



اَللّٰهُمَّ صَلِّ وَسَلِّمْ عَلٰى سَيِّدِنَا مُحَمَّدٍ
UNIVERSITI
TEKNOLOGI
MARA

TERENGGANU

**FACTORS INFLUENCING TECHNOLOGY ADOPTION AMONG
SMALL-MEDIUM SIZED HOTELS IN MALAYSIA**

By

**NURUL NATASHA AINA BINTI AZLAN
2019720191
NURYN AINUL HAZIQAH BINTI OTHMAN
2019719827**

**BACHELOR OF SCIENCE (HONS) HOTEL MANAGEMENT
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Abstract

This undergraduate project on the factors influencing technology adoption among small-medium sized hotels in Malaysia. Most of the business in Malaysia has improved with the existence of the internet and become a necessity these days. Thus, the small-medium sized hotel in Malaysia is chosen to be on this project. This research aims to investigate the organizational factors that influence small-medium hotels to adopt technology in the hotel. The organizational factors are on the size and volume of business, financial capability and competent staff in ICT. The significant of the study is based on the academic and industry perspective. Both perspectives are important as an academician to prepare more graduates that have skills and knowledge on the ICT and the industry players to enhance their business in adopting. the technology especially at small-medium sized hotels in Malaysia. The research definition key term that will be used in the research paper for others to understand. The literature review on the research is review on the digital business and the technology adoption based on the organization factors. The research adopted secondary data for argumentative research methods which data collected, organized and analysed from the past research. As the last chapter of this research, the researcher discusses the finding from the past research. In the last chapter, the researcher highlighted the findings on the organizational factor's effects on the adoption of technology in hotels and suggestions on the future study on the topic.

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