

**PENGARUH FAKTOR TEKNOLOGI TERHADAP HUBUNGAN
ANTARA FAKTOR ORGANISASI DENGAN PENERIMAAN
MEDIA SOSIAL DALAM PEMASARAN PENGINAPAN BAJET**

NORAIHAN BINTI MOHAMAD

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Kebenaran Mengguna

Dalam menyerahkan tesis ini bagi memenuhi syarat sepenuhnya untuk ijazah lanjutan Universiti Utara Malaysia, saya bersetuju bahawa perpustakaan universiti boleh secara bebas membenarkan sesiapa sahaja untuk memeriksa. Saya juga bersetuju bahawa penyelia saya atau jika ketiadaannya, Dekan Sekolah Siswazah, diberi kebenaran untuk membuat sesalinan tesis ini dalam sebarang bentuk, sama ada keseluruhannya atau sebahagiannya bagi tujuan kesarjanaan. Adalah dimaklumkan bahawa sebarang penyalinan atau penerbitan atau kegunaan tesis ini sama ada sepenuhnya atau sebahagian daripadanya bagi tujuan kewangan, tidak dibenarkan kecuali setelah mendapat kebenaran bertulis daripada saya. Juga dimaklumkan bahawa pengiktirafan harus diberi kepada saya dan Universiti Utara Malaysia dalam sebarang kegunaan kesarjanaan terhadap sebarang petikan daripada tesis saya.

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Dekan Awang Had Salleh Graduate School of Arts and Sciences
UUM College of Arts and Sciences
Universiti Utara Malaysia
06010 UUM Sintok

Abstrak

Media sosial telah diterima sebagai medium pemasaran baharu bagi kelangsungan pelbagai industri di Malaysia, terutamanya dalam penginapan bajet. Namun, penerimaannya dalam kalangan perniagaan kecil dan sederhana dalam industri pelancongan masih berada pada tahap awal. Kajian lepas menunjukkan bahawa faktor dalaman organisasi dan faktor luaran organisasi menentukan kejayaan pemasaran penginapan bajet namun faktor teknologi kurang diberi penekanan. Sehubungan itu, kajian ini dilakukan untuk mengenal pasti pengaruh faktor dalaman dan luaran organisasi, serta faktor teknologi terhadap penerimaan media sosial dalam pemasaran penginapan bajet. Kerangka teoritikal kajian ini dibina berdasarkan gabungan Model Penerimaan Teknologi (TAM) dan Teori Difusi Inovasi (IDT). Kaedah yang digunakan dalam kajian ini ialah tinjauan keratan rentas yang melibatkan pengusaha penginapan bajet di negeri Kedah, Perlis dan Pulau Pinang. Sebanyak 112 responden telah diperolehi dan data dianalisis dengan menggunakan teknik multivariat Pemodelan Persamaan Struktur. Analisis Laluan menunjukkan varians yang besar dalam penerimaan media sosial dalam pemasaran penginapan bajet disumbangkan oleh faktor dalaman organisasi, faktor luaran organisasi dan faktor teknologi iaitu sebanyak 71.6 peratus. Dapatan kajian juga menunjukkan faktor luaran organisasi dan faktor teknologi memberi pengaruh langsung yang signifikan terhadap penerimaan media sosial. Faktor teknologi juga didapati signifikan sebagai faktor perantaraan dalam hubungan antara faktor organisasi dengan penerimaan media sosial. Kajian ini menyumbang kepada pengaplikasian teori TAM dan IDT dalam konteks penerimaan media sosial untuk pemasaran penginapan bajet, serta menjadi panduan kepada pengusaha sebagai strategi pemasaran baharu dalam sektor pelancongan masa kini.

Kata kunci: Penerimaan media sosial, Model Penerimaan Teknologi, Teori Difusi Inovasi, Pemasaran penginapan bajet.

Abstract

Social media has been accepted as a new marketing medium for survival of various industries in Malaysia, especially in budget accommodation. However, its adoption among small and medium enterprises in the tourism industry is still at the initial stage. Previous studies showed that organization's internal and external factors determine the success of budget accommodation marketing, yet technological factor was less emphasized. Accordingly, this study was conducted to identify the influence of the organization's internal and external factors, and the technological factor on the adoption of social media in the budget accommodation marketing. The theoretical framework of this study was developed by combining the Technology Acceptance Model (TAM) and Innovation Diffusion Theory (IDT). The method used in this study was cross-sectional survey involving budget accommodation operators in Kedah, Perlis and Penang. A total of 112 respondents answered the questionnaires and the data were analyzed by using multivariate techniques of Structural Equation Modeling. Path Analysis showed that a large variance in the adoption of social media in the budget accommodation marketing was contributed by the organization's internal factor, external factor and technological factor by 71.6 percent. The findings also revealed that organization's external factor and technological factor have significant direct influences towards the social media adoption. Technological factor was also found to be significantly mediating the relationship between organization factors and social media adoption. This study contributes to the application of TAM and IDT in the context of adoption of social media for budget accommodation marketing, as well as a guide to the operators as a new marketing strategy in the current tourism sector.

Keywords: Social media adoption, Technology Acceptance Model, Diffusion Innovation Theory, Budget accommodation marketing.

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Senarai Singkatan

ICT	Teknologi Maklumat dan Komunikasi (<i>Information Communication and Technology</i>)
SME	Perniagaan Kecil dan Sederhana (<i>Small Medium Enterprise</i>)
TAM	Model Penerimaan Teknologi (<i>Technology Acceptance Model</i>)
IDT	Teori Difusi Inovasi (<i>Innovation Diffusion Theory</i>)
SEM	Pemodelan Persamaan Struktur (<i>Structural Equation Modeling</i>)
PLS	<i>Partial Least Squares</i>
NGO	Badan bukan kerajaan (<i>Non Government Organization</i>)
WTO	<i>World Tourism Organization</i>
KDNK	Keluaran Dalam Negara Kasar
NKRA	Bidang Keberhasilan Utama Negara (<i>National Key Result Areas</i>)
PEMANDU	Unit Pengurusan Prestasi dan Pelaksanaan
GTP	Program Transformasi Kerajaan (<i>Government Transformation Programme</i>)
MAHO	Persatuan Pemilik Hotel Malaysia (<i>Malaysia Association Hotel Owners</i>)
WOM	<i>Word-of-Mouth</i>
OSN	Rangkaian sosial dalam talian (<i>Online Social Network</i>)
CRS	Sistem Tempahan Berkomputer (<i>Computer Reservations System</i>)
GDS	Sistem Pengedaran Global (<i>Global Distribution System</i>)
eWOM	<i>Electronic Word of Mouth</i>
DM	Digital Malaysia
MSC	Koridor Raya Multimedia (<i>Multimedia Super Coridor</i>)
MMS	Khidmat pesanan multimedia (<i>Multimedia Messaging Service</i>)
SKMM	Suruhanjaya Komunikasi dan Multimedia Malaysia
AVE	Purata varians terekstrak (<i>Average Varians Extracted</i>)
CR	Kebolehpercayaan komposit (<i>Composite Reliability</i>)
FD	Faktor Dalaman Organisasi
FL	Faktor Luaran Organisasi

FT	Faktor Teknologi
PMS	Penerimaan Media Sosial
CI	Sela keyakinan (<i>Confidence Interval</i>)
SE	<i>Standard Error</i>
IT	Teknologi Maklumat (<i>Information Technology</i>)
IS	Sistem Maklumat (<i>Information System</i>)

BAB SATU

Pengenalan

1.1 Pendahuluan

Bab ini akan membincangkan berkenaan latar belakang kajian, permasalahan kajian, persoalan kajian, objektif kajian, kepentingan kajian dan skop kajian.

1.2 Latar belakang Kajian

Pembangunan teknologi maklumat dan komunikasi (ICT) pada hari ini telah membawa Internet melalui proses transformasi dalam memasuki fasa baharu (O'Reilly, 2005). Pada peringkat awal kemunculannya, Internet telah menarik minat ramai orang untuk tujuan pencarian maklumat secara mudah dan pantas, walaupun pada masa itu ia hanya mampu menawarkan aliran komunikasi sehalu (Gunelius, 2011). Penggunaan Internet terus meningkat seiring dengan proses transformasi yang menggerakkannya daripada medium pelayaran kepada medium transaksi yang membolehkan penggunaannya melakukan pelbagai aktiviti secara dalam talian (Gunelius, 2011). Kini, Internet bukan sahaja berperanan untuk kegunaan peribadi tetapi turut digunakan secara meluas dalam pelbagai jenis perniagaan. Dalam perniagaan pelancongan khususnya, Carson (2005) telah mengemukakan lima peranan penting Internet iaitu komunikasi, promosi, pengagihan produk, pengurusan dan penyelidikan.

Menurut Gunelius (2011), proses transformasi Internet terus berlaku dari semasa ke semasa sehingga ia bergerak daripada medium transaksi kepada medium sosial yang

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