

UNIVERSITI TEKNOLOGI MARA

**TECHNOLOGY READINESS LEVEL OF HOMESTAY
OPERATOR IN KEDAH**

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Dissertation submitted in partial fulfillment of the requirements
for the degree of
Master of Science (Information Technology)

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Author's Declaration

I declare that the work in this dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledged as referenced work. This dissertation has not been submitted to any other academic institution or non-academic institution for any other degree or qualification.

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ABSTRACT

Nowadays, world economic growth depends increasingly on information and communications technology. Business players see the Internet as a revolutionary technology that will change the way business, trade, medicine, science, communications, and government is conducted. My research is about Technology Readiness Level of Homestay Operator in Kedah. The homestay operator is one of the business player should get involve and align with current technology development in their business activity. This research was conducted to achieve three objectives. The first objective is to measure technology readiness level of homestay operator in Kedah. Second, to identify the environment factor that influence respondents' readiness level. Third, identify the association between homestay operators' perception and technology readiness level. The methods used to analyze a data are reliability analysis, frequency distribution, empirical investigation, simple linear regression, multiple linear and regression analysis method in order to achieve the three objectives. The finding shows that the technology readiness level of homestay operator in Kedah is 2.69 (on a 5 point scale) such a TRI score is well below that of a developed economy country such as the USA, whose score is 2.88. This could imply that consumers are not as ready to adopt technology. Second, the environment factors that give high impact to technology readiness index are gender, age and internet subscription. Lastly, the finding also shows that there is positive association between perception and technology readiness index where perception give impact to readiness level.

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