

الآية

قال تعالى:

بِسْمِ اللّهِ الرَّحْمَنِ الرَّحِيمِ
قَالُوا سُبْحَانَكَ لَا عِلْمَ لَنَا إِلَّا مَا عَلَّمْتَنَا (
إِنَّكَ أَنْتَ الْعَلِيمُ الْحَكِيمُ)

البقرة 32

وعن أبي هريرة رضي الله عنه عن النبي
صلى الله عليه وسلم قال:

من سلك طريقاً يلتمس فيه علماً (
سهّل الله له به طريقاً إلى الجنة)

رواه مسلم

DEDICATION

To my dear parents and brothers

To my dear wife and daughter

To all our friends and all who made this project
come true

To who like the learning

ACKNOWLEDGEMENT

I wish to express my true thanks, first of all, to ALLAH (SWT) who helped supported, and guided me by every mean during the stages of this work.

I am deeply obliged to the many people who generously assisted in the preparation of this thesis. My special appreciation is to prof. Izzeldin Mohammed Osman, my supervisor for this guidance and continues encouragement, thanks for all staff of computer science department for all the efforts they put to me to make what we are now.

المستخلص

كان التركيز الأساسي في بحوث نظم المعلومات الإدارية خلال العقد الماضي علي قبول المستخدم لتكنولوجيا المعلومات. لماذا يقبل أو يرفض المستخدمون نظم المعلومات؟ كيف يتأثر قبول المستخدم من خلال الفائدة

المُتصورة ، وسهولة الإستخدام المتصورة ، والموقف تجاه سلوك القبول؟ يتناول هذا البحث هذه الأسئلة.

يُستخدم نموذج قبول التكنولوجيا (TAM) كنموذج أساسي لإثبات العلاقات بين بنيات الدراسة. وقد أُجريت الدراسة (الإستبيان) لعدد من المستخدمين بشركة سكر كنانة بشأن نظام المستخدمين النهائيين للتحقق من صحة الاجراءات التي اتبعت لتفعيل متغيرات النموذج ولإختبار مجموعة الافتراضات. تم إستخدام برنامج SPSS كتقنية للتحليل وتقييم عوامل النموذج المقترح.

وتشير نتائج الدراسة إلى أنّ عامل الفائدة المُتصورة من إستخدام النظام كان لديه أكبر التأثير على قبول نظام المعلومات. هذه البنية لها آثار مباشرة وكبيرة على نظام المعلومات وأيضاً عرض آثارها غير المباشرة من خلال التصورات و الموقف من القبول. وقد وجدنا أن سهولة الإستخدام والموقف تجاه القبول يمكن أن يكون لهما تأثير مماثل على قبول أنظمة المعلومات.

ABSTRACT

User acceptance of IT has been a primary focus in the MIS implementation research for the past decade. Why do users accept or reject information systems? How user acceptance is affected by perceived usefulness, perceived ease of use, and attitude toward acceptance behavior? The present research addresses these questions.

The technology acceptance model (TAM) is used as a base model to validate the relationships among the study's constructs. Afield study (the questionnaire) of

a number of users regarding an end-user system was conducted to validate measures used to operationalize model variables and to test the hypothesis. SPSS is analysis technique was used to estimate the parameters of the proposed model.

The study findings indicate that perceived usefulness factor has the largest influence on IS acceptance, this construct has significant direct effects on IS acceptance and also exhibit its indirect effects through perceptions and attitude towards acceptance. Ease of use and attitude towards acceptance were found to have an equivalent influence on IS acceptance.

List of Figures

Figure Name	Figure No	Page No
Technology acceptance model (TAM)	Figure (1)	22

List of Tables

Table No (4.1): perceived usefulness	33
Table (4.1.1)-results of question (1)	33
Table (4.1.2)-results of question (2)	33
Table (4.1.3)-results of question (3)	34
Table (4.1.4)-results of question (4)	34
Table (4.1.5)-results of question (5)	34
Table No (2): perceived ease of use	38

Table (4.2.1)-results of question (1)
38

Table (4.2.2)-results of question (2)
38

Table (4.2.3)-results of question (3)
39

Table (4.2.4)-results of question (4)
39

Table (4.2.5)-results of question (5)
39

Table (4.2.6)-results of question (6)
40

Table No (4.3): Attitude toward using the system 43

Table (4.3.1)-results of question (1)
43

Table (4.3.2)-results of question (2)
44

Table (4.3.3)-results of question (3)
44

Table (4.3.4)-results of question (4)
44

TABLE OF CONTENTS

الآية	i
DEDICATION	ii
ACKNOWLEDGEMENT	iii

2.3 User Resistance	14
2.4 Modeling technology acceptance	14
2.5 Considerations on technology acceptance	16
2.5.1 Beliefs and attitude	16
2.5.2 Individual differences	17
2.5.3 Context	17
2.5.4 Process approach	19
2.6 Conclusion	20
CHAPTER THREE: THE METRICS & SELECTING THE MODEL	
3.1 How to select a model?	21
3.2 Theoretical Development: TAM	22
3.3 Information Technology acceptance	23
3.3.1 Attitude toward using	23
3.3.2 Perceived usefulness	24
3.3.3 Perceived ease of use	24
3.4 System characteristics	26
3.5 The Metrics	27
3.6 Measures of PU and PEOU	28
CHAPTER FOUR: RESEARCH METHOD & ANALYSIS OF THE RESULTS	
4.1 Kenana Sugar Company Profile and History	30
4.2 Accounting Information System (AIS)	31

4.3 Research method	32
4.3.1 Data collection	32
4.3.2 Instrument development and pre-test	32
4.4 Results	33
4.4.1 Descriptive statistics	46
4.4.2 Model results	47
4.4.3 Tests of hypotheses	47
4.5 Discussions	48
CHAPTER FIVE: CONCLUSION AND RECOMMENDATIONS	
5.1 Conclusion	50
5.2 Recommendations	51
5.3 REFERENCES	52
APPENDIXES	58
APPENDIX A:	58
APPENDIX B:	61