

FACTORS THAT INFLUENCE THE DOMAIN NAME SYSTEM
REGISTRATION MODEL IN MALAYSIA

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DEDICATION

To my beloved father and mother

To my daughters and sons

To my sisters and brothers

For their love, support, sacrifices and blessing

And to all other beloved ones

God bless them all!!

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In the Name of Allah, Most Gracious, Most Merciful

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ABSTRACT

The Domain Name System (DNS) is a hierarchical, decentralized, naming system for computers, services or other resources connected to a network. DNS provides easily memorized names for numerical Internet Protocol (IP) addresses. Domain names distinguish a connected website from the millions of other accessible websites and are a potential source of economic value for a nation. At the end of 2017, the volume of registered .my domain names in Malaysia showed a significant decrease. At the same time, expired domain names were not renewed. To date, based on a Systematic Literature Review (SLR), no research has yet been undertaken on the factors that influence the registration of Malaysian domain names. Therefore, this study has investigated the factors which influence domain name registration and has tested the relationships and impacts of these identified factors on domain name registrations. Accordingly, this research examined the factors that influenced the registration of domain names and focused on perceived ease of use, security, reliability, responsiveness, price, social influence and facilitating conditions. A quantitative approach was employed in the research, which involved the collection and analysis of quantitative data in consecutive phases. The quantitative results were integrated and interpreted to explain the domain name registration model. This study focused on Malaysian domain name customers by sampling the relevant entities and was conducted from the customers' perspective. In this study, a total of 654 questionnaires were distributed but only 386 were selected for further analysis. The data were analyzed using Exploratory Factor Analysis (EFA), Statistical Package for Social Science (SPSS) and Partial Least Squares-Structural Equation Modeling (PLS-SEM). SmartPLS software was used to determine the relationships between the factors and to confirm the research model that influenced the registration of Malaysian domain names. The analysis revealed that perceived security, responsiveness, reliability and facilitating conditions were influential factors in domain name system registration. The most significant contribution of the study was the proposed the domain name system registration model for Malaysia, derived from the EFA, SPSS and PLS-SEM. The SLR was applied to systematically analyse all associated studies in identifying the related factors and relationships among the identified factors, leading to the development of the domain name system registration model for Malaysian users.

ABSTRAK

Domain Name System (DNS) adalah sistem penamaan pemusatan hierarki untuk pengkomputer, perkhidmatan, atau sumber lain yang disambungkan ke rangkaian. DNS menyediakan nama yang mudah diingat daripada penggunaan alamat rangkaian. Nama domain dapat membezakan laman sesawang yang berkaitan di antara berjuta laman sesawang yang boleh diakses dan merupakan sumber berpotensi untuk meningkatkan nilai ekonomi bagi sesebuah negara. Pada akhir tahun 2017, terdapat penurunan ketara dengan pengurangan jumlah pendaftaran nama domain .my. Pada masa yang sama, nama domain yang telah tamat tempoh tidak diperbaharui. Sehingga kini, berdasarkan *Systematic Literature Review (SLR)*, tiada kajian telah dilakukan terhadap faktor-faktor yang mempengaruhi pendaftaran nama domain Malaysia. Oleh itu, kajian ini mengkaji faktor-faktor yang mempengaruhi pendaftaran nama domain dan menguji hubungan dan kesan faktor-faktor yang dikenal pasti pada pendaftaran nama domain. Kajian ini juga memberi tumpuan kepada faktor keberkesanan penggunaan, keselamatan, kebolehpercayaan, responsif, harga, pengaruh sosial dan keadaan kemudahan. Pendekatan kuantitatif telah digunakan dalam penyelidikan yang melibatkan pengumpulan dan fasa analisis data kuantitatif. Hasil kuantitatif telah diintegrasikan dan ditafsirkan untuk menjelaskan model pendaftaran nama domain. Kajian ini memberi tumpuan kepada pelanggan nama domain Malaysia dengan mengambil sampel entiti yang relevan serta dijalankan dari perspektif pelanggan. Dalam kajian ini, sebanyak 654 soal selidik diedarkan tetapi hanya 386 dipilih untuk analisis selanjutnya. Data analisis dilaksanakan dengan menggunakan *Exploratory Factor Analysis (EFA)*, *Statistical Package for Social Science (SPSS)* dan *Partial Least Squares- Structural Equation Modeling (PLS-SEM)*. SmartPLS digunakan untuk mencari hubungan dan pengesahan model bagi faktor-faktor yang mempengaruhi pendaftaran nama domain Malaysia. Analisis mendedahkan bahawa keselamatan, responsif, kebolehpercayaan dan keadaan memudahkan adalah faktor-faktor yang mempengaruhi dalam pendaftaran sistem nama domain. Sumbangan yang paling penting dalam kajian ini adalah model pendaftaran sistem nama domain untuk Malaysia yang dicadangkan, yang diperolehi daripada *EFA*, *SPSS* and *PLS-SEM*. *SLR* telah digunakan untuk menganalisis semua kajian berkaitan secara sistematik dalam mengenalpasti faktor-faktor yang membawa kepada pembangunan model pendaftaran sistem nama domain untuk pengguna di Malaysia.

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LIST OF ABBREVIATIONS

| | | |
|---------|---|--|
| AFNIC | - | Association Française Pour le Nommage Internet en Coopération |
| AGP | - | Add Grace Period |
| ANYCAST | - | Network Addressing and Routing Method |
| APTLD | - | Asia Pacific Top Level Domain Association |
| ASCII | - | American Standard Code for Information Interchange |
| AVE | - | Average Variance Extracted |
| B2B | - | Business to Business |
| B2C | - | Business to Consumer |
| C2B | - | Consumer to Business |
| C2C | - | Consumer to Consumer |
| CA | - | Cronbach's Alpha |
| CB-SEM | - | Covariance-Based Structural Equation Modelling |
| ccTLDs | - | Country Code Top Level Domains |
| CENTR | - | Council of European National Top-Level Domain Registries |
| CR | - | Composite Reliability |
| DAC | - | The Domain Availability Checker |
| DDoS | - | A Distributed Denial of Service |
| DNRS | - | Domain Name Registration Service |
| DNS | - | Domain Names System |
| DNSOP | - | Domain Names System Operation |

| | | |
|--------|---|---|
| DNSSEC | - | Domain Name System Security Extensions |
| DS | - | Delegation Signer |
| EFA | - | Exploratory Factor Analysis |
| ENUM | - | Electronic Number Mapping |
| EPP | - | Extensible Provisioning Protocol |
| EU | - | European Union |
| FR | - | French Republic |
| GA | - | General Availability |
| GDP | - | Gross Domestic Product |
| GNSO | - | Generic Names Supporting Organisation |
| gTLD | - | Generic Top Level Domain |
| IANA | - | Internet Assigned Number Authority |
| ICANN | - | Internet Corporation for Assigned Names and Numbers |
| ICT | - | Information Communication Technology |
| IDN | - | Internationalised Domain Name |
| IDT | - | Innovation Diffusion Theory |
| IETF | - | Internet Engineering Task Force |
| IGF | - | The Internet Governance Forum |
| IOT | - | Internet of Things |
| IP | - | Internet Protocol |
| IPv4 | - | Internet Protocol Version 4 |
| IPv6 | - | Internet Protocol Version 6 |
| IS | - | Information System |
| IT | - | Information Technology |
| KKMM | - | Ministry of Communication and Multimedia |

| | | |
|---------|---|---|
| KMO | - | Kaiser Meyer Olkin |
| MM | - | Motivational Model |
| MPCU | - | Model of PC Utilisation |
| NGN | - | Next Generation Networking |
| ngTLDs | - | New Generic Top Level Domains |
| NIC | - | Network Information Centre |
| NS | - | Name Server |
| nTLD | - | New Top Level Domain |
| OLS | - | Ordinary Least Squares |
| PCA | - | Principal Component Analysis |
| PICOC | - | Population, Intervention, Comparison, Outcomes, and Context |
| PLS | - | Partial Least Squares |
| PLS-SEM | - | Partial Least Squares Structural Equation Modeling |
| RFC | - | Request for Comments |
| RQ | - | Research Questions |
| RRs | - | Resource Records |
| SCT | - | Social Cognitive Theory |
| SEA | - | South East Asia |
| SEM | - | Structural Equation Modeling |
| SISSI | - | Scientific Information Social Science Institute |
| SLD | - | Second Level Domain |
| SLR | - | Systematic Literature Review |

| | | |
|-------|---|---|
| SOA | - | Start of Authority |
| SPSS | - | Statistical Package for Social Science |
| SNSs | - | Social Networking Services |
| sTLD | - | Sponsored Top Level Domain |
| TAM | - | Technology Acceptance Model |
| TAM2 | - | Extension of Technology Acceptance Model |
| TBA | - | Theory of Planned Behavior |
| TLD | - | Top Level Domain |
| TOL | - | Tolerance |
| TPB | - | Theory of Planned Behaviour |
| TRA | - | Theory of Reasoned Action |
| UDRP | - | The Uniform Domain Name Dispute Resolution Policy |
| UK | - | United Kingdom |
| UTAUT | - | Theory of Acceptance and Use of Technology |
| VIF | - | Variance Inflation Factor |

LIST OF SYMBOLS

| | | |
|-------------|---|--------------------------------|
| R^2 value | - | Coefficient of Determination |
| f^2 | - | Effect Size |
| β | - | Beta |
| q^2 | - | Effect of Predictive Relevance |
| Q^2 | - | Predictive Relevance |
| D | - | Distance |
| df | - | Degrees of Freedom |

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CHAPTER 1

INTRODUCTION

1.1 Research Overview

The Domain Name System (DNS) can be described as database's distributed set which exist globally in computers. A set of address numbers which locate the corresponding domain names is stored in DNS, which makes sending and receiving electronic messages and digital media possible, as well as access to information from any sources on the Internet via networks (Lennard G. Kruger, 2015). The DNS consists of two primary functions. Firstly, with the DNS, users would not have to memorise particular Internet Protocol (IP) address, as a method of utilizing services is provided. This protocol is primarily used for Internet surfing or in other words, 'web surfing'. Secondly, the DNS is brought closer to the infrastructure with the aid of the second function. From a technical point of view, it is important for any filtering function to be placed as close as possible to the consumer or the target (content) in order to ensure its efficiency and proportion.

There has been a significant increase of the application and commercial use of the Internet, particularly in the late 1990s. As of currently, in the marketing strategy implemented by many businesses for most online products or services, a cosmetically web page, with a good design will be created. Furthermore, the Internet has become an important medium for information and data collection and distribution, mainly among marketing analysts who aim for younger, economically independent, and more educated website visitors and product or service consumers. Advertising is described as the addition of further details on brands or products. Besides, with the increasing number of Internet users, a seamless mechanism for products to be marketed globally by certain business at both competitive and comparatively low price is provided in the Internet in the least, if not practical. However, the only aspect of business related to the economic activities conducted in the Internet is marketing (Sebastian Baum, 2004).

The Internet, rather than a single physical entity, it consists of a multitude of interconnected digital networks where over millions of computers and networks are connected globally. Therefore, the common definition of it is “network of networks”. Furthermore, for computers which have an Internet connection, identification is made on them by a unique Internet Protocol (IP) number. With IP designating its demographic location, sending and receiving messages, along with the use of information from other computers under the Internet’s coverage are possible. Moreover, as the creation of domain names aims to provide users with a simple place-name, they do not have to use lengthy lists of numbers (Lennard G. Kruger, 2015).

1.2 Background of the Study

The function of the Internet as a platform for online purchasing has transformed into one of the more acknowledged opportunities which emerge through e-commerce advent and its rapid rate of growth. Furthermore, it was reported by Nielsen (2014), a leading global measurement and information corporation, that online purchasing was done by over 875 million customers in 2008 for buying on the Internet. Besides, the highest percentage of online users was recorded in South Korea, with 99 percent of online customer rating. This was followed by the percentage of online purchasers in the UK, Germany, and Japan, with 97 percent of online customer rating. Due to the lively and young population in Southeast Asian (SEA) countries it is considered that a productive environment is present in its countries for the potential of e-commerce growth (Ericsson Mobility Report, 2014). Based on the report by 2014 Internet World Statistics, the Philippines, Vietnam, Thailand, Malaysia, Singapore, Indonesia, and the larger countries in SEA had a high potential for success in their e-commerce marketplaces for online purchases. This was due to the increasing use of online marketplaces in these countries. To illustrate this, the population which was involved in online purchasing in these countries was around 545 million in total. This amount owned 8 percent of overall population in the world.

With 20 million Internet users, Malaysia is currently ranked in the fourth place, which is after Indonesia, Vietnam and the Philippines. These countries are the SEA

countries with the highest number of Internet users. However, it is considered that the rate of growth for Malaysia's Internet usage is the most rapid in comparison to other SEA countries besides Singapore. Additionally, it was reported by The World Bank (2012) that the rate of usage and penetration of Internet in Vietnam, Malaysia, and Singapore has been increasingly rapid in comparison to the usage and penetration of Internet in the rest of the world. The overall number of subscribers of Internet who have been registered in Malaysia was 2.9 million. From this number, it increased from 3.5 million subscribers in 2005 to almost 5 million subscribers in 2006 (Statas, 2012). The prominence of this phenomenon is higher in retail businesses where the development of their online presence via community portals and websites owns a significant part of their investment in order to broaden their market both on the local and international levels. An example of retail business which implements this approach is Groupon Malaysia, a major online retail company which has undergone a major development since its online appearance in 2012. However, many organisations are still hesitant when it comes to the virtual world and coming out online in Malaysia (Nielsen, 2014).

When it comes to promotion through the Internet, particularly e-commerce, Malaysia's government is also playing an important role. For the enhancement in the use of e-commerce and Malaysia's competitiveness, initiatives are taken by the government so that the required environment, foundations, and infrastructure can be created and provided. This is done by drawing on the important regulatory, institutional, technical, and physical processes and systems in the effort of developing swifter electronic transactions and communications (Research and Markets, 2014). In addition, the introduction of strategies of decreasing the e-commerce costs for all parties which include banks, financial institutions, merchants, and consumers is taken into consideration by the government. In fact, Malaysian's Vision for 2020 is a national initiative where objectives and goals for developing Malaysia as an industrialised country for a long period of time are laid out. It is important to note that the plan promotion is performed via the 'way forward' strategy and the growth of technology-savvy workforce is focused on for their complete development as knowledgeable and mature society by 2020 (Kaliannan and Awang, 2008).

More developed countries, such as the United States, have been conducting most of e-commerce researches up until now. Most of the studies have associations with issues regarding online behaviours occurring in developing countries and the important approaches needed in order to change them (Peikari, 2010). However, online purchasing acquisition is still in its early stage if not preliminary in spite of Malaysia's high potential for high consumption of Internet (Shah *et al.*, 2014; Delafrooz *et al.*, 2011). Alam and Yasin (2010) highlight that attentive consideration is needed on the cyber landscape, along with the privacy and security aspects related to it, as well as online shopping websites authenticity especially for those countries which are on the early stages of online purchasing activities.

Additionally, domain names use and their relative significance on the global and economic level have the same importance in the virtual world context. Several current reports regarding the analysis conducted in this area are reviewed in this study. There are undeniably close relations between the more recent issues on domain names in the industry and the global development of domain names. This is due to the domain names being the vital component of connection to the content stored on the Internet and the naming conventions of services provided online. Furthermore, a large amount of security protocols and mechanisms, which are dependent on domain names for designation of distinct zones of assurance or authorization, has been created (Schlamp *et al.*, 2015). Besides, after the approval of domain name registrations and the five-day grace period passes, annual fee is paid for the annual renewal of the domain. It can also be said that the ownership of domain will remain intact if its annual fee is paid. However, deletion of hundreds of thousands of expired domains is performed daily (ICANN, 2012).

In order to respond to the concerns expressed by the community in regard to the abuse and excessive use of the five-day AGP (Add Grace Period), Internet Corporation for Assigned Names and Numbers (ICANN) provides solution to these concerns through implementation of two courses of action. Consequently, this results in the decrease of AGP deletions. The AGP refers to the five-day period after domain name's initial registration is performed. Currently, as a domain name is registered through a registrar, deletion of the name might occur during the first five calendar days

of registration (the AGP). At this point, full credit will be given to the registrar, which will be transferred to the registrant for the fee of registration to be paid at the registry (ICANN, 2009).

There was a total of 338 million domain names registered to the domain name market worldwide in December 2016, with the decline of growth in 2005. Interestingly, the effects of Chinese's multitude of waves of domain name filings on traditional generic namespaces are emphasized by an extraordinary event. Initially, observation was made on these mass filings during the end of 2015. This resulted in the enhancement of market development before the significant effect took place on the market. The effect was due to the non-renewal of numerous registered domain names which registration was for conjectural reasons (Verisign, 2016).

The overall registered domain names growth in 2016 was 7.1 percent. This amount was lower than the percentage recorded in 2015, which was 11.7 percent. After the potential improvement of several the registered top-level domains in 2015, Chinese domain names were significantly dependent on domains development due to the high amount of deletions occurring in late 2015. Africa and North America were two of the regions with the most prominent country-code top-level domains in 2016. It is possible to specify the new top-level domain market into several segments, where each has different profiles and purposes connecting to the generic top-level domain name. However, the usage of the new top-level domain is still low even though its overall usage rate is promising. There have been noticeable changes occurring on the market since 2014, where they have been connected to the intention of market participants for diversification of the source of their income and the pursuit of integration approaches in the value chain (AFNIC, 2016).

The .com domain remains as the market heavyweight with a total of 131 million domain names and 39 percent market share. However, there was an occurrence of the gradual erosion of its position, which was due to the loss of market share [points] occurring at end of 2014. Besides, the speed of the growth has considerably decreased from 6.4 percent to 3.7 percent. Meanwhile, as for country-code top-level domain names, although they displayed an outstanding performance in 2015, they did not show any growth in 2016. Additionally, it was apparent that the country code top-level

domain name achieved the same level of growth as in the 3rd quarter of 2015 during the 3rd quarter of 2016. However, it experienced a rapid drop in 2016 (Verisign, 2016). It is undeniable that during the period of high growth (e.g. the one occurring to the domain name market up until 2012), despite the fixed maintenance rate or retention rates, there is an increase in the overall volume of deletions in principle, along with the stock. Therefore, this results to the decrease of the issues faced by legacy Top-Level Domains (TLDs), which occur due to the unusual increase of their deletions, compared to the downturn in the newly created domain names momentum (Verisign, 2016).

Over 330.6 million domain names were registered at quarter one in 2017. This indicates the difficulty of it to determine a good domain name. However, the increase of domain name registrations was by 3.7 percent annually. In spite of this fact, the leading .com domain name extension was only used by approximately 38.8 percent of the overall domain names. There are 4.1 billion Internet users in the world as at December 2018. This is compared to 3.9 billion Internet users in mid-2018 and about 3.7 billion Internet users in late 2017. Asia has the most Internet users of all continents- accounting for 49 percent of all Internet users (down from about 50 percent in 2017 and up from about 48 percent mid 2018). Europe is a runner up with 16.8 percent of all Internet users. China has the most Internet users of all country. At over 802 million Internet users at the time of writing this, China currently accounts for almost 20 percent of Internet users worldwide. It is trailed by India, with over 500 million Internet users (Hosting Facts, 2019). Meanwhile, it was shown by the active .my domain name statistic from year 2008 to 2016 that there had been similarity and ordinariness in the domain names pattern every year. It is interesting to note that although there was an increase in the number of deletions for the .my domain name in 2010, the decrease of the amount of registrations occurred in 2016. The active domain name can be defined as the overall number of renewals, newly registered domain name, and domain name deletion.

As of now, according to Systematic Literature Review (SLR), the issue concerning the factors and models impacting the Malaysian domain name registration has not been investigated. However, based on SLR, review was conducted on the

factors and models of online services and e-commerce. E-commerce is part of digital economy of Malaysia to presents the importance of Malaysia's continued progress in building its digital and communication capabilities in order to respond strategically to the communications and multimedia sector's changing realities (Communications and Multimedia Blueprint, 2018–2025).

The Digital Economy is a fast-growing growth area with opportunity to impact the entire economy through application of digital technologies. Digital trends are reshaping firms and sectors throughout the broader economy, affecting both public and private sectors. The pervasive impact of digital disruption can be observed, for example, in the banking and insurance sector, where consumption preference has shifted from in-person transactions and advice to online interaction. The industrial goods sector is another area that has transitioned from local, dispersed operations to remote autonomous operations empowered by sensing and analytics technologies. Similarly, the retail sector has shifted from retail stores to virtual stores and from in-shop consulting to customer reviews (Communications and Multimedia Blueprint, 2018–2025). The digital economy in Malaysia is being spurred by the Information and Communications Technology (ICT) industry and the pervasive use of ICT by the vertical sectors in Malaysia. Adapting and maximising value from current and future waves of innovations will position Malaysia to capture the optimal benefit from communications and multimedia technologies (Communications and Multimedia Blueprint, 2018–2025). Actions to promote use of technology among businesses have been outlined in the National eCommerce Strategic Roadmap and include a focus on accelerating seller adoption of e-commerce and increasing use of eProcurement by business. Another target of Malaysia Gross Domestic Product (GDP) contribution from digital economy with relate e-commerce is 23 percent. (Communications and Multimedia Blueprint, 2018–2025). Subsequently, it was found that it is possible to utilize these factors and models to represent the domain name registration. The reasons of this are in accordance to the common e-commerce characteristics as follows:

- Online Service

Like online access to the Internet, application services, cloud storage services, and search engines, information service is what is offered by companies over the Internet.

The service provided to domain name customers online is the same as domain name registration. Nowadays, online services and products purchasing, and selling are now a part of everyone's daily lives worldwide.

- Online Purchasing

Online purchasing service is known as online transaction, which takes place amongst customers who are willing for transactions (Pavlou, 2003). E-commerce is described as the services or products selling and purchasing process online. Registration of domain name and online purchasing services are the examples of the selling and purchasing of services or products online.

- Online Chats

Real-time transmission of messages between the sender and recipient occurs in online chats. It is remarkably known in domain name registration and e-commerce online services, as it serves to aid online customers.

- After Sale Service

After sale service takes place after a certain product or service is purchased. It serves to aid customers in using the purchased services or products and gain their loyalty Gaiardelli *et al.*, (2007). Meanwhile, Rigopoulou *et al.*, (2008) state that after sales services are frequently described as “product support activities”, which refers to all activities which reinforce the product-centric transaction. This is provided by domain name registration service, e-commerce, and other online services. Apart from that, Loomba (1998) highlights that the main purpose of the after-sales is to maintain customer's satisfaction through the sense of security, confidence, and credibility provided by the organization. It also aims for long-lasting relationships which result to the increased potential for maintained results.

- **Online Searching**

Online searching is the interactive seeking and retrieval of requested information from online databases through a computer. In the perspective of Internet users, it is shown by surveys that search engines are the methods of the highest importance utilized by e-commerce sites. Furthermore, with domain name registration, customers can look up information on the registration website for domain names.

It is possible that the recent issues concerning the drop of domain names registration numbers in Malaysia is closely connected to the development of communication technologies and social media. These are the two easily accessible sources where alternatives are available for Internet users. Meanwhile, the effort of improving e-commerce and strengthening Malaysia's competitiveness is cultivated by Malaysia's government. This effort can be seen from how the government creates and provides the required environment, foundation, and infrastructure. However, no investigation has been conducted for now due to the influences posed by the factors and models of Malaysian domain name registration. Therefore, investigating concerning the factors affecting .my domain name registration is important.

1.3 Problem Statement

Domain names distinguish a connected website from millions of other accessible websites and are a potential source of economic value for the country. In anticipation of the emerging communications and digital trend, the Ministry of Communications and Multimedia Malaysia needs to be agile in order to respond proactively to the implications of disruptive innovations. The importance of Malaysia's continued progress in building its digital and communication capabilities in order to respond strategically to the communications and multimedia sector's changing realities. Domain names service is very important a part of digital technology and an increase of domain name for Malaysia domain name registration still lowest if compare with percentage estimation Malaysia population and across all at Top Level Domains around world and still less than with users from Malaysia access social

network. At the end of 2017, the volume of registered .my domain names showed a significant decrease. At the same time, the expired domain names were not renewed. The proliferation of digital technologies across economic activity presents opportunities to transform productivity and increase economic output. Economic agents with limited access to technology resources fall behind in adapting to new technologies and limit economic development consequently.

As Malaysia moves to become a developed economy, it needs to position itself not only to adapt, but also to innovate in technology in order to sustain economic growth. The decline in the number of domain name registrations subsequently brought serious concern for Ministry of Communication and Multimedia Malaysia (Kementerian Komunikasi Dan Multimedia Malaysia (KKMM)) in proposing a mechanism of how to maintain and attract customers. The domain names registration also the part of to sustain economic growth and part of digital economy with category in e-commerce service. As for now, based on SLR, no research has been conducted concerning the factors which influence the registration of .my domain name. Therefore, this study aims to investigate the factors which influence domain name registration, and to evaluate the relationship and impact of these identified factors on domain name registrations.

1.4 Research Questions

To investigate .my domain name registration, the research conducted in this study aims to answer the following questions:

- i. What are the factors that influence the domain name system registration model in Malaysia?
- ii. What is the suitable research model that represent the influences of domain name system registration in Malaysia?
- iii. How to evaluate the proposed research model?

1.5 Objectives

The objectives of this study are:

- i. To identify the factors that influence the domain name system registration model in Malaysia.
- ii. To propose a research model that represent the influences of the domain name system registration model in Malaysia.
- iii. To evaluate the proposed research model.

1.6 Significance of the Study

This study is significant in many ways, as it provides a positive contribution in this field. The main contribution is that it proposes a model identifying the key factors which may influence the registration model of domain names. It is undeniable that there have been many previous studies conducted, which have reviewed the theories and models for domain names, including factors such as the perceived ease of use and quality of service. Accordingly, there are also many dimensions in this area which have been identified. This includes security, reliability, responsiveness and price; social influence; facilitating conditions; trust; attitude towards the domain name; intentional use of the domain name, and actual usage of the domain name service. Secondly, the introduction of the perceived trust as a mediator for the relationship between system quality dimensions, such as reliability, responsiveness and price, and attitude towards use is made. Thirdly, this study particularly examines the effects of the identified dimensions of service quality, namely reliability, responsiveness and price with trust. Fourth, the effects of the identified dimensions of service quality namely reliability, responsiveness and price with attitude are examined in this study. The knowledge and insight obtained from this study will play a significant role for domain name management agencies and providers. Furthermore, this will facilitate the understanding on user's concerns regarding domain name functions and the ability to effectively manage these functions. Moreover, the findings in this study can be used

by domain name organisations in their strategies towards enhancing the integration of domain name operations, processes, and procedures.

1.7 Scope of the Study

The scope of this study is focused towards developing a model to address the factors that influence the domain name system registration model in Malaysia. The scope of the study also involves distribution of questionnaire to the respondents who are the customers of the .my domain name system and involved directly in dealing with .my domain names in Malaysia. Notably, this study focusses on Malaysia domain name customers by sampling the entities and was conducted from the customer perspective, and the target population were the customers of the domain name system (.my) in Malaysia. The study data analyzed using Exploratory Factor Analysis on Statistical Package for Social Science (SPSS) and Partial Least Squares-Structural Equation Modeling (PLS-SEM) using SmartPLS to find the factors, the relationships between the factors, and to confirm the model of factors influence the domain name system registration model in Malaysia. In data analysis, three main steps were conducted, including data screening, measurement model analysis and structural model analysis. After testing and validating the research model, a final model for the intention and actual use of domain name system registration model in Malaysia was developed.

1.8 Organisation of the Thesis

The thesis comprises of six chapters. Chapter 1 provides a brief introduction to the study area, describing the principal issues motivating the research, including background to the study, the problem statement, research questions, research objectives, significance of the study, and scope of the research. Chapter 2 presents a review of the relevant literature, beginning with the definition of key concepts, including the domain name system, business to customer and intention to use. It is then

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