

**FACTORS INFLUENCING THE ADOPTION OF WEB-BASED
INFORMATION SYSTEMS: A CASE STUDY AT LADA IN
LANGKAWI, KEDAH**

**A Thesis submitted to the College of Business
In partial fulfillment of the requirement for the degree
Master of Science (Management)
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By

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KOLEJ PERNIAGAAN
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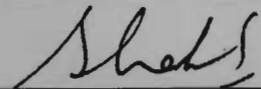
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ABSTRACT

The importance of information and efficient information system in the tourism industry is steadily increasing due to the evolution of new technologies and high-capacity storage media but also because growing market dynamics raise information needs. An Adopted Fully-Integrated Web-based Information System (AFIWIS) can be of particular importance as it supports tourism organizations in collecting, storing, processing, and disseminating information and in the decision-making process by providing forecasts and decision models. This paper has studied the importance of adopting a fully integrated web-based system for tourism sector in the scope of LADA.

The results have indicated that all the variables (IS utilization, cost saving and productivity enhancement, and functional flexibility) are significant with the adopting a fully integrated web-based system. Thus, with such facility, harmonization of electronic markets in the tourism sector in Langkawi will be been reached.

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TABLE OF CONTENTS

PERMISSION TO USE	iii
ABSTRACT	iv
ACKNOWLEDGEMENT	v
TABLE OF CONTENTS	vi
LIST OF TABLES	xiii
LIST OF FIGURES	ix
CHAPTER 1: INTRODUCTION	
1.0 Introduction	1
1.1 Background of the study	2
1.1 Overview of Langkawi Tourism	3
1.2 Problem Statement	4
1.3 Research Objectives	5
1.4 Research Questions	5
1.5 Significance of the study	6
1.6 Thesis Organization	7
1.7 Conclusion	7
CHAPTER 2: LITERATURE REVIEWS	
2.0 Introduction	8
2.1 The benefits of the web based information system (Internet) as marketing tools – generalized concepts	9
2.2 The impact of e-commerce on tourism and travel services	11
2.3 The advantages of applying Web based information system in tourism sector	16
2.4 Information Use/ System Important	20
2.5 IS Utilization in the Tourism Sector	21
2.5.1 Declarative Knowledge: Decision Basis in Tourism Planning	22
2.5.2 Procedural Knowledge – Decision Basis in Tourism Planning	23
2.5.3 The Transmission of IS by Tourism Firms in the Internet	24
2.5.4 Tourism Information System	24
2.5.5 Conditions for the Use of the System	26
2.5.6 The Tourism Information System Database	26
2.6 Cost Savings and Productivity Enhancement in the Tourism Sector	26
2.7 Functional Flexibility through the Adoption of Fully Integrated Web Based Information System in the Tourism Sector	28
2.8 Theoretical Framework	31

2.9	Hypothesis Development	32
2.10	Summary of the Chapter	32

CHAPTER 3: RESEARCH METHODOLOGY

3.0	Introduction	33
3.1	Research Design	33
3.2	Sample Design	34
3.3	Data Collection and Analysis Techniques	35
3.4	Summary of the chapter	36

CHAPTER 4: DATA ANALYSIS AND FINDINGS

4.0	Introduction	37
4.1	Descriptive Analysis	37
	4.1.1 Respondents/ Company Profile	37
	4.1.2 Responses on Integrated web based tourism services adoption	41
	4.1.3 Responses on benefits provided by the adoption of web based tourism services	42
	4.1.4 Responses on Flexibility of internet based systems	43
4.2	Reliability (alpha Scores) Mean and Standard Deviations of independent and dependent variables	44
4.3	Correlations Statistics	47
4.4	Result of Hypothesis Testing	48
	4.4.1 Result of First Hypothesis	49
	4.4.2 Result of Second Hypothesis	50
	4.4.3 Result of Third Hypothesis	52
	4.4.4 Result of fourth Hypothesis	54
4.5	Summary of the Chapter	57

CHAPTER 5: DISCUSSIONS AND CONCLUSIONS

5.0	Introduction	58
5.1	Discussion	58
5.2	Conclusion	59
5.3	Limitations	60

REFERENCES

APPENDIX 1 : QUESTIONNAIRE

APPENDIX 2 : STATISTICAL DATA PROCESS

LIST OF TABLES

Table 1	Company Core Business.....	37
Table 2	Respondents Position in the Company.....	38
Table 3	Company Internet connection & Software Application.....	39
Table 4	Company official website with integrated facility for the customer.....	39
Table 5	Company web based information system can enhance the business market.....	40
Table 6	Company goes online for promotion and advertising.....	40
Table 7	Integrated web based tourism services adoption.....	41
Table 8	Benefits provided by the adoption of web based tourism services.....	42
Table 9	Flexibility of internet based systems.....	43
Table 10	Reliability test and Value of Alpha.....	44
Table 11	Reliability test and Value of Alpha.....	45
Table 12	Reliability test and Value of Alpha.....	46
Table 13	Relationship among the variables.....	47
Table 14	Simple Regression analysis for H01 IS Utilization –Adoption of FIWIS.....	50
Table 15	Simple Regression analysis for H02-Cost savings and productivity enhancement - Adoption of FIWIS.....	51
Table 16	Simple Regression analysis for H03 functional flexibility-Adoption of FIWIS.....	53
Table 17	Multiple regression Analysis for H4.....	56

LIST OF FIGURES

Figure 1 Framework of the Study

31

CHAPTER ONE

INTRODUCTION OF THE STUDY

1.0 Introduction

Economic growth and current technology development becoming the local business market more competitive in all industries including the tourism industry. The introduction of information technology (IT) in an organization is usually viewed as a positive step towards enhancing the organization's business processes. However, successful implementation of Information Technology and systems must consider the acceptance of managers, employees, end-users, and customers. While many different industries undergo IT changes due to the globalization of capital markets, technological innovations, social and political changes and increasing demands from customers.

The information revolution is changing the nature of business and is creating competitive advantages for those who appreciate its effect (Porter & Millar, 1985). The rapid changes in the business environment are resulting in historical information becoming obsolete and irrelevant. Therefore, the supports constantly need to promote and upgrade all industries to provide a strong and competitive industry to our economy. Enhancement of technical capabilities technology among small, medium and large business are often and effective way to enhance their overall performance and competitiveness (Foong, 1999).

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