



اوپنرسیتی تیکنولوژی مارا
UNIVERSITI
TEKNOLOGI
MARA

**IDENTIFYING FACTOR OF E-BUSINESS ADOPTION BY
HOMESTAY OPERATORS IN KUCHING SARAWAK**

REBECCA ANAK DIAN

2012803114

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Name of Student : Rebecca Anak Dian

Registration Matric No : 2012803114


Name of Degree : Bachelor of Business Administration (HONS) Marketing

Title of Research Project : Identifying Factor Of E-Business Adoption By Homestay Operator

Field of Study : Marketing

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Student's Signature
REBECCA ANAK DIAN

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Date:

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Advisor's Signature

Name : Dr. Jati Kusuma.

Designation : Senior Lecturer

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ABSTRACT

The purpose of this study is to describe the factors of e-business adoption by homes-stay operators in Kuching Sarawak. Homestay is known as a private home that tourist need to pay as they stayed as their own house and they can interact with community as well. Homestay is one of tourism product and a programme that conducted by tourism ministry that contributes in country income. Entrepreneurs in Malaysia nowadays joining this programme as it can be a second job for them to get extra income. Entrepreneur practices e-business in their business management. E-business is the administration of conducting business via internet. This would include the buying and selling of goods and services, along with providing technical or customer support through the internet (Vangei, 2015). However, not all entrepreneurs know how to take advantages from e-business. E-business still not fully utilized among homestay operators. This research involves 10 homestay operators as respondents by using semi-structured interview to get the result. All respondents need to be qualifying with participant's background. The data then analyse, and the results were recorded. The results show that some of homestay operators are not fully utilized e-business. The result also shows the factors of e-business adoption by homestay entrepreneurs. There are four factors that influence entrepreneurs to apply e-business. The four factors are the gaps of age homestay operators on their communication style, the knowledge and experience of homestay operators, homestay operators about e-business awareness, and business location about their internet accessibility.

Keyword: Homestay, Entrepreneurs, Kuching, E-business

TABLE OF CONTENTS

Page	
Abstract	iv
Acknowledgements	v
Table of Contents	vi
CHAPTER 1: INTRODUCTION	1
1.1 Introduction	2
1.2 The Background of the Study	3
1.3 Problem Statement	4
1.4 Research Questions	4
1.5 Research Objectives	5
1.6 Scope of Study	5
1.7 Significance of the Study	6
1.8 Limitation and Constraints of the Study	6
1.9 Definition of term	
CHAPTER 2: LITERATURE REVIEW	8
2.1 Introduction	8
2.2 Homestay Business in Malaysia and Sarawak	10
2.3 Adoption of E-business in SME	12
2.4 Factors Of E-Business Adoption Among Entrepreneurs	12
2.4.1 Technological Factors	12
2.4.1.1 Perceived Relative Advantages	13
2.4.1.2 Perceived Compatibility	14
2.4.1.3 Perceived Complexity	14
2.4.1.4 Growth of the Internet	15
2.4.2 Organizational factor	16
2.4.2.1 Size of Firm	16
2.4.2.2 Organizational Readiness	17
2.4.2.3 Top Management Support	19
2.5 Theory Use in Business Innovation	
CHAPTER 3: RESEARCH METHODOLOGY	20
3.1 Introduction	20
3.2 Research Design	20
3.3 Method	20
3.4 Population	21
3.5 Sampling Method	21
3.6 Research Instruments	22
3.6.1 Informant Sample Recruitment	23
3.6.2 Characteristics of Informants	23
3.6.3 Interview Format	25
3.6.4 Informants' Debriefing	26
3.6.5 Pilot Testing Of the Interview Protocol	26
3.7 Data Collection	27
3.8 Data Analysis	27

CHAPTER 1

INTRODUCTION

1.1 Introduction

This study is about the e-business adoption among homestay entrepreneurs in Sarawak where the focus will be on Kuching area. This first chapter will covers the introduction of the study, background of the study, research problem, and specifies its research question objective. This will be followed by the scope, significance, limitation, research terminologies and outlines of research report.

In this century many entrepreneur adopted e-business in their business management. E-business practices help much in business world. E-business is the way to improve existing business practices. Lee and Kalakota, (2001) mentioned that e-business is a 'disruptive' innovation that is radically changing the traditional way of doing business. According to Straub and Watson, (2001) it enables entrepreneurs to perform any electronics transactions along with value chain activities. A study done by Oliver and Weber (1982), in early 1980s have discussed a potential of E-business adoption to give many benefits in internal business functions of purchasing, manufacturing, sales and distributions. This paper will discuss about the factor of e-business adoption among Homestay entrepreneurs.