KOPITIAM OWNER'S PERCEPTIONS TOWARDS INFORMATION TECHNOLOGY ADOPTION

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Proposed Executive Summary

Technology, particularly information technology (IT), is becoming an important strategic asset for hospitality organizations such as restaurant industry to improve their organizational performance and strategic competitiveness. In general, restaurant service processes such as making reservations and ordering require waiters to record customer orders manually by using paper and pen and then transmit the order to the kitchen for preparation. Even though this procedure is very simple, it may significantly increase the workload of waiters and even cause errors in meal ordering especially during peak hour. By looking at these practices, using advance IT to improve service quality has received much attention in recent years. Therefore, the owner of the restaurants began to realize that in attempt to be competitive and improve customer satisfaction, the successful implementation of IT has undoubtedly emerged as a method maintaining the organizational performance and profitability. However, the interest to probe restaurant employee individual perceptions towards IT adoption is limited. In line with this notion the purpose of this study is to determine the restaurant employee individual perceptions towards adoption of IT. In addition, this study seeks to find out what type of IT that used in *kopitiam.* In obtaining the information of the topic of interest, quantitative approach through questionnaire survey with restaurant employee will be undertaken. Sample populations of this study will be among employees who work in 'kopitiam' in the Penang state that have adopted information technology. The study revealed that majority of the employee's perceives that IT adoption in their 'kopitiam' operation has made them easier and convenience.

Enhanced Executive Summary

Information technology (IT) applications in the foodservice industry have largely been devoted to making reservations and ordering require waiters to record customer orders manually by using paper and pen and then transmit the order to the kitchen for preparation. The development of point-of-sale technology that allows restaurants to capture reams of data on their customers' spending habits has created record keeping systems. IT was used not merely to replace the existmg paper system but also to improve customer services and to enhance operational effectiveness. Hence, many foodservice companies are also looking for easier ways to streamline system and facilitate corporate communications and data sharing. In light of this, the owner of the restaurants began to realize that in attempt to be competitive and improve customer satisfaction, the successful implementation of IT has undoubtedly emerged as a method maintaining the organizational performance and profitability. However, the interest to probe restaurant owner's perceptions towards IT adoption is limited. In line with this notion the purpose of this study is to determine the kopitam's individual perceptions towards adoption of IT. In addition, this study seeks to find out what type of IT that used in *kopitiam*. Quantitative approach was employed based on a survey through a questionnaire that applies of 152 kopitiam were involved through a systematic random sampling sampling from population of 382 kopitiam in Penang state that have adopted information technology. The study does offer useful insights for restaurateurs to realistically analyse the potential benefits of IT application to their business. This paper revealed that majority of the owner's perceives that IT adoption in their 'kopitiam' operation has made them easier and convenience.