

**A project completed as part of the requirements for the
BA (Hons) LOGISTICS MANAGEMENT**

**CONTRIBUTING FACTORS OF TRANSPORTATION EFFICIENCY ON ICT APPLICATION
ADOPTION IN MALAYSIAN FREIGHT TRANSPORTATION**

**by
GUEK KIA WEE**

APRIL, 2012

ABSTRACT

ICT application has always been playing a major role in many industries. In logistics-freight transportation industry, several applications have been design to aid the industries or companies. Thus, in this project, we would like to find out how contributing factor of transportation efficiency can have an impact on the ICT application adoption. A questionnaire has been developed and distributes to 30 respondents whose company are involving in freight transportation. With the aid of SPSS program (Statistical Program for Social Science), results and calculation shows that the contributing factors of transportation efficiency has a significant impact on the adoption of ICT application.

Keywords: ICT Application, Transportation Efficiency, Freight Transportation, RFID & Barcode System, TMS, GPS, FFM, FFA and SCE