

FACTORS OF E-COMMERCE ADOPTION BY TOURISM-BASED SMEs IN MELAKA, MALAYSIA

Abstract

E-commerce is in rapid growth nowadays. An SME has to adopt e-commerce in order to continue surviving in an intensely competitive environment. However, it was showed that there is a slow succession from the use of e-commerce among tourism-based SMEs in Melaka, Malaysia. As a result, this research is carried out to identify the factors of e-commerce adoption. Technology, Organization, and Environment (TOE) Framework by Tornatzky, Fleischer, and Chakrabarti and Diffusion of Innovation (DOI) Theory by Rogers were used in this research to explain the independent variables in affecting e-commerce adoption. Along with, this research also analyzed the demographic information, descriptive results, strength of each independent variable towards the dependent variables. Generally, this research is a quantitative study. 15 respondents were selected in the pilot test. All the variables are excellent reliability due to the Cronbach's alpha of more than 0.80. Convenience sampling technique was being chosen to collect our research data. The questionnaire was distributed to 118 respondents of tourism-based Small and Medium Enterprises (TSMEs) in Melaka, Malaysia. Statistical Package for the Social Sciences (SPSS) was used to analyze the data of this research. From the result of Regression Analysis, it was found out that technological context, organizational context, environmental context, and individual context have a positive relationship with e-commerce adoption. Therefore, the organizations are able to increase their e-commerce performance by verifying the factors in their e-commerce system. This research suggests the future researchers to replicate the study in other industries or the other states in Malaysia which involved a bigger size of the population to make the result more generalize and increase its accuracy. Future researchers also may distribute the questionnaire by visit personally to the SMEs rather than the online distributive survey in order to have a faster response from the respondents.

Keywords

E-Commerce Adoption; Technological Context; Organizational Context, Environmental Context; Individual Context; Tourism-Based Small and Medium Enterprises (TSMEs)