and findings of this study that could anticipate in enhancing the YouTube adoption among the students. The findings of this study found that YouTube experience and service Quality are significantly influencing students' adoption the YouTube.

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## CHAPTER 1

### INTRODUCTION

#### 1.1 INTRODUCTION

Use of technology in modern classroom has been a long journey since there was the use of projector for showing the video clips or the slides. The hastening development in audio visual communication mediums through internet in the recent past has moved educationists towards the use of these modern tools in teaching. The new generation, which is said to be the Web 2.0 generation as they do social networking, blogging and use wikis in their daily routine, is very much used to learn from the modern technology and thus it is important to be used in this fast growing technological era for educational purpose (Snyder & Burke, 2008).

According to manes (2004), YouTube has become a very good source of video materials, which can enhance the traditional pedagogy of teaching and bring the revolution in the modern classrooms as YouTube helps learners by providing authentic resources with the examples from daily routine so that they may understand their subject material very well and can understand the practical implications of the stuff. There has been the evidence in the literature that learners watching nature and real life visual clips tend to have positive indicators. It is easier for the learners to remember events by watching videos as the current study tries to find out the effect of YouTube usage in the classroom on the outcomes of the classroom learning with enjoyment (Alimemaj, 2010).

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