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*This thesis dedicated to my beloved parent, Baharuddin and Siti..*

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The completion of this research study is personally gratifying and rewarding

I wish to express my appreciation and thanks to those who provided their time, effort and support for this project. To the members of my dissertation committee, thank you for sticking with me.

**TABLE OF CONTENTS**  
**SIZE 14, BOLD, CENTER**

Abstract.....	<b>Error!</b>
<b>Bookmark not defined.</b>	
Approval Page.....	<b>Error!</b>
<b>Bookmark not defined.</b>	
Declaration.....	<b>Error!</b>
<b>Bookmark not defined.</b>	
Copyright Page.....	<b>Error!</b>
<b>Bookmark not defined.</b>	
Acknowledgements.....	<b>Error!</b>
<b>Bookmark not defined.</b>	
List of Tables.....	<b>Error!</b>
<b>Bookmark not defined.</b>	
List of Figures.....	<b>Error!</b>
<b>Bookmark not defined.</b>	
<b>CHAPTER ONE: INTRODUCTION.....</b>	<b>Error!</b>
<b>Bookmark not defined.</b>	
1.1 Background of the Study .....	<b>Error!</b>
<b>Bookmark not defined.</b>	
1.2 Statement of the Problem .....	<b>Error!</b>
<b>Bookmark not defined.</b>	
1.3 Purpose of the Study.....	<b>Error!</b>
<b>Bookmark not defined.</b>	
1.4 Research Objectives .....	<b>Error!</b>
<b>Bookmark not defined.</b>	
1.5 Research Questions.....	<b>Error!</b>
<b>Bookmark not defined.</b>	
1.6 Theoretical Framework.....	<b>Error!</b>
<b>Bookmark not defined.</b>	
1.6.1 Technology Acceptance Model (TAM).....	<b>Error!</b>
<b>Bookmark not defined.</b>	
1.7 Teachers' Use of Digital Technologies: The Influence of Management Support, Computer Anxiety and Enjoyment .....	<b>Error!</b>
<b>Bookmark not defined.</b>	
1.8 Research Hypotheses .....	<b>Error!</b>
<b>Bookmark not defined.</b>	
1.9 Significance of the Study.....	<b>Error!</b>
<b>Bookmark not defined.</b>	
1.10 Limitations of the Study .....	<b>Error!</b>
<b>Bookmark not defined.</b>	
1.11 Definitions of Terms.....	<b>Error!</b>
<b>Bookmark not defined.</b>	



1.12 Chapter Summary .....	<b>Error!</b>
<b>Bookmark not defined.</b>	
<b>CHAPTER TWO: LITERATURE REVIEW .....</b>	<b>Error!</b>
<b>Bookmark not defined.</b>	
Part One: Theoretical Review .....	<b>Error!</b>
<b>Bookmark not defined.</b>	
2.1 Introduction .....	<b>Error!</b>
<b>Bookmark not defined.</b>	
2.2 Primary Education and Its Importance .....	<b>Error!</b>
<b>Bookmark not defined.</b>	
2.3 Digital Technologies.....	<b>Error!</b>
<b>Bookmark not defined.</b>	
2.4 Use of Digital Technologies in Science Education .....	<b>Error!</b>
<b>Bookmark not defined.</b>	
2.5 Technology Acceptance Model and Technology Use .....	<b>Error!</b>
<b>Bookmark not defined.</b>	
Part Two: Empirical Review .....	<b>Error!</b>
<b>Bookmark not defined.</b>	
2.6 Teachers' Use of Technology and the Influence of Management Support .....	<b>Error!</b>
<b>Bookmark not defined.</b>	
2.7 Teachers' Use of Technology and the Influence of Computer Anxiety .....	<b>Error!</b>
<b>Bookmark not defined.</b>	
2.8 Teachers' Use of Technology and the Influence of Enjoyment.....	<b>Error!</b>
<b>Bookmark not defined.</b>	
2.9 Chapter Summary .....	<b>Error!</b>
<b>Bookmark not defined.</b>	
<b>CHAPTER THREE: RESEARCH METHODOLOGY .....</b>	<b>Error!</b>
<b>Bookmark not defined.</b>	
3.1 Introduction .....	<b>Error!</b>
<b>Bookmark not defined.</b>	
3.2 Research Design .....	<b>Error!</b>
<b>Bookmark not defined.</b>	
3.3 The Population.....	<b>Error!</b>
<b>Bookmark not defined.</b>	
3.4 Respondents of the Study .....	<b>Error!</b>
<b>Bookmark not defined.</b>	
3.5 Instrumentation .....	<b>Error!</b>
<b>Bookmark not defined.</b>	
3.5.1 The Checklist .....	<b>Error!</b>
<b>Bookmark not defined.</b>	
3.5.2 The Questionnaire .....	<b>Error!</b>
<b>Bookmark not defined.</b>	

3.5.2.1 Management Support.....	<b>Error!</b>
<b>Bookmark not defined.</b>	
3.5.2.2 Computer Anxiety .....	<b>Error!</b>
<b>Bookmark not defined.</b>	
3.5.2.3 Enjoyment.....	<b>Error!</b>
<b>Bookmark not defined.</b>	
3.5.2.4 Perceived Usefulness.....	<b>Error!</b>
<b>Bookmark not defined.</b>	
3.5.2.5 Perceived Ease of Use .....	<b>Error!</b>
<b>Bookmark not defined.</b>	
3.5.2.6 Intention to Use Digital Technologies.....	<b>Error!</b>
<b>Bookmark not defined.</b>	
3.5.2.7 Actual Use of Digital Technologies .....	<b>Error!</b>
<b>Bookmark not defined.</b>	
3.6 Content Validation.....	<b>Error!</b>
<b>Bookmark not defined.</b>	
3.7 Translation Procedures .....	<b>Error!</b>
<b>Bookmark not defined.</b>	
3.8 Pilot Study .....	<b>Error!</b>
<b>Bookmark not defined.</b>	
3.9 Analysis of Pilot Data.....	<b>Error!</b>
<b>Bookmark not defined.</b>	
3.10 Results of the Pilot Test.....	<b>Error!</b>
<b>Bookmark not defined.</b>	
3.11 Data Collection Procedures .....	<b>Error!</b>
<b>Bookmark not defined.</b>	
3.12 Data Analysis Procedures .....	<b>Error!</b>
<b>Bookmark not defined.</b>	
3.13 Evaluation of the Structural Model's Goodness of Fit .....	<b>Error!</b>
<b>Bookmark not defined.</b>	
3.14 Chapter Summary .....	<b>Error!</b>
<b>Bookmark not defined.</b>	

#### CHAPTER FOUR: DATA ANALYSIS AND PRESENTATION OF

<b>RESULTS.....</b>	<b>Error!</b>
<b>Bookmark not defined.</b>	
Part One: Demographic Information of the Respondent Primary Schools and Science Teachers .....	<b>Error!</b>
<b>Bookmark not defined.</b>	
Part Two: Availability of Digital Technology Facilities in Hail Primary Schools.....	<b>Error!</b>
<b>Bookmark not defined.</b>	
4.1 Availability of Digital Technologies in General .....	<b>Error!</b>
<b>Bookmark not defined.</b>	
4.2 Digital Technologies Facilities in Boys' Primary Schools in Hail.....	<b>Error!</b>
<b>Bookmark not defined.</b>	

4.3 Digital Technology Facilities in Girls' Primary Schools in Hail .....	<b>Error!</b>
<b>Bookmark not defined.</b>	
Part Three: The Results of Structural Equation Modeling (SEM) Applied on the Data.....	<b>Error!</b>
<b>Bookmark not defined.</b>	
4.4 Data Screening.....	<b>Error!</b>
<b>Bookmark not defined.</b>	
4.5 Model Analysis.....	<b>Error!</b>
<b>Bookmark not defined.</b>	
4.6 The Factorial Validity of Constructs of the Research Model .....	<b>Error!</b>
<b>Bookmark not defined.</b>	
4.6.1 Factorial Validity of Management Support (MS).....	<b>Error!</b>
<b>Bookmark not defined.</b>	
4.6.2 Factorial Validity of Computer Anxiety (CA).....	<b>Error!</b>
<b>Bookmark not defined.</b>	
4.6.3 Factorial Validity of Enjoyment (E) .....	<b>Error!</b>
<b>Bookmark not defined.</b>	
4.6.4 Factorial Validity of Perceived Usefulness (PU).....	<b>Error!</b>
<b>Bookmark not defined.</b>	
4.6.5 Factorial Validity of Perceived Ease of Use (PE).....	<b>Error!</b>
<b>Bookmark not defined.</b>	
4.6.6 Factorial Validity of Intention to Use (IU) .....	<b>Error!</b>
<b>Bookmark not defined.</b>	
4.6.7 Factorial Validity of Actual Use of Digital Technologies (AU)...	<b>Error!</b>
<b>Bookmark not defined.</b>	
4.6.8 Adequacy of Science Teachers' Use of Digital Technologies.....	<b>Error!</b>
<b>Bookmark not defined.</b>	
4.7 The Proportion of Variance Explained in the Model .....	<b>Error!</b>
<b>Bookmark not defined.</b>	
4.8 Chapter Summary .....	<b>Error!</b>
<b>Bookmark not defined.</b>	
<b>CHAPTER FIVE: DISCUSSION AND CONCLUSION.....</b>	<b>Error!</b>
<b>Bookmark not defined.</b>	
5.1 Introduction .....	<b>Error!</b>
<b>Bookmark not defined.</b>	
5.2 The Profile of Digital Technology Availability in Primary Schools in Hail, Saudi Arabia .....	<b>Error!</b>
<b>Bookmark not defined.</b>	
5.3 Determinants of Science Teachers' Actual Use of Digital Technology in Primary Schools in Hail .....	<b>Error!</b>
<b>Bookmark not defined.</b>	
5.4 The Influence of Perceived Usefulness, Perceived Ease of Use and Enjoyment on Science Teachers' Intention to Utilize Digital Technologies in Primary Schools in Hail.....	<b>Error!</b>
<b>Bookmark not defined.</b>	

5.5 The Influence of Management Support, Computer Anxiety, Enjoyment and Perceived Ease of Use on Science Teachers' Perceived Usefulness of Digital Technology in Primary Schools in Hail .....	<b>Error!</b>
<b>Bookmark not defined.</b>	
5.6 The Influence of Management Support, Computer Anxiety and Enjoyment on Science Teachers' Perception of Digital Technology Ease of Use in Primary Schools in Hail .....	<b>Error!</b>
<b>Bookmark not defined.</b>	
5.7 Implications and Conclusion .....	<b>Error!</b>
<b>Bookmark not defined.</b>	
5.8 Recommendations .....	<b>Error!</b>
<b>Bookmark not defined.</b>	
<b>REFERENCES.....</b>	<b>4</b>
<b>APPENDIX : THE CHECKLIST AND THE QUESTIONNAIRE IN ENGLISH.....</b>	<b>Error!</b>
<b>Bookmark not defined.</b>	

**LIST OF TABLES**  
**SIZE 14, BOLD, CENTER**

1.1. Population in Malaysia .....	14
1.2. Case in Malaysia.....	16
1.3. Customer payment .....	19

**LIST OF FIGURES**  
**SIZE 14, BOLD, CENTER**

1.1. Population in Malaysia .....	14
1.2. Population in Malaysia .....	14
1.3. Case in Malaysia.....	16
1.4. Customer payment .....	19

**ABSTRACT** **SIZE 14, BOLD**  
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The purpose of this study is to identify the factors that affected student enrollment in UniKL Business School.....

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## CHAPTER 1

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#### 1.1 BACKGROUND OF THE STUDY

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#### 1.3 SUB HEADING

The current hype in the functionality of mobile device and the rise in market penetration of modern smartphones have made both the enterprise and consumers rely on these devices for their daily life. Enterprise are especially heavily deploying these handheld devices in business transactions. Smartphones provide mobility with ease to employs allowing them to remain connected to their enterprise network by enabling on the go access to different resources. For example, it allows employees to send and receive emails, attend.

The current hype in the functionality of mobile device and the rise in market penetration

The current hype in the functionality of mobile device and the rise in market penetration

The current hype in the functionality of mobile device and the rise in market penetration



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Table 1.1 Studies on the Influencing Teachers' Use of Digital Technologies: An Empirical Review *Management Support*

Author and Year	Variables	Sample	Instrument
Chatzoglou et al., (2009)	<i>Management Support</i> , Enjoyment, Self-Efficacy, Computer Anxiety and Learning Goal Orientation	500 employees	Questionnaire
Kim et al., (2006)	Experience, Self Efficacy, Equivocality, <i>Organizational Support</i> and Subjective Norm	600 employees	Questionnaire
Igbaria et al., (1997)	Computing Support, Computing Training and <i>Management Support</i>	504 firms	Questionnaire
Igbaria et al., (1996)	Skills, Perceived Complexity, <i>Organizational Support</i> , Organizational Usage, Perceived Enjoyment and Perceived Usefulness	471 managers and professionals	Questionnaire
Igbaria & Chakrabarti, (1990)	Organizational level, Computer Experience, Computer training, Computer Anxiety, Computer System Quality and <i>Management Support</i>	N/A	Questionnaire

Table 0.1: Flash Floods in Pakistan and Neighbouring Countries (1901-2011)

No.	Gender	Demographic	Academic	Occupation
1.	Female	Kuala Lumpur	PhD	Lecturer
2.	Male	Negeri Sembilan	Master	Manager

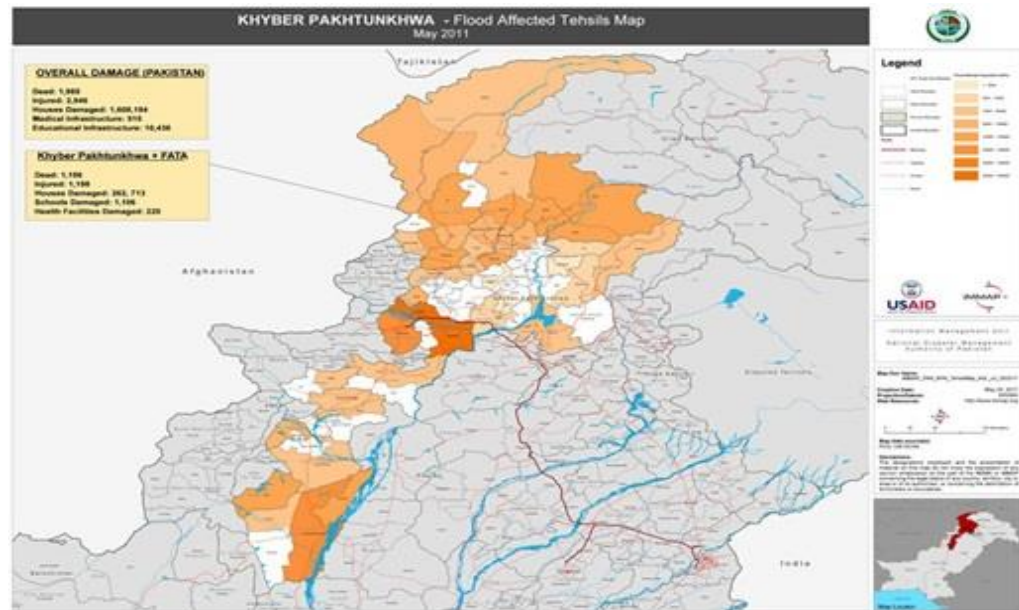


Figure 1.1: Research Study Area Map

## REFERENCES **SIZE 14, BOLD**

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### **SAMPLE OF REFERENCE USING AUTHOR AND YEAR SYSTEM (HARVARD STYLE)**

Levenspiel, O., 1999. Chemical reaction engineering. *Industrial & engineering chemistry research*, 38(11), pp.4140-4143.

Malhotra, N., Hall, J., Shaw, M. and Oppenheim, P., 2006. *Marketing research: An applied orientation*. Pearson Education Australia.

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Zeithaml, V.A., Bitner, M.J., Gremler, D.D. and Pandit, A., 2006. Services marketing: Integrating customer focus across the firm.

### **SAMPLE OF REFERENCE USING AUTHOR AND YEAR SYSTEM (APA STYLE)**

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Abu Dali, A. S. (2001). *The Reality of Teaching Colleges in the Kingdom of Saudi Arabia, and the Degree of its Compatibility with the Age of Information and Communication from the Perspective of the Members of the Teaching Committee therein*. (Unpublished Master's thesis). Faculty of Education, King Saud University.

Afzal, S., Paras. G., & Gangwani. S. (2015) An Examination of Determinants Influencing Consumer Adoption of SMS: A Perspective from Youth of Pakistan, *World Journal of Management* Vol. 6. No. 1. March 2015 Issue. pp. 117 – 135

Stiglitz, J. E. (2012). *The price of inequality: How today's divided society endangers our future*. WW Norton & Company.

**\*\*Note: Arranged alphabetically according to author's name**

### **SAMPLE OF A REFERENCE LIST USING NUMBER SYSTEM (IEEE STYLE)**

- [1] Aragón-Sánchez, A., Barba-Aragón, I., & Sanz-Valle, R. (2003). Effects of training on business results. *The International Journal of Human Resource Management*, 14(6), 956-980.
- [2] Arbnor, I., & Bjerke, B., (1997). *Methodology for creating business knowledge* (2nd ed.). California: Sage.
- [3] Aragón-Sánchez, A., Barba-Aragón, I., & Sanz-Valle, R. (2003). Effects of training on business results. *The International Journal of Human Resource Management*, 14(6), 956-980.
- [4] Arbnor, I., & Bjerke, B., (1997). *Methodology for creating business knowledge* (2nd ed.). California: Sage.

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**APPENDICES**

## **Appendix A: Questionnaire** SIZE 14, BOLD

### **Factors Influencing the Students' Decision-Making to Enrol at Private Higher Education Institutions: Financial Aid as Moderator**

Dear Respondent,

I am conducting a study on the above topic. This study is undertaken to fulfil the partial requirement of the academic program leading to a Doctor of Philosophy in Management at the Universiti Kuala Lumpur (UNIKL). By taking fifteen minutes of your valuable time, you are providing information that is pertinent to this study.

The general purpose of this study is to assess factors that influence students' decision-making to enrol at private higher education institution in Malaysia. Your responses remain strictly confidential and will only be used for the purpose of this study. The identity related to the code reflected on the instrument is known only to the researcher and will not be communicated in any form anytime.

Thank you very much for your time and cooperation. I greatly appreciate your contributions.