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اَوْبُوْرُ سِيْتِي تِي كِنُوْلُو كِي مَارَا  
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**E-BUSINESS ADOPTION AMONG HOMESTAY IN  
KUCHING**

**FARAH IZZATI BINTI SEBI**

**2012203634**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS)**

**(MARKETING)**

**FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA**

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## DECLARATION OF ORIGINAL WORK




**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS (MARKETING)  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA**

I am FARAH IZZATI BINTI SEBI

Matrix No.: 2012321333

Hereby declare that:

- The work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This Project Paper is the result of my independent work and investigations, except where otherwise stated.
- Other sources and extracts are acknowledged by footnotes, giving explicit references and a bibliography is appended.

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## TABLE OF CONTENTS

<b>LIST OF CONTENTS</b>	<b>PAGE</b>
Declaration of original work	i
Letter of submission	ii
Acknowledgement	iii
Table of content	iv
List of table	vii
List of figure	vii
Abstract	viii
<b>DESCRIPTIVE</b>	<b>PAGE</b>
<b>CHAPTER 1: INTRODUCTION</b>	
1.0 Introduction to the chapter	1
1.1 Introduction	1
1.2 Background of study	3
1.3 Research problem	4
1.4 Research question	5
1.5 Research objective	5
1.6 Scope of study	6
1.7 Limitation of study	6
1.8 Significant of study	7
1.9 Definition of term	7
<b>CHAPTER TWO: LITERATURE REVIEW</b>	
2.0 Introduction to the chapter	9
2.1 Homestay industry in Malaysia	9
2.2 E-business in small SME's	10

## ABSTRACT

The purpose of this study is to describe the factors that influencing the E-Business adoption among Homestay in Kuching, Sarawak. Homestay is known as a place to stay for a holiday or other period abroad spent staying in the home of a local family or it can be a private house offering accommodation to paying guests. A study made by Allisson mention that there are now many studies on the adoption and uses of E-business by large companies, fewer studies have been undertaken on the adoption and use of E-business in specific context of small and medium sized entrepreneurs. Thus, the study about the E-Business adoption among homestay in Kuching is important to know how it would influence the success of that business. By reviewing previous journal and article, the factors that are contributed to E-Business adoption are technological, organizational and environmental. A survey was conducted by distributing 150 of homestay within Kuching city. Multiple regression and correlation analysis were used to discover the factors between independent and dependent variable. In the end of study found that Organizational is the most significant factors that influence E-Business adoption among homestay in Kuching.

Keyword: Technological, Organizational, Environmental, Homestay, Kuching, E-Business

# CHAPTER 1

## INTRODUCTION

### 1.0 Introduction to the chapter

This study is about the E-business Adoption among Homestay in Kuching, Sarawak where the focus will be on homestay at Kuching area. This first chapter of the study presents the introduction of the study, background of the study, research problem, and specifies its research question research objective. This will be followed by the scope, limitation and significance of study.

### 1.1 Introduction

The number of people using the Internet is growing exponentially world over. There were 20 million users four years ago, and the figure today is estimated at 150 million. The Internet has become an enormously popular marketing paradigm that facilitates anything consumers want to shop for or buy on the Web, cutting out the middlemen of distributors, retailers, travel agents, and stores.

According to data from the Organization for Economic Cooperation and Development (OECD), on average, 96% of its sample firms in selected countries used the Internet and 69% had their own websites in 2011 [OECD 2012a]. Additionally, an increasingly high percentage of individuals is using the Internet for communicating, shopping, learning, social networking, banking, and many other functions [OECD 2012b]. As companies launch electronic business projects, many are tossing out conventional thinking about the need for a return on investment and focusing on how their initiatives advance their overall business strategy-whether to improve customer satisfaction, increase brand awareness, or open new sales channels (Damanpour, 2001).