

MEASURING THE ADOPTION OF UBIQUITOUS TECHNOLOGY TOWARDS
ONLINE PURCHASE INTENTION IN HOTEL INDUSTRY

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ONLINE PURCHASE INTENTION IN HOTEL INDUSTRY

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APPROVAL

I/ We hereby declare that I/ we have read this dissertation/report and in my opinion, this dissertation/report is sufficient in terms of scope and quality as a partial fulfillment the requirements for the award of Bachelor Degree in Technopreneurship with Honours

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DECLARATION

I hereby declared that this thesis entitled
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TOWARDS ONLINE PURCHASE INTENTION IN HOTEL INDUSTRY”**

is the result of my own research except as cited in the references. The thesis has not been accepted for any degree and is not concurrently submitted in the candidature of any other degree.

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DATE :

DEDICATION

I would like to appreciate the dedication to my precious parents; Sarli Bin Sukimi and Normah Binti Mohd Ali who educated me, motivate me and always stand up for me to learn until this level, also do not forget to my siblings for their endless love and prayers, all the lecturers especially my supervisor Dr Nurulizwa Binti Abdul Rashid and friends that help me a lot in giving opinion, support, advice, and information throughout the research. Without their blessing and encouragement, this research is impossible to complete in short period of time.

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ABSTRACT

In the digital era, online purchase platform in the hotel industry has become a vital channel for the organization to market and distribute their product and services to consumers. This support by Tourism Malaysia Integrated Promotion Plan 2018-2020 agenda in the tourism industry as it is addressed in the 11th Malaysian Plan (2016-2020), which expected for optimizing the use of the latest information technology in order to promote the local tourism. Survey data was collected from 150 respondents were analyzed using Statistical Package for the Social Science (SPSS 23.0). The findings were obtained based on adapted the Unified Theory of Acceptance and Use of Technology (UTAUT) model, namely, performance expectancy, effort expectancy, social influence, facilitating conditions and online purchase intention. This research also revealed that the effort expectancy, social influence, and facilitating conditions has a significant relationship with online purchase intention. However, there is no salient relationship between performance expectancy and online purchase intention in the hotel industry. The results of this study can be useful to understand how the adoption of technology will affect the consumer behavior in perform the online purchase in the hotel industry.

Keyword –*UTAUT Model, online purchase intention,*

ABSTRAK

Dalam era digital, platform pembelian dalam talian di industri hotel telah menjadi saluran penting bagi organisasi untuk memasarkan dan mengagihkan produk dan perkhidmatan mereka kepada pengguna. Sokongan ini oleh Agenda Pelancongan Bersepadu Pelancongan Malaysia 2018-2020 dalam industri pelancongan kerana ia ditangani dalam Rancangan Malaysia Ke-11 (2016-2020), yang diharapkan dapat mengoptimumkan penggunaan teknologi maklumat terkini untuk mempromosikan pelancongan tempatan. Data tinjauan yang dikumpul dari 150 responden dianalisis menggunakan pakej statistik untuk Sains Sosial (SPSS 23.0). Penemuan diperolehi berdasarkan kepada model Unified Theory of Acceptance and Use of Technology (UTAUT), iaitu jangkaan prestasi, jangkaan usaha, pengaruh sosial, kemudahan memudahkan dan niat pembelian dalam talian. Kajian ini juga menunjukkan bahawa jangkaan usaha, pengaruh sosial, dan kemudahan memudahkan mempunyai hubungan yang signifikan dengan niat pembelian dalam talian. Walau bagaimanapun, tidak ada hubungan yang menonjol antara jangkaan prestasi dan niat pembelian dalam talian di industri hotel. Hasil kajian ini berguna untuk memahami bagaimana penerapan teknologi akan mempengaruhi perilaku pengguna dalam melakukan pembelian dalam talian di industri hotel.

Kata kunci -UTAUT Model, niat pembelian dalam talian,

TABLE OF CONTENT

CHAPTER	TITLE	PAGES
	APPROVAL	i
	DECLARATION	ii
	DEDICATION	iii
	ACKNOWLEDGEMENT	iv
	ABSTRACT	v
	ABSTRAK	vi
	TABLE OF CONTENT	vii-xi
	LIST OF TABLES	xii-xiii
	LIST OF FIGURES	xiv
	LIST OF ABBREVIATIONS	xv
	LIST OF APPENDICES	xvi
CHAPTER 1	INTRODUCTION	
	1.1 Introduction	1
	1.2 Background of Study	2
	1.3 Research Problem	2-3
	1.4 Research Questions	4
	1.5 Research Objectives	4
	1.6 Scope of Study	5
	1.7 Significant of Study	5-6
	1.8 Summary	6
CHAPTER 2	LITERATURE REVIEW	

2.1	Introduction	7
2.2	Tourism Industry	8
2.2.1	The growth of Tourism Industry in Malaysia	8-11
2.2.2	Integrated Promotional Plan in Tourism Malaysia	11
2.2.3	The growth of Tourism Industry in Melaka	11-12
2.3	Ubiquitous Technology	12-13
2.4	Online Purchase Intention	13-14
2.4.1	Factors of Consumer Purchase Behavior	14-16
2.4.2	Consumer Decision Process	16-17
2.5	Exploring Users' Adoption of Technology in Hotel Industry	17-18
2.6	Implementing Unified Theory of Acceptance and Use of Technology Model	19-20
2.6.1	Factors Influence UTAUT Model	20
2.6.1.1	Performance Expectancy	20
2.6.1.2	Effort Expectancy	20-21
2.6.1.3	Social Influence	21
2.6.1.4	Facilitating Conditions	21-22
2.6.2	Theoretical Framework	22
2.6.3	Hypotheses Development	23
2.7	Summary	24
CHAPTER 3	RESEARCH METHODOLOGY	
3.1	Introduction	26

3.2	Research Design	27
3.2.1	Research Approach	27-28
3.3	Research Instrument	28
3.3.1	Questionnaire Development	28-29
3.3.2	Operationalization of Construct	29
3.3.2.1	Variables	30-31
3.3.3	Pilot Study	32
3.4	Data Collection	32
3.5	Data Analysis	33
3.5.1	Descriptive Analysis	34
3.5.2	Pearson Correlation Analysis	34-35
3.5.3	Multiple Regression Analysis	35
3.5.4	Analysis of Moment Structures (Amos)	36
3.6	Sampling Design	36
3.6.1	Time Horizon	36
3.6.2	Sampling Technique	36-37
3.6.3	Sampling Size	37
3.7	Scientific Canons	37
3.7.1	Reliability	37-38
3.7.2	Validity	38
3.8	Summary	38-39

CHAPTER 4 RESULT AND DISCUSSION

4.1	Introduction	40
4.2	Descriptive Analysis	41
4.2.1	Background of The Respondents	41
4.2.1.1	Type of Gender and Age	41-42

4.2.1.2	Usage and Frequency of using Online Purchase Platform	42-43
4.2.1.3	Hotel Location	43-44
4.2.1.4	Usage and Duration of owning Laptop	44-45
4.2.1.5	Usage and Duration of owning Smartphone	46
4.2.1.6	Usage and Duration of owning Tablet	47
4.2.2	Mean Score Analysis for Variables	48
4.2.2.1	Performance Expectancy	48
4.2.2.2	Effort Expectancy	49
4.2.2.3	Social Influence	50
4.2.2.4	Facilitating Conditions	51
4.2.2.5	Online Purchase Intention	52
4.3	Reliability Analysis and Validity Test	53
4.4	Pearson Correlation Analysis	54
4.4.1	Performance Expectancy	55
4.4.2	Effort Expectancy	56
4.4.3	Social Influence	57
4.4.4	Facilitating Conditions	58
4.5	Inferential Statistics	59
4.5.1	Multiple Regression Analysis	59-61
4.6	Regression by Amos Software	62
4.7	Hypothesis Test	63-64
4.8	Summary	65

CHAPTER 5	CONCLUSION AND	
	RECOMMENDATION	
5.1	Introduction	66
5.2	Summary of Descriptive Analysis	67
5.3	Discussion on Findings	68
5.3.1	The relationship between Performance Expectancy and Online Purchase Intention	68-69
5.3.2	The relationship between Effort Expectancy and Online Purchase Intention	69-70
5.3.3	The relationship between Social Influence and Online Purchase Intention	70-71
5.3.4	The relationship between Facilitating Conditions and Online Purchase Intention	71-71
5.4	Significant Implication of the Research	73
5.4.1	Implication for Policy	73-74
5.4.2	Implication for Managerial	74-75
5.5	Limitation of The Research	75
5.6	Recommendation for The Future Research	76
5.7	Summary	76
	REFERENCES	77-86
	APPENDICES	87-91

LIST OF TABLES

TABLE	TITLE	PAGE
2.1	Previous research that implements UTAUT model.	25
3.1	Section in Questionnaire	28
3.2	Likert Scale	29
3.3	Operationalization of Constructs	30
3.4	The Variables	30
3.5	Analysis Method	33
3.6	Mean Score Table	34
3.7	The range of Pearson Correlation Coefficient	35
3.8	A Level of Relationship Strength	35
3.9	Group of Cluster Sampling	37
3.10	Research objective, research questions, research hypothesis, and data analysis	39
4.1	Crosstabulation of Gender and Age	41
4.2	Crosstabulation of Usage and Frequency of using online purchase platform	42
4.3	Hotel Location of respondent by using online platform	43
4.4	Crosstabulation of usage and duration of owning Laptop	44
4.5	Crosstabulation of Usage and Duration of owning Smartphone	45
4.6	Crosstabulation of Usage and Duration of owning Tablet	46

4.7	Descriptive Statistics for Performance Expectancy	48
4.8	Descriptive Statistics for Effort Expectancy	49
4.9	Descriptive Statistics for Social Influence	50
4.10	Descriptive Statistics for Facilitating Conditions	51
4.11	Descriptive Statistics for Online Purchase Intention	52
4.12	Reliability Analysis for All Items	53
4.13	Reliability Analysis for All Variable	53
4.14	Correlation Results for Performance Expectancy Factor	55
4.15	Correlation Results for Effort Expectancy Factor	56
4.16	Correlation Results for Social Influence Factor	57
4.17	Correlation Results for Facilitating Conditions Factor	58
4.18	Model Summary of Multiple Regression Analysis	59
4.19	Regression Analysis of ANOVA	60
4.20	Regression Analysis on Coefficients	60
4.21	Research objective, research questions, research hypothesis, and result	65

LIST OF FIGURE

FIGURE	TITLE	PAGE
2.1	Travel and Tourism Industry of Malaysia	9
2.2	Statistics of tourist arrivals and receipt to Malaysia by year	10
2.3	Factors influence consumer buying behavior	14
2.4	Maslow's Hierarchy of Needs	16
2.5	The consumer decision process	17
2.6	UTAUT Model Basic Structure	19
2.7	Theoretical Framework based on UTAUT theory	22
4.1	Histogram Chart of Gender and Age Crosstabulation	41
4.2	Histogram Chart of Usage and Frequency of using Online Purchase Platform Crosstabulation	43
4.3	Pie Chart for Types of Hotel Location	44
4.4	Histogram Chart of Usage and Duration of owning Laptop Crosstabulation	45
4.5	Histogram Chart of Usage and Duration of owning Smartphone Crosstabulation	46
4.6	Histogram Chart of Usage and Duration of owning Tablet Crosstabulation	47
4.7	Regression Analysis on Coefficients	62

LIST OF ABBREVIATIONS

ABBREVIATION	MEANING
H ₀	Null hypothesis
H ₁	Alternative hypothesis
UTAUT	Unified Theory of Acceptance and Use of Technology
TAM	Technology Acceptance Model
U-Tech	Ubiquitous Technology
E-Learning	Electronic Learning
M-Learning	Mobile Learning
PE	Performance Expectancy
EE	Effort Expectancy
SI	Social Influence
FC	Facilitating Conditions
OPI	Online Purchase Intention
BI	Behavior Intention
UTeM	Universiti Teknikal Malaysia Melaka

LIST OF APPENDICES

APPENDIX	TITLE	PAGES
APPENDIX 1	Gantt chart for PSM 1	87
APPENDIX 2	Gantt chart for PSM 2	87
APPENDIX 3	Questionnaire	88

CHAPTER 1

INTRODUCTION

1.1 Introduction

This chapter was introducing about the background of studied of adoption of ubiquitous technology for online purchase intention in tourism which is insight of hotel industry. It is indicating the importance and validity of the online purchase intention in the hotel industry. Besides, this chapter also consists of the research question and research objective to focus on what aspect this research will studies. In this chapter also explain the problem that had faced by the hotel industry to measuring user adoption of ubiquitous technology for online purchase intention. Finally, this chapter will consist of their scope and significance of this research.

1.2 Background of Study

Over past few years, tourism industry and ubiquitous technology increasingly provide opportunities and powerful tools for economic growth. Ubiquitous technology for online purchase intention in the hotel industry refers to equipment's or tools that use by a consumer to perform the online purchase on website. The hotel management took initiative to understand consumers' behaviour on near future because of the rapid growth of technologies and the producing new types of system to perform online purchasing was quickly demanded. Search, select, purchase, use and dispose of goods and services, is the procedure of consumer buying behaviour, in order to fulfil their satisfaction of needs and wants (Madhavan, 2015).

In June 2017, Asian countries recorded the largest area of internet users in the world with 49.7 percent, and Malaysia states the highest rate which is 15.3 million of them is internet usage that performs the online purchase (Internet World Stats, 2017). Besides, it's important for hotel management to understand the factors that influence consumer's intention to actually buy from a website rather than just browse. In a way to attract the internet user to booking online in the hotel industry, marketing strategy is the main factors for hotel organization to proficient. Marketing strategy is included the product or services, pricing, the promotion and place of the hotel itself.

1.3 Research Problem

Nowadays, the service industry is the most popular sectors in Malaysia where it stated 89.2% (809,126 company) in 2015 and this sector give the highest revenue to Malaysia's economies. However, the services company faced a big challenge to sustain their business where they do not have sufficient data to examine the quality of their services provided for the consumer to perform the online purchase. Usually, the services company only measured the performance of their company in several aspects such as

management, accounting (Assaf *et al.*, 2012), marketing (Leung, Bai, and Stahura, 2015), and quality services (Morosan and Cristian, 2014) but a limited study about their performance in online purchase platform itself. Therefore, this research will measure the adoption of u-tech for online purchase intention in the hotel industry.

Since the 1990s, internet and ubiquitous technology have created a new trend where it can change the management and operation for every organization and become a powerful technology especially on marketing tool in the hotel industry (Ip *et al.*, 2012). According to Statistics Portal (2017), online booking of the hotel industry in Malaysia is increasing every year and the revenue stated US\$664 million in 2017. Online booking or reservation platform has changed the trend of tourist behaviour and became a powerful communication for product distribution (Pappas and Nikolaos, 2016). However, according to Zhang *et al.*, (2014), family and friends that have a negative experience with online purchase also will influence and discourage an individual to perform the online purchase. Other than that, the impact of bad comments reviews (Ladhari and Michaud, 2015) and the quality of technology itself (Wang *et al.*, 2015) can cause mistrust among customers to perform the online purchase intention in the hotel industry. Trust and acceptance toward online purchase platform are quite difficult to create than in traditional purchasing from a retail outlet. Thus, this studies will focus on factors of online purchase intention in the hotel industry.

From previous research, the several problems that encourage to do this research are, there are no researchers that studies regarding the topic consumer behaviour towards online purchase intention in the hotel industry, especially in Malaysia. According to San Martín and Herrero, (2012), they study the adoption of rural tourism website for online purchase intention in Spain and construct the factors by implement UTAUT model. They also do a suggestion for the further researcher to replicate their studies in different service contexts and countries. In another aspect, usually the previous research study about user behaviour of using technology or system by implemented Technology Acceptance Model (TAM) as their model. Conclude, this studies will adopt the UTAUT model to identify the factors that influence online purchase intention in the hotel industry at Melaka, Malaysia.

1.4 Research Questions

This research explores the following key questions:

- i) What are the level of performance expectancy, effort expectancy, social influence, facilitating conditions and online purchase intention in the hotel industry?
- ii) What are the critical factors that influence the online purchase intention in the hotel industry?
- iii) What are the most influential factors that influence online purchase intention in the hotel industry?

1.5 Research Objectives

Research objectives have been constructed based on the research questions:

- i) To profile the implementation level of performance expectancy, effort expectancy, social influence, facilitating conditions and online purchase intention in the hotel industry.
- ii) To describe the critical factor that influences the online purchase intention in the hotel industry.
- iii) To study the most influential factors that influence online purchase intention in the hotel industry.

1.6 Scope of Study

This study focuses on the acceptance of ubiquitous technology for online purchase intention in Hotel industry. The research will cover two variables which are performance expectancy, effort expectancy, social influence, facilitating conditions as an independent variable and online purchase intention as the dependent variable. The scope of the research cover on Hotel in Melaka because of their population and numbers of tourist came is increasing every year. Questionnaires were distributed to people that intend or already use the ubiquitous technology to perform the online purchase in Hotel Industry at Melaka for achieving the desired objectives.

The theories and factors that are covered in this study are referred based on the book, journals, and articles that are related to the adoption of technology and online purchase intention in the tourism industry. Precisely, the result of this study can identify the problems faced by the user about the adoption of ubiquitous technology for online purchase in the hotel industry.

1.7 Significant of Study

This research is important in identifying the connection between the adoption of ubiquitous technology and online purchase intention insight of Hotel industry. The significance of this research is divided into two categories which are practical view and knowledge.

Practical View

These studies are beneficial for both parties which are hotel organization and consumer itself. The hotel organization can refer this studies to improve their system or technology that used by the consumer to perform the online purchasing in the hotel

industry. Besides, they also can identify the real behaviour of consumer in making the decision to booking hotel by the online system. Furthermore, this study provides empirical data to give further understanding for the hotel organization to offers the best service where at the same time, it will boost Malaysia's profits every year with increasing number of tourist that came to Malaysia. Lastly, this studies can be a benchmark for other hotel company in Malaysia to improve their booking system to attract more traveller come.

Knowledge View

Besides that, this study also enhances particular knowledge to the scholarly literature in this field since not much research on adoption of ubiquitous technology for online purchase intention in Hotel industry has done before. This study has referred the research of San Martín & Herrero, (2012), where the study determines the adoption of new information technologies by the consumers of rural tourism services and focus on spiritual factors of individuals that explain their intention to booking through the websites (online purchase intention). In this studies, the researcher hopes that it will contribute as a reference for future research in further identifying the relationship between adoption of ubiquitous technology for online purchase intention in Hotel industry.

1.8 Summary

This chapter outlines the overview of the research study. The background to the study focused on the technology expanding in the hotel industry. Then, this study followed by a description of the research problems to be investigated, the objective and question of the research, scope of the study and significant of study. This information was developed and discussed in Chapter 2.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter is examined the literature regarding the field of hotel industry with measuring the acceptance of ubiquitous technology for online purchase intention. The content of this section will help to contextualize and lay the foundation for the research question and the hypothesis tested in the current study. The goal of this review was to provide support and a valid basis for the present study in acceptance of ubiquitous technology for online purchase intention insight of Hotel industry. The researchers will describe a few keywords of ubiquitous technology and all data related to the research objectives. This section is provided background information about the theoretical framework that implements in this research. Other than that, this section will explain more details about online purchase intention and the factors towards that behaviour. A literature review was an important part of the study to review and make reference to the critical and systematic review of the data and information. At the end of this chapter, the summary was made and used as a framework for the study.

2.2 Tourism Industry

Nowadays, the tourism industry is an important activity in most countries around the world where the industry has the significant direct and indirect impacts on economies. The direct contribution for the tourism industry is commodities (accommodation, transportation, entertainment, and attractions), industries (accommodation services, food & beverage services, retail trade, transportation services, and cultural), and source of spending (residents' domestic T&T spending, business' domestic travel spending and visitor exports). Besides, the indirect contribution in the tourism industry is Travel and Tourism (T&T) investment spending, government collective T&T spending, and impact of purchase from suppliers.

The tourism industry has a potential for growth in social, environmental and economic levels of many government agendas. Tourism development is beneficial for income creation and generation of jobs for host countries (Ahn *et al.*, 2002). According to Glasson *et al.*, (1995) governments found that tourism as a tool for development of infrastructure, increased spending in the local community, job opportunities, earning foreign exchange, the balance of payments, and regional development. However, according to Khairil, Aziz, and Yuhanis (2015), the development of tourism depends on how strong, credible, and lack of established in private sector for every country. Government plays a big role in order to spur tourism development process, whether directly or indirectly.

2.2.1 Growth of Tourism Industry in Malaysia

Tourism development of Malaysia beginning in 1971 until 1990 was influenced directly by the New Economic Policy (NEP) (Khairil, Aziz, and Yuhanis, 2015). Since that time, the tourism industry management focused on encouraging tourism in the private sector with enticements given to private sector to grow accommodation, facilities of visitor

centre then encourage additional participation of Bumiputera. The tourism sector in Malaysia was divided into four sub-sectors namely such as hotels and cafeterias, travel organization, tourist guide services, and other tourism services (Malaysian Investment Development Authority (MIDA), 2014).

The government sees a lot of opportunities with tourism development initiatives in enlargement plans of Malaysia (Bhuiyan, Siwar, and Ismail, 2013). Tourism industry completely affects the Malaysian economy for growing (Stylidis *et al.*, 2014). In order to increase Malaysia GDP, Datuk Seri Nazri Aziz the Minister of Tourism and Culture target to bring four million tourists from China this year, and doubling to eight million by 2020 where the overall targeted is about RM114 billion in tourist receipts for 2017 and RM168 billion for 2020 from 36 million international arrivals (Vathani P, 2017).

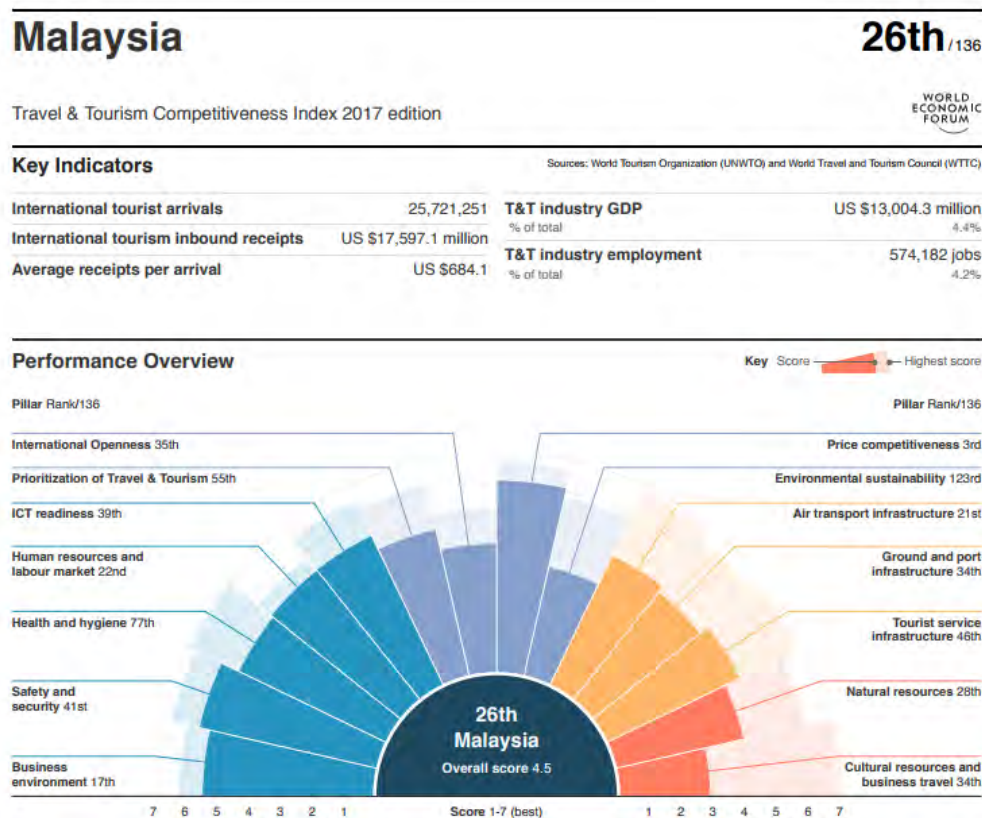


Figure 2.1: Travel and Tourism Industry of Malaysia

(Source: The Travel & Tourism Competitiveness Report 2017)

Travel and Tourism Industry of Malaysia placed in a 26th spot with the US \$13,004,3 millions of GDP in 2017. Based on statistics of tourism Malaysia in 2016, Malaysia received 26.76 million tourists with RM 82.1 billion. In compare to 2015, it increases 1.04 million of tourist with RM 13.1 billion. Tourism in aspect hotel sector has supported Malaysia in development rates, massive volumes of foreign currency inflows, expansion of infrastructure and facilities (MRT, Highway) new management and educational experience, ecology, and social environment.

YEAR	ARRIVALS	RECEIPTS (RM)
2016	26.76 million	82.1 Billion
2015	25.72 million	69.1 Billion
2014	27.44 million	72.0 Billion
2013	25.72 million	65.4 Billion
2012	25.03 million	60.6 Billion
2011	24.71 million	58.3 Billion
2010	24.58 million	56.5 Billion
2009	23.65 million	53.4 Billion
2008	22.05 million	49.6 Billion
2007	20.97 million	53.4 Billion
2006	17.55 million	36.3 Billion

Figure 2.2: Statistics of tourist arrivals and receipt to Malaysia by year
(Source: Tourism Malaysia Statistics 2017)

In 2018, Dr. Seri Najib stated in Budget 2018 to revitalize tourism industry to achieve our target in 2020 which is “Visit Malaysia Year 2020”. Government also provides RM 2 billion for SME tourism a fund with interest subsidy of 2%; RM 1 billion for tourism infrastructure development, RM 500 million for tourism promotion and development programme; expand eVisa Regional Hub; tax incentive for investment in new 4-star and 5-star hotels extended for 2 years; and tax incentive for tour operating companies extended to 31 December 2020 (Ministry of Finance Malaysia, 2018). In order to support the government initiative, hotel management plays a big role to identify proactive environmental strategies in the hotel industry depend on complementary

organizational capabilities related to learning and innovation (Fraj, Matute and Melero, 2015).

2.2.2 Integrated Promotion Plan in Tourism Malaysia

In order to achieve the Malaysia Tourism Transformation Plan (MTTP) 2020, the Director General of Tourism Malaysia, Datuk Seri Mirza Mohammad Taiyab present the Tourism Malaysia Integrated Promotion Plan 2018-2020. The Integrated Promotion Plan is focusing on the overall marketing program for Tourism Malaysia where the aim is about to improve Malaysia's appeal as an attractive top-of-mind destination while supporting local tourism. There are six strategic directions that will follow which is optimize the use of the latest information technology; leverage on upcoming major events; synergize with the development of the mega project; enhance initiatives made under the NKEA; maximize integrated marketing promotions; and promote Malaysia as a filming destination (Tourism Malaysia, 2018a).

2.2.3 Growth of Tourism Industry in Melaka

Melaka is the historical places that have a great potential to boost Malaysia's economy. The Malaysian government through the Ministry of Tourism and Culture has also recognized Melaka as the second tourism destination in the country where the amounts of tourists arriving at Melaka rises every year. In the first four months of this year, the total number of tourist visiting Melaka is 5.38 million compared to 4.77 million for the same period last year. State Tourism, River, Beaches and Islands Development Committee deputy chairman Datuk Ghazale Muhamad said there are five main sources of foreign tourists where China recorded the highest tourist that came to Melaka with

30.45%, Singapore (20.78%), Indonesia (12.99%), Taiwan (3.86%), and Japan (2.96%) (Bernama, 2017).

The increasing of tourists every year, helps Melaka to increase their travel and tourism industry where they have 180 hotels in Melaka (TripAdvisor Malaysia, 2017). Besides, Melaka Telekom Malaysia Bhd (TM) and the Melaka Tourism Promotion Division do a collaboration to develop an application known as “Destination Melaka”. This application launched by Chief Minister Datuk Seri Idris Harun that help the user to get the travel information such as tourist attractions, place of interest, festivals, events, hotel accommodations, deals and promotions (Hashini, 2017). These activities continue to increase Malaysia revenue by attracting tourists as can be seen from the various developments taking place in Melaka.

2.3 Ubiquitous Technology

In this digital era, the innovation of technology is growing rapidly with playing a role in online purchasing and the technology is called as an advanced- mobile technology or ubiquitous technology. Mobile phones, smartphones, laptops, computer tablets, website are the ubiquitous technology devices that recognition as tools to serve their original and basic purposes for communication, entertainment, and organization, and also to be used as a strong mediator for the consumer to purchase online (Sedek *et al.*, 2013). These features make the lives of users easier, as there is surety that they have constant access to the computer and internet and get everything they need in one device (Lance, 2012).

The ubiquitous technology for online purchase intention in hotel industry bring opportunities for hoteliers which it can reduce cost and real-time information in order to stay competitive promote and sell (Connolly, Olsen and Moore 1998: Kim, Ma and Kim 2006). The ubiquitous technology for online purchase in hotel industry build the relationship of the travellers with the physical surroundings, these guides develop a

simulated environment where individuals are required to be immersed in for requesting and receiving digital content and information. In concluded, ubiquitous technology for performing the online purchase is referring to the three of the advanced mobile technologies namely smartphones and tablets, laptops, which are equipped with an Internet access, Wi-Fi, built-in applications and other special specifications.

2.4 Online Purchase Intention

In this era, online purchase became more popular for people that usually intend to purchase online as it more flexible and saves their time (Rizwan, 2014). According to Law, Buhalis, and Cobanoglu, (2014), online purchase is a process where the consumer buys products or services directly from the merchant by using the internet as their platform. From hotel industry perspective, online purchase is business-to-consumer (B2C) interactions where it involves consumers and sellers. In Malaysia, most popular B2C online marketers in the hotel industry are Trivago, TripAdvisor, and Expedia.

Online purchase intention is the behaviour of a consumer in purchasing a product or service. According to Horner and Swarbrooke (1996), consumer behaviour is to study why people buy some product or service, and how they make the decision to buy it. Consumer, website, information system, and internet is an element to complete the process of online purchase. Furthermore, Wang *et al.*, (2015) study that consumers' willingness and intent to purchase in an online deal, that includes the evaluation processes of product information and the value of the website is called as online purchase intention.

According to L. Sien, (2015), the study about the perceived usefulness, perceived ease of use, price, electronic word of mouth, trust and perceived risk are several factors that influence online purchase intention. From their research, found that perceived ease of use has no significant to online purchase intention. L. Sien, (2015) highlight that price, trust, perceived usefulness and electronic word of mouth is the most influenced variable

that will affect online purchase intention. C. Chiu, M. Hsu, H. Lai et al (2012) study also agree that trust of the customer positively affects the online purchase intention and it related to repeat purchase intention.

2.4.1 Factors of consumer purchase behaviour

There are several factors that will influence the consumer purchasing behaviour (Kotler and Armstrong, 2016). These factors are included in the aspect of cultural, social, personal, and psychological.

Cultural	Social	Personal	Psychological
<ul style="list-style-type: none"> • Culture • Subcultures • Social Class 	<ul style="list-style-type: none"> • References Group • Family • Roles and Status 	<ul style="list-style-type: none"> • Age and life cycle stage • Occupation • Economic situation • Lifestyle • Personality and self concept 	<ul style="list-style-type: none"> • Motivation • Perception • Learning • Belief and Attitudes

Figure 2.3: Factors influence consumer buying behaviour

(Source: Principle of Marketing, Philip Kotler 2016)

Cultural

Consumer behaviour will be an effect on culture, subcultures and social class. According to Ali Khatibi et al (2014) culture is defined as the values, beliefs, preferences, and taste handed down from one generation. The hotel marketers need to recognize its role in consumer decision making, both in Malaysia and abroad. Besides, marketers of hotel industry will develop more effective marketing strategies with understand and identify the

smaller group within a society that has their own distinct characteristics and modes of behaviour which called as subcultures (Ali Khatibi et al, 2014). Social classes are a society that all members share their similar behaviour, beliefs, and interest (Kotler and Armstrong, 2016).

Social

References group, roles and status, and family is the vital aspect for hotel marketers to understand the buyer's behaviour. Family, friends, or celebrities is a reference group to individual or institutions whose opinions are valued and to whom a person looks for guidance in his or her own behaviour, values, and conduct (Ali Khatibi et al, 2014). An online social network such as Instagram, Facebook, or Twitter, is the online communities where people exchange or socialize information and opinion.

Personal

A consumer decision also is influenced by age and life cycle stage, occupation, economic situation, lifestyle, and personality and self-concept. Individual change use of products and services over their lifetime. The internet has created a generation to our economies over the year, nowadays, people more attractive with doing a hotel reservation by the online system than come to the hotel by itself for the reservation (Schuckert, Liu, and Law, 2015). Besides, the hotel management must change their strategy based on increasing of new development of technology. Otherwise, the hotelier can specialize in making services needed by a given occupational group.

Psychological

Certainly, each individual brings unique needs, motives, perception, learned responses, attitudes, and self-concepts to buying decisions. The marketers of hotel industry need identify the strategy and always updated with buyer's attitudes, to provide a better service that will increase satisfaction level for their consumer. A motive is inner states that

direct an individual toward the goal of giving them a satisfaction. Abraham H. Maslow developed a theory of needs that explain why individuals are motivated by certain periods (Figure 4). The five senses such as sight, hearing, touch, taste, and smell will affect buyer perception to buy a good or service (Ali Khatibi et al, 2014). The consumer behaviour also can exchange immediately based on their knowledge and skill that is acquired as a result of experiences (Kotler and Armstrong, 2016).

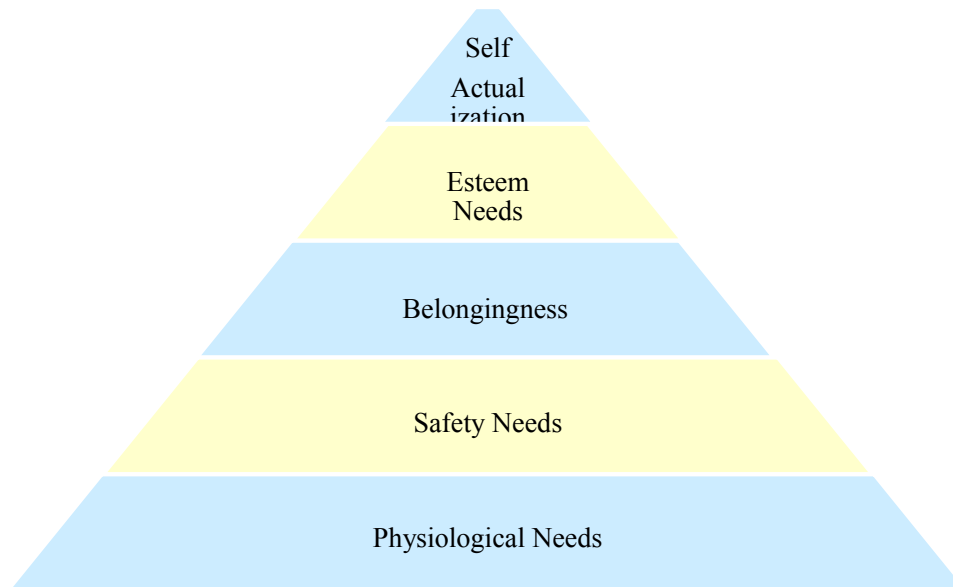


Figure 2.4: Maslow's Hierarchy of Needs

(Sources: Contemporary Marketing, Ali Khatibi, 2014)

2.4.2 Consumer Decision Process

The importance of product or services to the consumer will affect the length of time and the amount of effort they devote to a purchasing decision. The consumer's decision of making purchasing is complete by a step-by-step process. The first stage of consumer decision process is problem appear and consumer found the opportunity that he or she needs to book the hotel to solving their problem. The second step is information gathering or search. During this stage, the consumer will start to collect all the information

about the hotel they need. The evaluation of alternatives will conduct to choose the best product and service based on consumer requirements. Lastly, post purchase evaluation, this step is conducted after the product or service is purchased. This process is will make buyer feels either satisfaction with the product or services and have an intent to repurchase, or dissatisfaction with the purchase (Ali Khatibi, 2014).

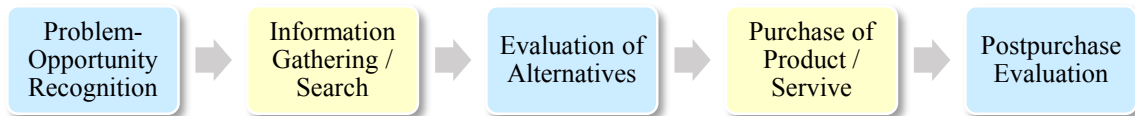


Figure 2.5: The consumer decision process

(Sources: Contemporary Marketing, Ali Khatibi 2014)

2.5 Exploring Users' Adoption of Technology in Hotel Industry

Day by day, technologies have become increasingly used in the hotel industry. There a few studies have been showed to explore the acceptable behaviour in hotel technologies (Law *et al.*, 2013). The technology acceptance in hotel industry can be classified into two aspects such as the acceptance behaviour of employees in hotel organizations and the consumer. Commonly, earlier research has studies the employee's behaviour acceptance of ubiquitous technology in hotel organization by using technology acceptance model (TAM) where it's included computerized reservation systems (Huh *et al.*, 2009), information systems (T. T. Kim, Suh, Lee, and Choi, 2010; Zhang *et al.*, 2014), and mobile-learning (S. J. Kim and Kizildag, 2011).

From consumer acceptance perspective, previous researcher's also studies their acceptance of technology by using TAM models including mobile application (Goel and Yang, 2015; Mo Kwon, Bae and Blum, 2013), travel websites (Muñoz-leiva *et al.*, 2012), online booking systems (Deniz Kucukusta and Rob Law, 2015; Bilgihan and Bujisic,

2015), customer-generated media (Ayeh, Au and Law, 2013; Ayeh, 2015), and systems in hotels (Morosan, 2012). However, a few of them study consumer acceptance of mobile technologies by used TAM and TPB. According to Xi and Zhang, (2013) extended TAM model which also adds e-word-of-mouth communication and satisfaction to explain how social networks for the choice of a tourism destination. The researcher found that ease of use, perceived usefulness, satisfaction, e-word-of-mouth clearly affect customer attitudes and it completely related to the behavioural intention of using the social network for a tourism destination.

Furthermore, there are few previous research that studies the adoption of technology in the hotel industry by using UTAUT model. No, E. and Kim, J.K (2014), studies about the adoption of travel information on a smartphone by integrated two theories which is UTAUT and e-satisfaction software (E-SAT). UTAUT model is used to identify and explain the general information about how a user might have an intention to adopt the travel information by a smartphone. However, E-SAT model is examined about how quality, perceived value, online experience of travel websites is applied for getting the travel information by using a smartphone. Conclude, this studies found that the usefulness of smartphone by travelers is the most influential factors and it will attract other people intention to adopt travel information by smartphone.

In view, there are limited studies regarding this topic in the hotel industry, especially in Malaysia. Through this study, it will give hotel organization a better understanding of the consumer behaviour on online purchase by using UTAUT Model.

2.6 Implementing Unified Theory of Acceptance and Use of Technology (UTAUT) Model

Nowadays, technology and human daily lives become one, wherein some situation human can't fulfil their task without technology implementation. Technology is being applied in almost every section of our lives such used in business, communication, human relationship, education, purchasing, agriculture, banking, and transportation. The technology will be changed, as the world keeps on developing and what is working today might not work not be effective tomorrow. There are several studies from another field that used UTAUT model to examine the adoption of technology (Table 2.1) includes e-learning platform (Lin and Anol, 2008; Dulle and Minishi-Majanja, 2011), healthcare (Liu et al., 2014), hotel (Gruzd, Staves and Wilk, 2012; San Martín and Herrero, 2012; Lai, 2015) and information of technology (Abushanab and Pearson, 2012; Martins and Oliveira, 2014; Oliveira, Faria and Abraham, 2014; Magsamen-conrad *et al.*, 2015)

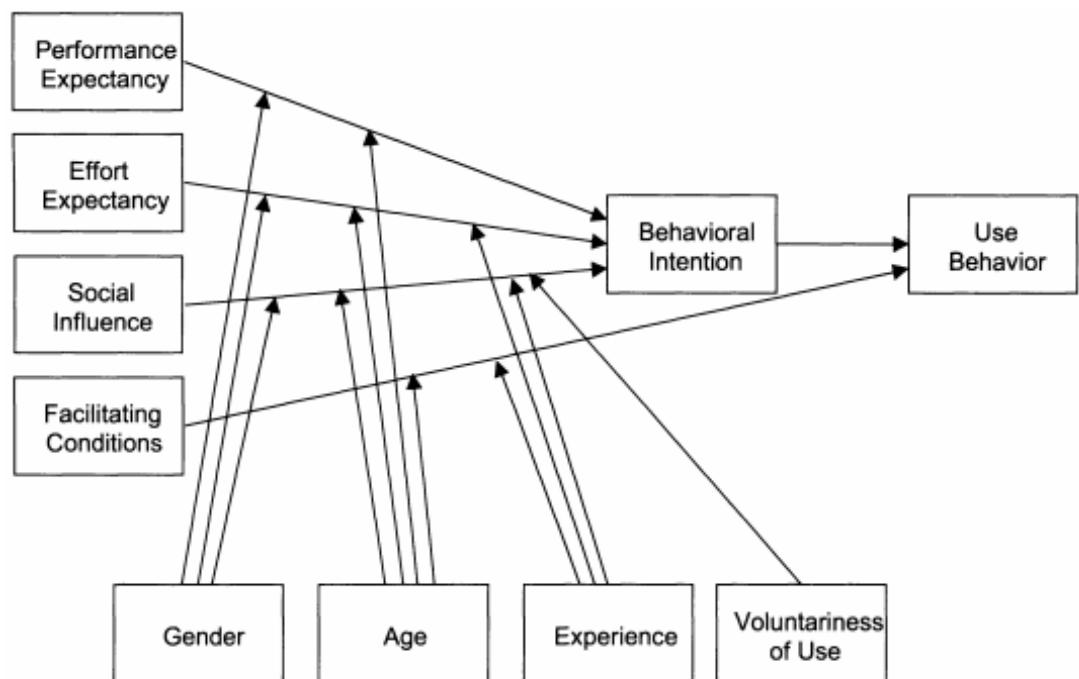


Figure 2.6: UTAUT Model Basic Structure

(Sources: Venkatesh et al. 2003)

In this research, UTAUT (Venkatesh *et al.*, 2003) model will be used for measuring the adoption of ubiquitous technology from a user perspective for online purchase intention in the hotel industry. There are four core determinants of this studies which are performance expectancy, effort expectancy, social influence, facilitating conditions and adapted online purchase intention as the dependent variable.

2.6.1 Factors Influence UTAUT Model

2.6.1.1 Performance Expectancy

Performance expectancy is defined as the degree to which an individual believes that using the technology will help him or her to improve the performance of job (Venkatesh *et al.*, 2003). The development of ubiquitous technology for online purchase will increase the performance of user if they agree to adopt it. It bears similarity to the perceived usefulness construct from TAM (Miltgen, Popovič, and Oliveira, 2013; Martins, Oliveira, and Popovič, 2014). Therefore, according to San Martín and Herrero (2012), performance expectancy is similar to a concept such as extrinsic motivation (MM), task adjustment (MPCU), outcome expectations (SCT) and relative advantage of Innovation Diffusion Theory (IDT). Lian and Yen, (2014) indicate that older adults' have the strong positive effect of performance expectancy and online purchase intention. Conclude, performance expectancy is about what consumer perceived that using ubiquitous technology was useful and helped them to purchase online.

2.6.1.2 Effort Expectancy

Effort expectancy is defined as the degree of ease associated with the use of the system by Venkatesh et al. (2003) that measure of effort and learning for users perceive as necessary to comfortably use the system. According to Venkatesh et al. (2003), effort expectancy is created by three constructs from the existing models such as perceived ease

of use (TAM/TAM2), complexity (MPCU), and ease of use from Innovation Diffusion Technology (IDT). This concept reflects the perceived ease of use (TAM) and has a positive impact on the behavioural intention (Miltgen, Popovič, and Oliveira, 2013; Martins, Oliveira, and Popovič, 2014). However, Lian and Yen, (2014) argued that behaviour intention of older adults' to purchase online are not supported in order to increase the effort expectancy. Conclude that effort expectancy refers to what consumer perceived that using ubiquitous technology was easy and effortless.

2.6.1.3 Social Influence

Social influence is defined as the degree to which an individual perceives that important others believe he or she should use the new system (Venkatesh et al. 2003). The variable reflects a normative character such as the subjective norm (TPB, DTPB), social factors (MPCU), and the social image (ICT) (San Martín and Herrero, 2012). Social influence discusses how the individual intends to use the ubiquitous technologies after influencing by the environment. Slade *et al.*, (2015) study that social influence is the way of individuals tends to consult their social network about new technologies and can be influenced by the perceived social pressure of important others. In addition, Tanford and Montgomery (2015) study the purchase intention of the consumer is relying on word-of-mouth from their friends, family, and other consumers. Zhu and Huberman, (2014) research studies also support that the consumer own choices to purchase may be swayed when others people give an opinion to his or her. In this studies, social influence refers to a positive influence on consumer social status within their family, friends, and community to purchase online by using ubiquitous technology.

2.6.1.4 Facilitating Conditions

Facilitating Conditions considers as the degree to which an individual believes that an organizational and technical infrastructure exists to support the use of the system (Venkatesh *et al.*, 2003). This key drivers construct from the concept of perceived behavioural control from Theory of Planned Behaviour (DTPB), facilitating conditions

from Model of PC Utilization (MPCU), and perceived compatibility from Innovation Diffusion Technology (IDT) (San Martín and Herrero, 2012). This variable is referring to how people heard the new information about the technology and comfortable to use it. In other words, the technical support that hotel management provides for the online user includes the ICT facilities vendor, internal helpdesk and their availability in helping and assisting users to solve any problems related to the technology used is also affect the behaviour intention of the consumer. According to Isaias *et al.*, (2017), the new system will have a strong network of support the organization and positively influenced people about the new system. Lastly, facilitating conditions in this studies are referring to what consumer perceived on that technology.

2.6.2 Theoretical Framework

Venkatesh *et al.*, (2003) studies are used as a reference about UTAUT model intends to explicate user intentions in using ubiquitous technology for online purchase. This theory contains four key constructs (performance expectancy, effort expectancy, social influence, facilitating conditions) as factors towards online purchase intention. The theoretical framework below is being used in this study in order to identify the individual acceptance process in each independent variable and dependent variable.

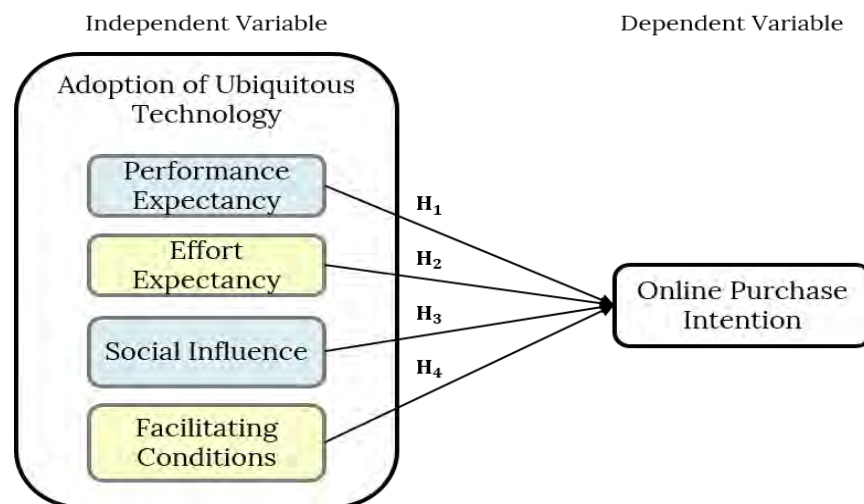


Figure 2.7: Theoretical Framework based on UTAUT theory

2.6.3 Hypotheses Development

There are four hypotheses that will help to measure the adoption of ubiquitous technology for online purchase intention in hotel industry which are:

Performance Expectancy (PE)

H₁ : There is a relationship between performance expectancy and online purchase intention.

H₀ : There is no relationship between performance expectancy and online purchase intention.

Effort Expectancy (EE)

H₁ : There is a relationship between effort expectancy and online purchase intention.

H₀ : There is no relationship between effort expectancy and online purchase intention.

Social Influence (SI)

H₁ : There is a relationship between social influence and online purchase intention.

H₀ : There is no relationship between social influence and online purchase intention.

Facilitating Conditions (FC)

H₁ : There is a relationship between facilitating conditions and online purchase intention.

H₀ : There is no relationship between facilitating conditions and online purchase intention.

2.7 Summary

Based on the literature review above, it contains the review of the previous research and published and unpublished information from the secondary data that related to the adoption of ubiquitous technology for online purchase intention in the hotel industry. This chapter completed the literature review and research framework. It was able to complete by using information from previous research (Table 2.8) to support the topic discussed in this chapter and it covered the relevant statements to generate an idea. Then, the research methodology will be explaining in Chapter 3.

Table 2.1: Previous research that implements UTAUT model.

No	Author	Year	Construct (IV)				Outcome (DV)
			PE	EE	SI	FC	BI
1	Education						
	Lin and Anol,	2008	/	/	/	/	/
	Dulle and Minishi-Majanja,	2011	/	/	/	/	/
	Khechine, H., Lakhali, S., Pascot, D. and Bytha, A.,	2014	/	/	/	/	/
	Arhinful, L	2016	/	/	/	/	/
	Isaias, P., Reis, F., Coutinho, C. and Lencastre, J.A	2017	/	/	/	/	/
2	Healthcare						
	Liu <i>et al.</i> ,	2014	/	/		/	/
	Kim, S., Lee, K.H., Hwang, H. and Yoo, S	2015	/	/	/	/	/
	Wiggins, C., Peterson, T. and Moss, C.,	2015	/				
	Maillet, É., Mathieu, L. and Sicotte, C.,	2015	/	/	/	/	
	Hoque, R. and Sorwar, G.,	2017	/	/	/	/	/
	Jewer, J.,	2018	/	/	/	/	/
	Ladan, M.A., Wharrad, H. and Windle, R.,	2018	/	/	/	/	/
3	Hotel Industry						
	San Martín and Herrero,	2012	/	/	/	/	/
	Lai, I. K. W.	2015	/	/	/	/	/
	Tan, G.W.H., Lee, V.H., Lin, B. and Ooi, K.B.,	2017	/	/	/	/	/
	Garry Wei-Han Tan Voon Hsien Lee Binshan Lin Keng-Boon Ooi	2017	/	/	/	/	/
	Montargot, N. and Ben Lahouel, B.,	2018			/	/	
4	Information on Technology						
	Gruzd, Staves and Wilk,	2012	/	/	/	/	/
	Abushanab and Pearson,	2012	/	/	/	/	/
	Martins and Oliveira,	2014	/	/	/	/	/
	Oliveira, Faria and Abraham,	2014	/	/	/	/	/
	Magsamen-conrad <i>et al.</i> ,	2015	/	/	/	/	/
5	Food Industry						
	Abu, F., Jabar, J. and Yunus, A.R	2015	/	/	/	/	/
	Okumus, B., Ali, F., Bilgihan, A. and Ozturk, A.B.,	2018	/	/	/	/	/

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

The following section will present the methodological choices for the study, including research approach and design, description of the case study, selection and data collection as well as operationalization and method for analysis. This study aimed to measure the adoption of ubiquitous technology for online purchase intention in the hotel industry. The selected factors used namely performance expectancy, effort expectancy, social influence, facilitating conditions and online purchase intention. In this chapter, the researcher will explain the research method, research instruments, data collections, and data analysis.

3.2 Research Design

This research studies the adoption of ubiquitous technology for online purchase intention in the hotel industry. The research design is the general plan of how the researcher answering the research question (Saunders *et al.*, 2016). It similar to Rajasekar *et al.*, (2006), research design is defining the overall plan of how a researcher drives about a responding the research questions. The research design is containing the objective of the research question, the specific source on how researcher collects the data, the way to collect and analyze data, and discuss the issues and the constraints face such as time and location. A descriptive research design has been used for the purpose of this studies is to create a deeper understanding of user adoption of ubiquitous technology for online purchase intention in the hotel industry.

Next, quantitative method is implemented to collect data and dependence on probability theory to test the statistical hypothesis that matching with research questions. The survey strategies using questionnaires is choosing because they allow the collection of standardized data from a sizeable population and allowing easy comparison (Saunders *et al.*, (2016). Next, the hypothesis must be provable by mathematical and statistical means, and the data will be analyzed using a statistical package (SPSS). Cross-sectional studies of time horizon will be used for this research where it involves data collected at a defined time.

3.2.1 Research Approach

This research is used deductive approach to determine the relationships between the variables stated in the theoretical framework in order to understand the individual online purchase intention as well as enhancing the understanding of ubiquitous technology acceptance in the hotel sector. To gain a through an understanding of technology

acceptance of using online purchase platform, it has been decided to focus on Hotel industry in Melaka which is scope in Ayer Keroh and Melaka City.

3.3 Research Instrument

3.3.1 Questionnaire Development

The data for this study were collected through a questionnaire survey adapted from (San Martín and Herrero, 2012). These surveys are related to the adoption of u-tech for online purchase intention in the hotel industry. The questionnaire survey was divided into three section which is section A, B and C. In section A, it about general information of the respondents. In this section, respondents will answer the questions regarding ubiquitous technology for online purchase platform. Furthermore, this section also finds out the respondents who had no interest at all in ubiquitous technology and had not apply this to perform the online purchase. The data was taken to see whether there was any influence of respondent's background towards u-tech adoption for online purchase intention in the hotel industry.

Table 3.1: Section in Questionnaire

Section A	Respondent's Background
Section B	Adoption of Ubiquitous Technology which been measured by UTAUT model (performance expectancy, effort expectancy, social influence, facilitating conditions)
Section C	Online purchase intention

Section B in this questionnaire is constructed for respondents by covering ubiquitous technology acceptance based on UTAUT models. This section was containing an independent variable of the research model which is performance expectancy, effort expectancy, facilitating conditions, and social influence. Lastly, section C is about the dependent variable or learning outcome performance for this studies. The data collected

required the question of online purchase intention in the hotel industry by the users. In this section, the gather data of this research can see whether there were any relationships between independent variables and dependent variables after using the ubiquitous technology.

The answer format in the form of a Likert Scale was specially designed to collect opinion data and enable respondents to choose the most appropriate answer scale for each item. It has a seven-point scale consists of strongly disagree, disagree, slightly disagree, neutral, slightly agree, agree, and strongly agree. Each independent variable contains five items to measure those variables were related to the context of this study.

Table 3.2: Likert Scale

Score	Scale
1	Strongly disagree
2	Disagree
3	Slightly disagree
4	Neutral
5	Slightly agree
6	Agree
7	Strongly agree

3.3.2 Operationalization of Construct

The conceptual framework that is presented and defined in the literature review has been the base for the theoretical framework to be able to guide the questionnaire and to analyze the gathered empirical data. In this study, 7 Likert scales are used to provide more varieties of options which in turn increase the probability of meeting the objective reality of people.

Table 3.3: Operationalization of Constructs

Constructs	No of items	Scale of measurement
Performance Expectancy (PE)	6	Likert Scale (1-7)
Effort Expectancy (EE)	6	Likert Scale (1-7)
Social Influence (SI)	6	Likert Scale (1-7)
Facilitating Conditions (FC)	6	Likert Scale (1-7)
Online Purchase Intention (OPI)	6	Likert Scale (1-7)

3.3.2.1 Variables

Table 3.4: The Variables

Label	Items	Source
	Performance Expectancy (PE)	(Venkatesh <i>et al.</i> , 2003; San Martín and Herrero, 2012)
	I prefer to use U-tech for online purchasing because of it,	
PE 1	assisted me to perform the online purchasing.	
PE 2	is very useful for me in the purchasing process.	
PE 3	enabled me to accomplish the purchasing process more quickly.	
PE 4	increase my efficiency in the purchasing process.	
PE 5	improves my performance in the purchasing process.	
PE 6	increase my understanding of the purchasing process.	

Label	Items	Source
	Effort Expectancy (EE)	(Venkatesh <i>et al.</i> , 2003; San Martín and Herrero, 2012)
	I like to use U-tech for online purchasing because,	
EE 1	I could easily interact with it.	
EE 2	it was easy to enhance my skills.	
EE 3	it was easy to learn how to use U-tech.	
EE 4	it implies little effort for me.	

EE 5	it makes online purchase more interesting.	
EE 6	enabled me to increase my productivity to purchase online.	

Label	Items	Source
	Social Influence (SI)	
	I use U-tech for online purchasing because,	(Venkatesh <i>et al.</i> , 2003; San Martín and Herrero, 2012)
SI 1	people around me consider it appropriate to use.	
SI 2	my family thinks I should use it.	
SI 3	my friends think I should use it.	
SI 4	I predict that I will be using it in the next two months	
SI 5	the customer service of hotel helpful me in use it.	
SI 6	the hotel organization has supported me to use it.	

Label	Items	Source
	Facilitating Conditions (FC)	
	I like to use U-tech during online purchasing because,	(Venkatesh <i>et al.</i> , 2003; San Martín and Herrero, 2012)
FC 1	I have sufficient resources to use it.	
FC 2	I have the knowledge necessary to it.	
FC 3	I get the support from a specific person/group when I face difficulties with it.	
FC 4	I feel comfortable using it.	
FC 5	I have not faced any problem to use it.	
FC 6	I have received the necessary training to use it.	

Label	Items	Source
	Online Purchase Intention (OPI)	
	For me, by using U-tech for online purchasing influence me to	(Venkatesh <i>et al.</i> , 2003; San Martín and Herrero, 2012)
OPI 1	make bookings/ reservations immediately.	
OPI 2	make bookings /reservations for the next time I do travel.	
OPI 3	continuously use it to make bookings/reservations.	
OPI 4	learn it as a platform for purchasing.	
OPI 5	ensure it is a good idea.	
OPI 6	use it as a medium for booking in future.	

3.3.3 Pilot Study

A pilot study is referring to a small-scale study, in order to improve the quality and feasibility of these questionnaires. The pilot study will help the researcher to improve a research questions' validity and the likely reliability of the data that will be collected. Besides, it enabled the researcher to figure out the best method for pursuing it, and estimate how much time and resources to complete the large-scale study by reducing the risk of errors or problems. In this research, a pilot study was conducted to test the survey questionnaire within the selected tourists at a hotel in Melaka City which is Hatten Hotel.

Furthermore, a pilot test is distributing to pre-test the questionnaire on 30 respondents by the sample size. During the test, the researcher needs to record the time taken to complete the questionnaire and decide whether it is reasonable. In order to improve the questionnaire content before distributing to the actual respondent, the comments by 30 respondents were collected. However, all the comments only touched on the need to re-word or re-scale a few statements concerning the barriers in the efforts to make them easily understood by the future respondents. Based on this study, the final version of the questionnaire was then produced and utilized for the actual survey.

3.4 Data Collection

Data collection in this studies will use the quantitative method. In this studies, primary and secondary data is involving the process of collecting data. Survey on user adoption of ubiquitous technology for online purchase intention in Hotel industry is called as primary data in this studies. The issues involved identifying the relationship of adoption of ubiquitous technology with online purchase intention. The survey will focus on the user of ubiquitous technology for online purchase intention as a respondent's, especially for the user from Hotel industry perspective in Melaka. Primary data gives the advantage to the researcher because it directly related to the research needs and purposes. Secondary

data involves collecting the data through document analysis; reading materials such as books, journals, newspapers; and other sources from the internet.

3.5 Data Analysis

In this studies, Statistical Package for Social Science (SPSS) is choosing an analysis method which to analyse and tabulate the data of the research. For quantitative research, SPSS play a big role to handle a large amount of data in order to ease the process of measuring the data collection.

Table 3.5: Analysis Method

Research objective	Data Analysis
To profile the implementation level of performance expectancy, effort expectancy, social influence, facilitating conditions and online purchase intention in the hotel industry.	Descriptive analysis, Mean, standard deviation, crosstab, Cronbach alpha
To describe the critical factor that influences the online purchase intention in the hotel industry.	Correlation coefficient
To study the most influential factors that influence online purchase intention in the hotel industry.	Multiple Regression, AMOS

3.5.1 Descriptive Analysis

Descriptive analysis is presented in the participant demographic section where it will be consisting of respondent's personal information such as gender, age, status, technology user's and position. In the descriptive analysis, the mean and standard deviation will be used as the tools for data analysis. Next, frequency analysis will be implemented to measuring the user adoption of ubiquitous technology for online purchase intention in the hotel industry. The frequency analysis result can be explained in term of percentage and it using the mean score to state whether it is high, medium or low. Table 3.2 will show the mean score.

Table 3.6: Mean Score Table

Range of Mean	Level
0.00 - 2.33	Low
2.34 - 4.66	Medium
4.67 - 7.00	High

3.5.2 Pearson Correlation Analysis

This correlation analysis used to investigate withers all the impacts (independent and dependent variable) were independent or intercorrelated. To measure the significance of linear bivariate between the independent variable and dependent variable, the Pearson correlation will be used. This test analysis will measure the strength of the relationship between two variables. It will result from 0 (random result) to 1 (perfect linear relationship) or -1 (perfect negative relationship) where will be reported in term of its square.

Table 3.7: Range of Pearson Correlation Coefficient

Coefficient Range	Strength of Correlation
± 0.00 to ± 0.30	Very strong
± 0.40 to ± 0.60	High
More than ± 0.70	Moderate

3.5.3 Multiple Regression Analysis

Multiple regression analysis will be used to identify the relationship between variables, identify the direction of the relationship, the degree of the study and strength of the relationship. The result will be used to explore and predictability of a set of independent variables on the dependent variable. The degree of relationship will be interpreted whether it is a low or high level of correlation by using “Guilford’s Rule of Thumbs.

Table 3.8: A Level of Relationship Strength

Range	Strength of Relationship
Less than 0	Negative Relationship
0.00	No Relationship
0.01 – 0.30	Very Weak Positive Relationship
0.31 – 0.40	Weak Positive Relationship
0.41 – 0.70	Moderate Positive Relationship
0.71 – 0.90	Strong Positive Relationship
More than 0.90	Very Strong Positive Relationship

3.5.4 Analysis of Moment Structures (Amos)

Analysis of Moment Structures (Amos) is used in this studies for an extended knowledge about regression analysis. The software is designed as an IBM SPSS Statistics for the analysis of covariance structure models, including structural equation modeling (SEM), and confirmatory factor analysis (CFA) (Barnidge, 2017).

3.6 Sampling Design

3.6.1 Time Horizon

The cross-sectional design has been chosen in this studies where it the most popular form of survey design in education. The researcher will be of a particular phenomenon at a particular time. Besides, the cross-sectional design has a beneficial to measuring the current attitudes, beliefs, opinions or practices. In this studies, the researcher will collect the data from one population which is the consumer in the hotel industry at Melaka. Other than that, cross-sectional is used in this research to measure the community needs for online purchase intention (Saunders et al., 2016).

3.6.2 Sampling Technique

Sampling is the method of choosing a suitable element which is population, target population and sample for complete the research objective. Sampling techniques enable to reduce the quantity of data for the researcher to gather by considering only data from a subgroup rather than all possible cases or elements (Saunders et al., 2016). In this studies, the researcher used cluster sampling to select the samples. Cluster sampling is referring to groups targeted based on any naturally occurring grouping (Saunders et al., 2016). Based

on the table, it is the determining the sample size of a number of the hotel that implements online purchase platform in Melaka. It is used to illustrate how cluster sampling could be accomplished. However, there are obviously times when one sampling method is preferred over the other.

Table 3.9: Group of Cluster Sampling

Cluster 1	The selection of a geographical area in Malaysia is Melaka State.
Cluster 2	The hotel industry in Melaka (Ayer Keroh and Melaka City) was chosen which stars and above.

3.6.3 Sampling Size

In this studies, the number of respondents is about 150 consumer or user of ubiquitous technology who already used online purchase platform for booking hotel. Hinkin, (1995) stated that an ideal sample size should have an item to response ratio ranged from 1:4 to 1:10 for each set of scale to be a factor. As there are a total of 30 items in this study, the ideal range of sample size is from 104 to 260 (Su, K.W. *et al.*, 2016). Hence the minimum sample size of 150 respondents was considered sufficient for this study.

3.7 Scientific Canons

3.7.1 Reliability

Reliability is referring to whether the data collection techniques and analytic procedures would produce consistent findings if they were repeated on another occasion (Saunders et al., 2016). According to Creswell (2012), reliability is one of the key

characteristics of research quality and give a means that scores from an instrument are stable and consistent. Reliability analysis will be measured via Cronbach's coefficient alpha to check for the internal consistency of the constructs. If the Cronbach's Alpha exceeded the criterion of 0.700 there will be no problems in reliability to all the constructs (Hair et al. 2010). The Cronbach's alpha value that more than 0.700 is reliable to measure all the constructs consistently and free from random error.

3.7.2 Validity

Validity is the development of sound evidence to demonstrate that the test interpretation (of scores about the concept or construct that the test is assumed to measure) matches its proposed use. Saunders et al., (2012) mentioned that validity is constructed to get a precise data that determine correctly the concept of the research. There are two forms of validity which are internal validity that refers to how the research results can fit reality and the external validity that shows how the findings can be repeated to the other events. Therefore, the result that the researcher will get from this questionnaire is valid because it was taken from the same questions that have been used by another researcher. It also can support the hypothesis for this research. The respondents will be given enough time to complete the survey. Thus, the research will not be influenced by any external factors that can affect the validity of the research.

3.8 Summary

This study involved several methods to collect and analyze data to fulfill the requirements of the study. The data obtained from the primary data and secondary data have been made in the quantitative analysis. For this study, the researcher has identified respondent who fulfills the requirement to answer the questionnaire. The researcher used

the questionnaire as the main source for this research. This method is chosen because of lack of specific databases. Next, chapter four will discuss the findings of the study through the data analysis process.

Table 3.10 Research objective, research questions, research hypothesis, and data analysis.

Research question	Research objective	Research hypothesis	Data Analysis
What are the level of performance expectancy, effort expectancy, social influence, facilitating conditions and online purchase intention in the hotel industry?	To profile the implementation level of performance expectancy, effort expectancy, social influence, facilitating conditions and online purchase intention in the hotel industry.		Descriptive analysis, Mean, standard deviation, crosstab, Cronbach alpha
What are the critical factors that influence the online purchase intention in the hotel industry?	To describe the critical factor that influences the online purchase intention in the hotel industry.		Correlation Coefficient
What are the most influential factors that influence online purchase intention in the hotel industry?	To study the most influential factors that influence online purchase intention in the hotel industry.	1) There is a relationship between performance expectancy and online purchase intention. 2) There is a relationship between effort expectancy and online purchase intention. 3) There is a relationship between social influence and online purchase intention. 4) There is a relationship between facilitating conditions and online purchase intention.	Multiple Regression, AMOS

CHAPTER 4

RESULT AND DISCUSSION

4.1 Introduction

This chapter presents the analysis and findings of this study. The analysis and findings will be based on the three objectives of this study which includes profiling the implementation level of performance expectancy, effort expectancy, social influence, facilitating conditions and online purchase intention in hotel industry; to describe the critical factor that influence the online purchase intention in hotel industry; and to study the most influential factors that influence online purchase intention in hotel industry.

The data had been collected through the quantitative method of distribution questionnaires over of 150 of the sample which consists the consumer of online purchase in Hotel Industry. Based on the distribution of questionnaires, all sample give their commitment whereas they fill with the questionnaires without the blanks. These findings are described in the form of descriptive statistics which is a frequency analysis that is a substitute from the table into the histogram and pie chart form for describing the demographic profiles. Other than that, this chapter also presented hypothesis result whether it is accepted or not.

4.2 Descriptive Analysis

4.2.1 Background of the Respondents

Respondents demographic data of the user that use the online platform in Hotel Industry; it represents the information about crosstab of gender and age, crosstab of applied online booking platform and how often respondent using the platform, hotel location, and medium to do online purchasing in Hotel Industry. This demographic data profile is collected at Melaka with 150 respondents.

4.2.1.1 Type of Gender and Age

Table 4.1: Crosstabulation of Gender and Age.

		Age					Total
		Below 19	20-29	30-39	40-49	50-59	
Gender	F	6	35	15	20	12	88
	M	7	22	15	12	6	62
Total		13	57	30	32	18	150

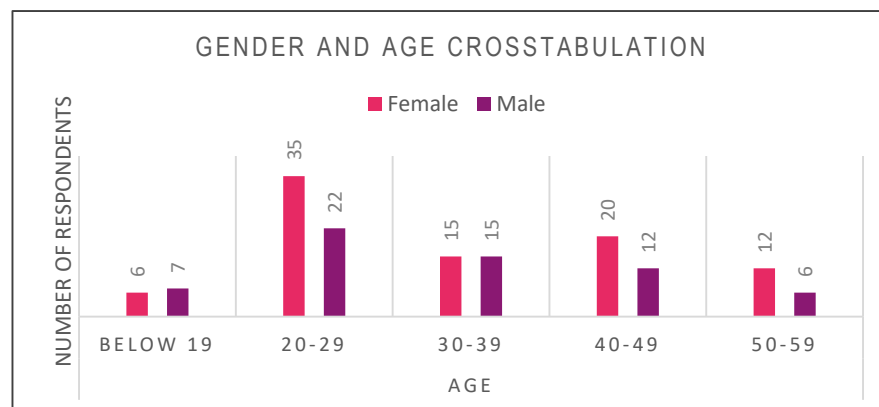


Figure 4.1: Histogram Chart of Gender and Age Crosstabulation

Table 4.1 shows the two different genders which are male and female and the age of respondents that was collected through the survey among 150 respondents. The result shows that there is the higher respondent for this research is female which is 88 (58.67%) respondent while the male gets 62 (41.3%) of the respondent. In Table 4.1, it also shows the age of the respondent where the age starts from 20 to 59 years old. The researcher was divided age into five categories which are Below 19, 20-29, 30-39, 40-49, and 50-59. The higher group of age that answer the questionnaire comes from 20-29 years old, where 35 respondents are female, and 22 respondents are male. Lastly, the lower group of age that answer the questionnaire are coming from the respondent that in Below 19 years old categories, where its recorded six persons is a female and seven persons is male respectively. The result shows that the respondent in age below than 19 years old does not give the impact to adoption the ubiquitous technology for online purchase intention in Hotel Industry.

4.2.1.2 Usage and Frequency of using Online Purchase Platform

Table 4.2: Crosstabulation of Usage and Frequency of using online purchase platform.

		The frequency of using online purchase platform						Total
		Never	1-3 times per year	4-6 times per year	7-12 times per year	At least once a week	Once or more per month	
Usage	No	0	0	0	0	0	0	0
	Yes	0	63	33	18	14	22	150
Total		0	63	33	18	14	22	150

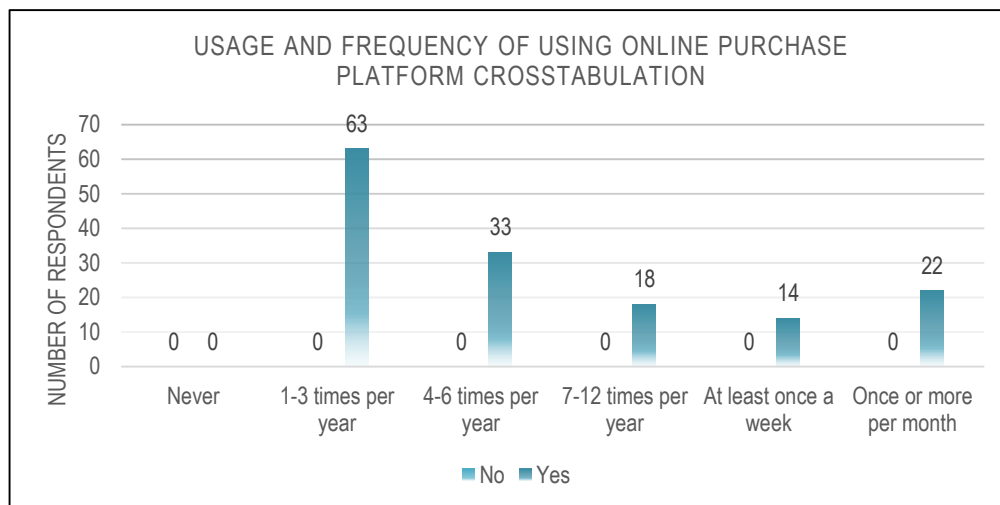


Figure 4.2: Histogram Chart of Usage and Frequency of using Online Purchase Platform Crosstabulation

Table 4.2 shows the number of the respondent who already applied the online purchase platform for any booking/ reservation and the frequency of using online purchase platform in Hotel Industry. From this table, it proved that all respondent (100%) has an experience with purchasing in the online platform in Hotel Industry. Figure 4.2 shows the majority frequency of respondent that using the online purchase platform is ‘one to three times per year’ which is 63 respondents, while the lowest respondent (14) who used online purchase platform choose ‘at least once a week’.

4.2.1.3 Hotel Location

Table 4.3: Hotel Location of respondent by using online platform.

	Frequency	Percent
Hotel Location		
Ayer Keroh	39	26%
Melaka City	111	74%
Total	150	100%

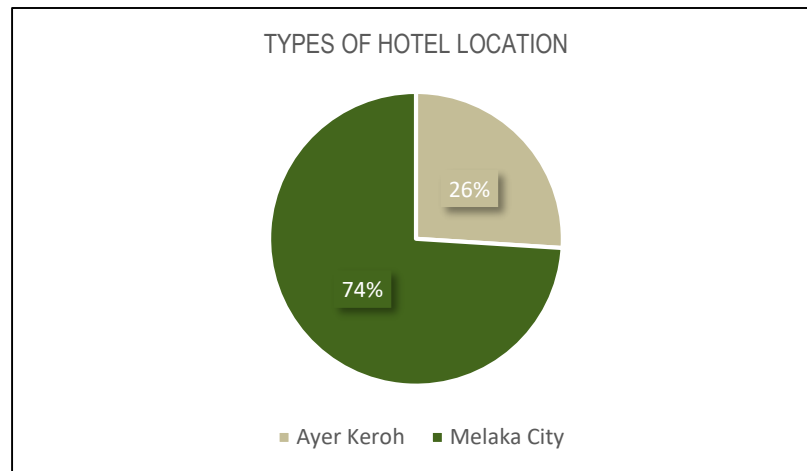


Figure 4.3: Pie Chart for Types of Hotel Location

Based on Table 4.3, it shows the hotel location that the respondent booking in Melaka. There has two location of respondents Hotel, which is Melaka City and Ayer Keroh. Based on the pie chart in Figure 4.3, the responses indicated that the majority of the respondents are booking a hotel in Melaka City which the value is 74.0%. Meanwhile another 26.0% of respondent hotel location is from Ayer Keroh.

4.2.1.4 Usage and Duration of owning Laptop

Table 4.4: Crosstabulation of usage and duration of owning Laptop.

	Months/ Year										Total
	0	2	3	4	5	6	7	8	9	10	
Laptop No	66	0	0	0	0	0	0	0	0	0	66
Yes	0	5	5	11	16	9	21	4	1	12	84
Total	66	5	5	11	16	9	21	4	1	12	150

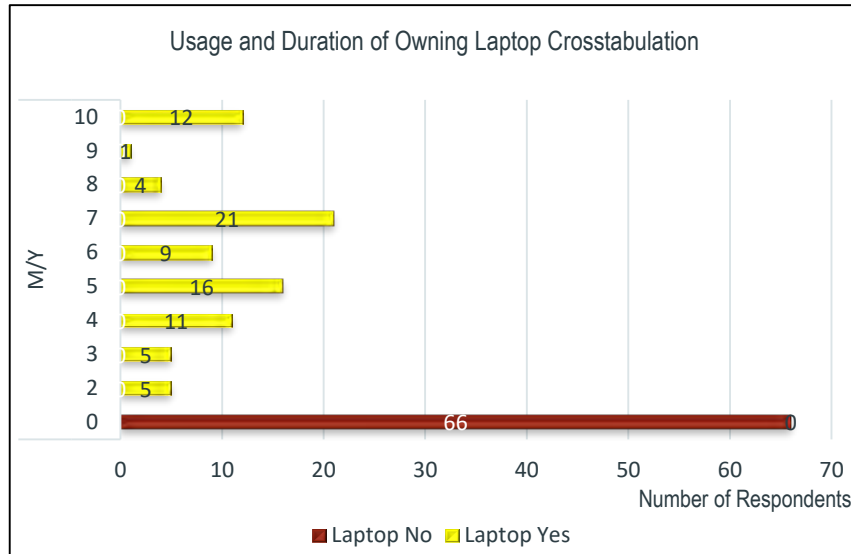


Figure 4.4: Histogram Chart of Usage and Duration of owning Laptop Crosstabulation

Table 4.4 shows the number of the respondent that own Laptop and the duration of owning a Laptop that was collected through the survey among 150 respondents. The result shows that the number of respondent who owning a Laptop is 84 (56%) people, while 66 (44%) people who responded 'No' to question 'Do you own it now?'. In Table 4.4, it also shows the duration of owning the Laptop where the result is starting from one to ten years. The higher duration of owning a Laptop is seven years', where the number of the respondent is 21 (25%). Lastly, the lower duration of owning a Laptop is nine years', where the number of the respondent is one (1.19%). The result shows that the owning a Laptop gives the impact to adoption the ubiquitous technology for online purchase intention in Hotel Industry.

4.2.1.5 Usage and Duration of owning Smartphone

Table 4.5: Crosstabulation of Usage and Duration of owning Smartphone.

	Months/ Year										Total
	2	3	4	5	6	7	8	9	10	11	
Smartphone No	0	0	0	0	0	0	0	0	0	0	0
Yes	8	22	8	44	27	22	7	3	6	3	150
Total	8	22	8	44	27	22	7	3	6	3	150

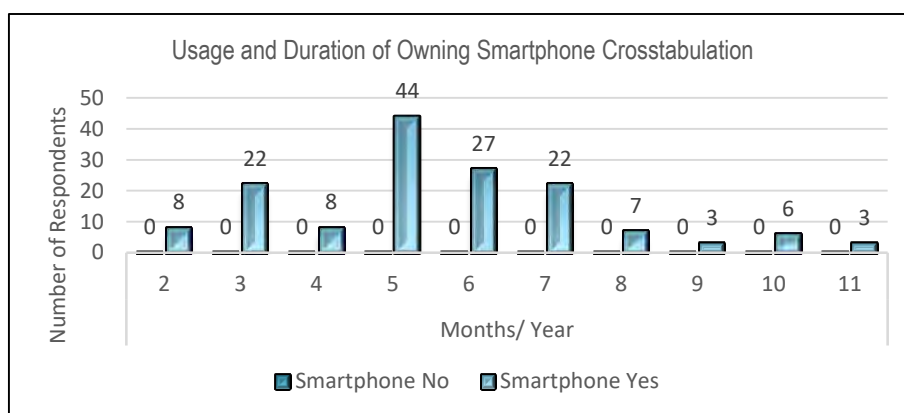


Figure 4.5: Histogram Chart of Usage and Duration of owning Smartphone Crosstabulation

Table 4.4 shows the number of the respondent that own Smartphone and the duration of owning a Smartphone that was collected through the survey among 150 respondents. The result shows that the number of respondents who own a Smartphone is 150 (100%) people. In Table 4.4, it also shows the duration of owning the Smartphone where the result is starting from two to eleven years. The higher duration of owning a Smartphone is five years', where the number of the respondent is 44 (29.33%). Lastly, the lower duration of owning a Smartphone is nine years' and eleven years', where the number of the respondent is three (2%) for each duration. The result shows that the owning a Smartphone gives the impact to adoption the ubiquitous technology for online purchase intention in Hotel Industry.

4.2.1.6 Usage and Duration of owning Tablet

Table 4.6: Crosstabulation of Usage and Duration of owning Tablet.

		Months/ Year						Total
		0	1	2	3	4	5	
Tablet	No	108	0	0	0	0	0	108
	Yes	0	3	12	18	3	6	42
Total		108	3	12	18	3	6	150

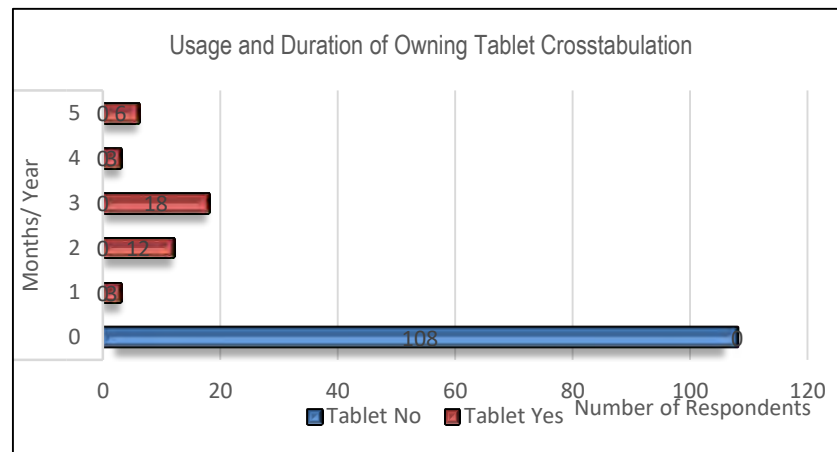


Figure 4.6: Histogram Chart of Usage and Duration of owning Tablet Crosstabulation

Table 4.4 shows the number of the respondent that own Tablet and the duration of owning a Tablet that was collected through the survey among 150 respondents. The result shows that the number of respondent who owning a Tablet is 42 (28%) people, while 108 (72%) people who responded 'No' to question 'Do you own it now?'. In Table 4.4, it also shows the duration of owning the Tablet where the result is starting from one to five years. The higher duration of owning a Tablet is three years', where the number of the respondent is 18 (42.86%). Lastly, the lower duration of owning a Tablet is one years' and four years', where the number of the respondent is three (7.14%). The result shows that the owning a Tablet gives the impact to adoption the ubiquitous technology for online purchase intention in Hotel Industry.

4.2.2 Mean Score Analysis for Variables

4.2.2.1 Performance Expectancy

Table 4.7 Descriptive Statistics for Performance Expectancy

Descriptive Statistics						
No.	Items	N	Min	Max	Mean	Std. Deviation
	I prefer to use U-tech for online purchasing because it,					
PE1	assisted me to perform the online purchasing.	150	1	7	5.68	1.271
PE2	is very useful for me in purchasing process.	150	1	7	5.48	1.394
PE3	enabled me to accomplish the purchasing process more quickly.	150	1	7	5.47	1.339
PE4	increase my efficiency in the purchasing process.	150	1	7	5.30	1.241
PE5	improves my performance in the purchasing process.	150	1	7	4.71	1.467
PE6	increase my understanding of the purchasing process.	150	1	7	4.64	1.448

Table 4.7 shows that the items that become the most important in performance expectancy are PE1 which has the highest mean 5.68 with the standard deviation at 1.271, followed by the second important in performance expectancy is PE2 which has a mean at 5.48 and standard deviation at 1.394.

Besides, PE3 has mean at 5.47 with standard deviation at 1.339 and PE4 has mean at 5.30 with standard deviation at 1.241, which shows that both of these two items has the nearest value of the mean, where the consumer will consider this item as general factors of performance expectancy.

Moreover, PE5 has a mean at 4.71 and standard deviation at 1.467, while PE6 item has mean at 4.64 with standard deviation at 1.448, which shows that this two item has less important factors in performance expectancy choice throughout 150 respondents.

Based on Table 4.7, the minimum rating scale for each item was 1, while the maximum rating scale was 7.

4.2.2.2 Effort Expectancy

Table 4.8 Descriptive Statistics for Effort Expectancy

Descriptive Statistics						
No.	Items	N	Min	Max	Mean	Std. Deviation
I like to use U-tech for online purchasing because,						
EE1	I could easily interact with it.	150	1	7	5.22	1.479
EE2	it was easy to enhance my skills.	150	1	7	5.23	1.390
EE3	it was easy to learn how to use U-tech.	150	1	7	5.24	1.350
EE4	it implies little effort for me.	150	1	7	5.19	1.557
EE5	it makes online purchase more interesting.	150	1	7	5.12	1.465
EE6	enabled me to increase my productivity to purchase online.	150	1	7	5.07	1.670

Table 4.8 shows that the items that become the most important in effort expectancy are EE3 which has the highest mean 5.24 with the standard deviation at 1.350, followed by the second important in effort expectancy is EE2 which has a mean at 5.23 and standard deviation at 1.390.

Besides, EE1 has mean at 5.22 with standard deviation at 1.479 and EE4 has mean at 5.19 with standard deviation at 1.557, which shows that both of these two items has the nearest value of the mean, where the consumer will consider this item as general factors of effort expectancy.

Moreover, EE5 has a mean at 5.12 and standard deviation at 1.465, while EE6 item has mean at 5.07 with standard deviation at 1.670, which shows that this two item has less important factors in effort expectancy choice throughout 150 respondents. Based

on Table 4.8, the minimum rating scale for each item was 1, while the maximum rating scale was 7.

4.2.2.3 Social Influence

Table 4.9 Descriptive Statistics for Social Influence

Descriptive Statistics						
No.	Items	N	Min	Max	Mean	Std. Deviation
	I use U-tech for online purchasing because,					
SI1	people around me consider it appropriate to use.	150	3	7	5.94	0.914
SI2	my family thinks I should use it.	150	2	7	5.82	0.990
SI3	my friends think I should use it.	150	2	7	5.82	1.081
SI4	I predict that I will be using it in the next two months.	150	2	7	5.74	1.184
SI5	the customer service of hotel helpful me in use it.	150	2	7	5.97	0.955
SI6	the hotel organization has supported me to use it.	150	2	7	6.03	0.890

Table 4.9 shows that the items that become the most important in social influence are SI6 which has the highest mean 6.03 with the standard deviation at 0.890, followed by the second important in social influence is SI5 which has a mean at 5.97 and standard deviation at 0.955.

Besides, SI1 has mean at 5.94 with standard deviation at 0.914 and SI3 has mean at 5.82 with standard deviation at 1.081, which shows that both of these two items has the nearest value of the mean, where the consumer will consider this item as general factors of social influence.

Moreover, SI2 has a mean at 5.82 and standard deviation at 0.990, while SI4 item has mean at 5.74 with standard deviation at 1.184, which shows that this two item has less important factors in social influence choice throughout 150 respondents. Based

on Table 4.9, the minimum rating scale for each item was 2, while the maximum rating scale was 7.

4.2.2.4 Facilitating Conditions

Table 4.10 Descriptive Statistics for Facilitating Conditions

Descriptive Statistics						
No.	Items	N	Min	Max	Mean	Std. Deviation
	I like to use U-tech during online purchasing because,					
FC1	I have sufficient resources to use it.	150	1	7	5.17	1.333
FC2	I have the knowledge necessary to it.	150	1	7	5.27	1.506
FC3	I get the support from a specific person/group when I face difficulties with it.	150	1	7	5.39	1.315
FC4	I feel comfortable using it.	150	1	7	5.24	1.450
FC5	I have not faced any problem to use it.	150	1	7	5.41	1.415
FC6	I have received the necessary training to use it.	150	1	7	5.27	1.399

Table 4.10 shows that the items that become the most important in facilitating conditions are FC5 which has the highest mean 5.41 with the standard deviation at 1.415, followed by the second important in facilitating conditions is FC3 which has a mean at 5.39 and standard deviation at 1.315.

Besides, FC2 has mean at 5.27 with standard deviation at 1.506 and FC6 has mean at 5.27 with standard deviation at 1.399, which shows that both of these two items has the nearest value of the mean, where the consumer will consider this item as general factors of facilitating conditions.

Moreover, FC4 has a mean at 5.24 and standard deviation at 1.450, while FC1 item has mean at 5.17 with standard deviation at 1.333, which shows that this two item

has less important factors in facilitating conditions choice throughout 150 respondents. Based on Table 4.10, the minimum rating scale for each item was 1, while the maximum rating scale was 7.

4.2.2.5 Online Purchase Intention

Table 4.11 Descriptive Statistics for Online Purchase Intention

Descriptive Statistics						
No.	Items	N	Min	Max	Mean	Std. Deviation
For me, by using U-tech for online purchasing influence me to						
OPI1	make bookings/ reservations immediately.	150	1	7	5.34	1.478
OPI2	make bookings /reservations for the next time I do travel.	150	1	7	5.47	1.329
OPI3	continuously use it to make bookings/reservations.	150	1	7	5.43	1.383
OPI4	learn it as a platform for purchasing.	150	1	7	5.38	1.334
OPI5	ensure it is a good idea.	150	1	7	5.33	1.531
OPI6	use it as a medium for booking in future.	150	1	7	5.59	1.406

Table 4.11 shows that the items that become the most important in online purchase intention are OPI6 which has the highest mean 5.59 with the standard deviation at 1.406, followed by the second important in online purchase intention is OPI2 which has a mean at 5.47 and standard deviation at 1.329.

Besides, OPI3 has mean at 5.44 with standard deviation at 1.383 and OPI4 has mean at 5.38 with standard deviation at 1.334, which shows that both of these two items has the nearest value of the mean, where the consumer will consider this item as general factors of online purchase intention.

Moreover, OPI1 has a mean at 5.34 and standard deviation at 1.478, while OPI5 item has mean at 5.33 with standard deviation at 1.531, which shows that this two item has less important factors in online purchase intention choice throughout 150 respondents. Based on Table 4.11, the minimum rating scale for each item was 1, while the maximum rating scale was 7.

4.3 Reliability Analysis and Validity Test

Table 4.12 Reliability Analysis for All Items

Reliability Statistics	
Cronbach's Alpha	N of Items
.954	30

Table 4.12 above indicate the reliability analysis for this research based on the data gained from the samples. Cronbach 's Alpha is used in order to assess the reliability. The table above shows the reliability value of 30 items of questions with 30 samples. The value of Cronbach 's Alpha is 0.954 which is more than 0.70. Hence, the reliability analysis of all variables is acceptable.

Table 4.13 Reliability Analysis for All Variable

Variables	Number of Items	Cronbach's Alpha
Performance Expectancy (PE)	6	0.907
Effort Expectancy (EE)	6	0.704
Social Influence (SI)	6	0.793
Facilitating Conditions (FC)	6	0.903
Online Purchase Intention (OPI)	6	0.906

Based on Table 4.13, the finding demonstrated that the overall alpha coefficient for each subscale is excellent, where all variables designated reliability ranging from 0.704

to 0.907. From the result analysis, each item was stated a different alpha value. Referring to Table 4.13, the alpha value for performance expectancy ($\alpha=0.907$), effort expectancy ($\alpha=0.704$), social influence ($\alpha=0.793$), facilitating conditions ($\alpha=0.903$) and online purchase intention ($\alpha=0.906$).

4.4 Pearson Correlation Analysis

Correlation refers to a technique used to quantify the relationship between variables, it happens when there are two or more variables. The analyses were lead to test the effectiveness of the relationship between a dependent variable which is online purchase intention and four dependent variables which is performance expectancy, effort expectancy, social influence and facilitating conditions. In this part, the most common measure of correlation used by the researcher is the Pearson Product Moment Correlation which is the value of this correlation coefficient ranges between -1 and +1. The stronger the relationship between variable, the closer the coefficient is to either -1 or +1. The weaker the relationship between the variable, the closer the coefficient is to 0.

4.4.1 Performance Expectancy

Table 4.14 Correlation Results for Performance Expectancy Factor

Correlations

		Performance Expectancy	Online Purchase Intention
Performance Expectancy	Pearson Correlation	1	.475**
	Sig. (2-tailed)		.000
	N	150	150
Online Purchase Intention	Pearson Correlation	.475**	1
	Sig. (2-tailed)	.000	
	N	150	150

** Correlation is significant at the 0.01 level (2-tailed).

Based on Table 4.14, it is marked that the correlation relation between an independent variable which is performance expectancy towards dependent variable which is online purchase intention when users apply U-tech as their medium to perform online in Hotel Industry. Table 4.14 showed the test is significant $r(148) = 0.475$, $p < 0.001$. Performance expectancy was significantly correlated with online purchase intention in positive correlation and these two variables have a moderate relationship such that as the level of performance expectancy increase, level of online purchase intention will increase.

4.4.2 Effort Expectancy

Table 4.15 Correlation Results for Effort Expectancy Factor

		Effort Expectancy	Online Purchase Intention
Effort Expectancy	Pearson Correlation	1	.896**
	Sig. (2-tailed)		.000
	N	150	150
Online Purchase Intention	Pearson Correlation	.896**	1
	Sig. (2-tailed)	.000	
	N	150	150

** Correlation is significant at the 0.01 level (2-tailed).

Based on Table 4.15, it is marked that the correlation relation between an independent variable which is effort expectancy towards dependent variable which is online purchase intention when users apply U-tech as their medium to perform online in Hotel Industry. Table 4.15 showed the test is significant $r(148) = 0.896, p < 0.001$. Effort expectancy was significantly correlated with online purchase intention in positive correlation and these two variables have a strong relationship such that as the level of effort expectancy increase, level of online purchase intention will increase.

4.4.3 Social Influence

Table 4.16 Correlation Results for Social Influence Factor

		Social Influence	Online Purchase Intention
Social Influence	Pearson Correlation	1	-.092
	Sig. (2-tailed)		.262
	N	150	150
Online Purchase Intention	Pearson Correlation	-.092	1
	Sig. (2-tailed)	.262	
	N	150	150

** Correlation is significant at the 0.01 level (2-tailed).

Based on Table 4.16, it is marked that the correlation relation between an independent variable which is social influence towards dependent variable which is online purchase intention when users apply U-tech as their medium to perform online in Hotel Industry. Table 4.16 showed the test is significant $r(148) = -0.092, p < 0.001$. Social influence was significantly correlated with online purchase intention in negative correlation and these two variables have a weak relationship such that as the level of social influence increase, level of online purchase intention will decrease.

4.4.4 Facilitating Conditions

Table 4.17 Correlation Results for Facilitating Conditions Factor

Correlations

		Facilitating Conditions	Online Purchase Intention
Facilitating Conditions	Pearson Correlation	1	.915**
	Sig. (2-tailed)		.000
	N	150	150
Online Purchase Intention	Pearson Correlation	.915**	1
	Sig. (2-tailed)	.000	
	N	150	150

** Correlation is significant at the 0.01 level (2-tailed).

Based on Table 4.17, it is marked that the correlation relation between an independent variable which is facilitating conditions towards dependent variable which is online purchase intention when users apply U-tech as their medium to perform online in Hotel Industry. Table 4.17 showed the test is significant $r(148) = 0.915$, $p < 0.001$. Facilitating conditions was significantly correlated with online purchase intention in positive correlation and these two variables have a strong relationship such that as the level of facilitating conditions increase, level of online purchase intention will increase.

4.5 Inferential Statistics

4.5.1 Multiple Regression Analysis

A set of statistical procedures used to predict and explain the value of a dependent variable based on the value of one or more independent variable is called regression analysis. Multiple linear regression is a regression model based on the one dependent variable and two or more independent variables which are linearly correlated. The output of regression analysis is an equation which represents the best prediction for the value of a dependent variable based on the value of a few independent variables. This analysis will explain the relationship between the independent variable (performance expectancy, effort expectancy, social influence and facilitating conditions) and the dependent variable which is online purchase intention.

Table 4.18 Model Summary of Multiple Regression Analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.938 ^a	.880	.877	.451

a. Predictors: (Constant), Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions

Table 4.18 above, indicates the relationship between independent variables which are performance expectancy, effort expectancy, social influence and online purchase intention as the dependent variables. the entire summary of findings showed that the positive number of the R-value. Multiple regression coefficients (R) value is 0.938 indicates a high degree of correlation. Therefore, the R-value is under ± 0.71 to ± 1.00 which mean it has a strong relationship and has a positive relationship. R squared shows the value of 0.880. This suggests that online purchase intention (dependent variable) is influenced 88.0% by the independent variable (performance expectancy, effort expectancy, social influence and facilitating conditions), while the rest (100% - 88.0% =

12.0%) were influenced by the other factor or causes which were not discussed in this research.

Table 4.19 Regression Analysis on ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	215.806	4	53.951	265.632	.000 ^b
	Residual	29.450	145	.203		
	Total	245.256	149			

a. Dependent Variable: Online Purchase Intention

b. Predictors: (Constant), Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions

The Anova table 4.19 shows the assumption of the significance of the independent variable to the dependent variable. It shows the p-value (Sig 0.000) is less than the alpha value 0.05.

Table 4.20 Regression Analysis on Coefficients

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.112	.397		2.804	.006
	Performance Expectancy	.029	.039	.025	.744	.458
	Effort Expectancy	.399	.058	.413	6.928	.000
	Social Influence	-.126	.062	-.060	-2.044	.043
	Facilitating Conditions	.536	.062	.538	8.678	.000

a. Dependent Variable: Online Purchase Intention

Table 4.20 indicates that Beta values which mean individual independent variables effects on dependent variables. The results showed that $\beta_1=0.029$, $\beta_2=0.399$, $\beta_3=-0.126$, and $\beta_4=0.536$ respectively to all independent variables. The largest impact was for

facilitating conditions ($\beta = 0.536$, $t=8.678$, $p<.001$); this factor had the largest standardized Beta (β) and t values with the variation of 53.6%. This was followed by effort expectancy ($\beta = 0.399$, $t=6.928$, $p<.001$) with the variation of 39.9%, which was the second largest predictor of online purchase intention. Third largest predictor is social influence ($\beta = -0.126$, $t=-2.044$, $p<.001$) with the variation of 12.6%. Performance Expectancy had the lowest explanatory power ($\beta = 0.029$, $t=0.744$, $p<.001$) with the variation of 2.9%. The results suggest that the independent variable which is effort expectancy, social influence, and facilitating conditions was making a significant contribution to the prediction model.

The relationship can be marked as the following regression equation from the analysis from the Table 4.20 above:

$$Y = b_0 + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4$$

Where:

Y = Online Purchase Intention in Hotel Industry

b_0 = Regression Constant

X_1 = Performance Expectancy

X_2 = Effort Expectancy

X_3 = Social Influence

X_4 = Facilitating Conditions

$b_1 b_2 b_3$ = Regression Coefficient

$Y \text{ (online purchase Intention)} = 1.112 + 0.029 \text{ (performance expectancy)} + 0.399 \text{ (effort expectancy)} - 0.126 \text{ (social influence)} + 0.536 \text{ (facilitating conditions)}$

4.6 Regression by Amos Software

The researcher used Analysis of Moment Structures (Amos) in this studies for an extended knowledge of regression analysis. According to AMOS software, the relations between independent (performance expectancy, effort expectancy, social influence and facilitating conditions) and dependent variables (online purchase intention) were investigated as a structural model.

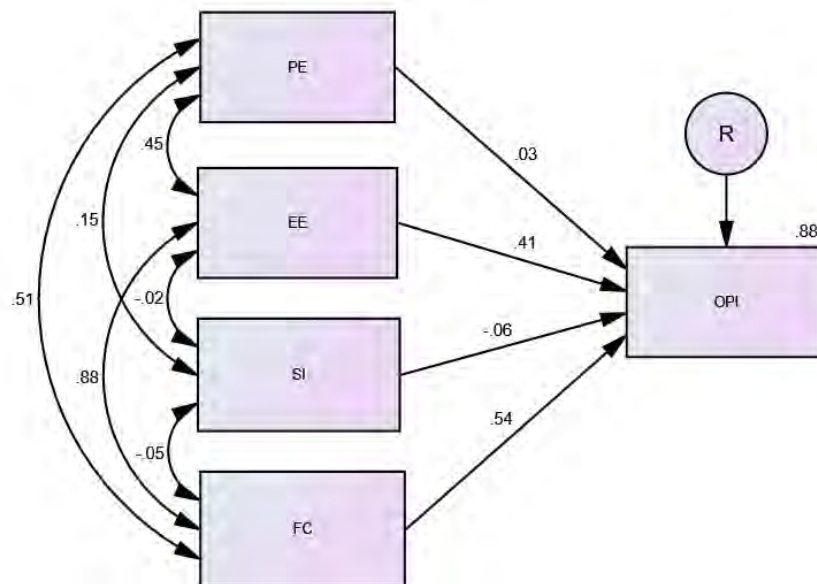


Figure 4.7 Regression Analysis of Coefficients

Figure 4.7 shows that independent variable which is performance expectancy, effort expectancy, social influence and facilitating conditions account for 88% of the variance of dependent variable which is online purchase intention

4.7 Hypothesis Test

The researcher using significant value for interpreting hypothesis testing, based on the hypothesis that stated in Chapter 2. The hypothesis testing has been done to test all dependent variable using the data computed through regression analysis. The result showed in Table 4.20 will be tested by comparing the significant value whether smaller or larger than 0.05.

The hypothesis for Performance Expectancy

H₁ : There is a relationship between performance expectancy and online purchase intention.

H₀ : There is no relationship between performance expectancy and online purchase intention.

Reject H₁

Table 4.20 shows the relationship between performance expectancy and online purchase intention. The result is not statistically significant with a P value of 0.458 that is more than 0.05. It means that performance expectancy has a no significant relationship on online purchase intention. Therefore, H₁ has rejected in this study.

The hypothesis for Effort Expectancy

H₁ : There is a relationship between effort expectancy and online purchase intention.

H₀ : There is no relationship between effort expectancy and online purchase intention.

Accept H₁

Table 4.20 shows the relationship between effort expectancy and online purchase intention. The result is statistically significant with a P value of 0.000 that is less than 0.05. It means that effort expectancy has a significant relationship on online purchase intention. Therefore, H₁ is accepted in this study.

The hypothesis for Social Influence

H₁ : There is a relationship between social influence and online purchase intention.

H₀ : There is no relationship between social influence and online purchase intention.

Accept H₁

Table 4.20 shows the relationship between social influence and online purchase intention. The result is statistically significant with a P value of 0.043 that is less than 0.05. It means that social influence has a significant relationship with online purchase intention. Therefore, H₁ is accepted in this study.

The hypothesis for Facilitating Conditions

H₁ : There is a relationship between facilitating conditions and online purchase intention.

H₀ : There is no relationship between facilitating conditions and online purchase intention.

Accept H₁

Table 4.20 shows the relationship between facilitating conditions and online purchase intention. The result is statistically significant with a P value of 0.000 that is less than 0.05. It means that facilitating conditions has a significant relationship with online purchase intention. Therefore, H₁ is accepted in this study.

4.8 Summary

In conclusion, this chapter has discussed the finding and data analysis of the research. The data gathered were analyzed quantitatively by using the Statistical Package for Social Science (SPSS Version 23.0) through questionnaires from 150 respondents.

Table 4.21 Research objective, research questions, research hypothesis, and result.

Research question	Research objective	Research hypothesis	Data Analysis
What are the level of performance expectancy, effort expectancy, social influence, facilitating conditions and online purchase intention in the hotel industry?	To profile the implementation level of performance expectancy, effort expectancy, social influence, facilitating conditions and online purchase intention in the hotel industry.		Descriptive analysis, Mean, standard deviation, crosstab, Cronbach alpha
What are the critical factors that influence the online purchase intention in the hotel industry?	To describe the critical factor that influences the online purchase intention in the hotel industry.		Correlation Coefficient
What are the most influential factors that influence online purchase intention in the hotel industry?	To study the most influential factors that influence online purchase intention in the hotel industry.	1) There is a relationship between performance expectancy and online purchase intention. 2) There is a relationship between effort expectancy and online purchase intention. 3) There is a relationship between social influence and online purchase intention. 4) There is a relationship between facilitating conditions and online purchase intention.	Multiple Regression Not Significant Significant Significant Significant

CHAPTER 5

CONCLUSION AND RECOMMENDATION

5.1 Introduction

In this chapter, the researcher will discuss the overall conclusion of the findings of this study which includes the discussion part of what has been outlining in chapter 4. Next, the research questions and research objectives were answered in this chapter. Other than that, the reason for why hypothesis which was rejected, accepted and justification of this study also were discussed in this chapter. Besides that, limitations and recommendation for this research also proposed for a future researcher who interested in this field which is the adoption of technology towards online purchase intention in Hotel Industry.

5.2 Summary of Descriptive Analysis

The total respondents for this research were 150 consumers from Hotel Industry. There were 62 or 41.3% male respondents while the rest of the respondents were female which amounted 88 or 58.67%. In this research, the range of age is between below 19 to 59 years old. The highest frequency for a range of age is 20-29 which is 57 (38%) people where 35 respondents are female, and 22 respondents are male. Next, the lowest group of age in this studies are below 19 which is 13 (8.67%) people. Besides, the usage and frequency of using online purchase platform in Hotel Industry were discussed in Chapter Four. It clearly shows that 100% of respondent already applied online purchase platform for any booking/reservation in Hotel Industry where the highest frequency of using online purchase platform is one to three times per year which is 63 respondents.

Besides that, the location of Hotel also discussed in this studies, where the researcher only focuses on Melaka City and Ayer Keroh. The majorities of the respondent who booking the hotel are in Melaka City which is 74.0%. Following, this research also analyses the medium for consumer perform their online purchasing in Hotel Industry, which is a laptop, smartphone, and tablet. Based on the result in descriptive analysis, the highest medium that respondent used to perform online booking is a smartphone, where is recorded 100% respondent and 29.33% of them have used it for 5 years. Next, the second medium that respondent used to perform online booking in Hotel Industry is a laptop, where the total is 56% and the higher duration of owning a laptop is seven years', where the number of the respondent is 21 (25%). Lastly, the result of consumer that using a tablet for online purchasing is 28% people where the higher duration of owning a Tablet is three years' which is 42.86% respondent.

5.3 Discussion on findings

5.3.1 Relationship between Performance Expectancy and Online Purchase Intention

According to findings that obtained from the data analysis, the value of Pearson correlation coefficient of performance expectancy towards online purchase intention in the hotel industry is 0.475 which falls under coefficient range from ± 0.40 to ± 0.60 . Therefore, when performance expectancy factor is high, the online purchase intention in the hotel industry is also high. Hence, there is a moderate relationship between performance expectancy and online purchase intention in the hotel industry. Other than that, performance expectancy got $p=0.000 < 0.01$ which is significant for correlation level. Based on regression analysis result in Chapter 4, the p-value of the coefficient is 0.458 which it is more than alpha value 0.050 ($0.458 > 0.050$). Thus, the alternative hypothesis is rejected while null hypothesis is accepted. It clearly shows that performance expectancy not may be considered as one of the factors that influence the online purchase intention of the consumer by using the ubiquitous technology in the hotel industry.

The result of this research differs from (San Martín and Herrero, 2012) where they find out that performance expectancy has a significant relationship with online purchase intention. Alraja *et al.*, (2015), supports that performance expectancy plays a significant role in intention to adopt the technology. Based on the data analysis in chapter 4, it clearly shows that the respondent has a low exposure to the online booking platform where 42% of them using online purchase platform for one to three times per year. From this result, it concluded that the respondent is not fully utilized the online purchase platform in the hotel industry. This result also supported by (Garry *et al.*, 2017; Su, K.W *et al.*, 2016), where they revealed that performance expectancy we're not shown to be predictors in determining the consumers' purchase intention when adoption of mobile applications in tourism. Besides, Mariani and Lamarauna (2017) studies discover that the PE is not salient with online purchase intention where they found out that the growth of Internet

Technology is important to the usage in daily life. Hence, it will reduce the effect of performance expectancy.

In order to support Malaysia Industry 4.0, the hotel management must identify the factors that may improve the performance of job when a consumer using the online purchase platform. According to Yuksel *et al.*, (2017), they found that the determining the context and supported languages of the online platform is important in order to increase the customers understanding when using the online platform. In conclusion, this research indicated that negative relationship between performance expectancy and online purchase intention in the hotel industry. Therefore, this result leads to suggest that the hotel management has to do more efforts to simplify the online purchase system and make it more useful for consumers to perform the online purchasing.

5.3.2 Relationship between Effort Expectancy and Online Purchase Intention

According to findings that obtained from the data analysis, the value of Pearson correlation coefficient of effort expectancy towards online purchase intention in the hotel industry is 0.896 which falls under coefficient range from $\pm 0.7+$. Therefore, when effort expectancy factor is high, the online purchase intention in the hotel industry is also high. Hence, there is a strong relationship between effort expectancy and online purchase intention in the hotel industry. Other than that, effort expectancy got $p=0.000 < 0.01$ which is significant for correlation level. Based on regression analysis result in Chapter 4, the p-value of the coefficient is 0.000 which it is less than alpha value 0.050 ($0.000 < 0.050$). Thus, the alternative hypothesis is accepted while null hypothesis is rejected. It clearly shows that effort expectancy may be considered as one of the factors that influence the online purchase intention of the consumer by using the ubiquitous technology in the hotel industry.

San Martín and Herrero, (2012) reported that effort expectancy has a significant relationship with online purchase intention in rural tourism where the traveller perceives that online booking system is easy, quick, and convenient than using the traditional channels. Besides, effort expectancy also has a significant relationship with intention to use where the study recorded that most mobile applications in the tourism industry have a user-friendly and well-designed features (Garry *et al.*, 2017). In the healthcare industry, there is no significant relationship between effort expectancy and use of an Emergency Department wait-times website because of the users use technology over times where the patients not considered EE as an important issue. In the current study, EE is defined as the extent to which the consumers believe that online booking system for the hotel will be free from effort.

5.3.3 Relationship between Social Influence and Online Purchase Intention

According to findings that obtained from the data analysis, the value of Pearson correlation coefficient of social influence towards online purchase intention in the hotel industry is -0.092 which falls under coefficient range from ± 0 to ± 0.30 . Therefore, when social influence factor is high, the online purchase intention in the hotel industry is low. Hence, there is a weak relationship between social influence and online purchase intention in the hotel industry. Other than that, social influence got $p=0.262 > 0.01$ which is not significant for correlation level. Based on regression analysis result in Chapter 4, the p-value of the coefficient is 0.043 which it is less than alpha value 0.050 ($0.043 < 0.050$). Thus, the alternative hypothesis is accepted while null hypothesis is rejected. It clearly shows that social influence may be considered as one of the factors that influence the online purchase intention of the consumer by using the ubiquitous technology in the hotel industry.

In this study, the result on data analysis suggests that the consumer may influence by others (family, friends, hotel management and media social) who think they should use online platform when to do a reservation or booking for a hotel. Garry *et al.*, (2017), agreed that SI has a positive relationship with intention to use the mobile application in the tourism industry. This result is also supported with another researcher in Malaysia, where they discovered that young generations are easily influenced by friends, and media social in the adoption of technology (Leong *et al.*, 2013). However, San Martín and Herrero, (2012), recorded that social influence does not salient towards online purchase intention in rural tourism where they found out that majority of consumer are not perceived the support of technical when used the online purchase system. Thus, the consumer has not spread a good information to others in the society.

Based on the opinions of other authors those were agreed about social influence, proved that it shows an important role in online purchase intention. Hence, the researcher found that the more friends a user has in the service, the larger effects towards online purchasing in the hotel industry. Hamari and Koivisto, (2015), explain that the satisfaction for the individual who is adapting and complying with the standards will further lead if the individual has accepted the social influence and has received positive feedback from the related community. Besides that, the management of hotel industry plays a big role to attract consumer in performing the online purchasing, by providing a good quality of services where it may positively directly influence their surroundings to the used online platform. This indicates social influence is a significant determinant of consumers' online purchase intention in the hotel industry.

5.3.4 Relationship between Facilitating Conditions and Online Purchase Intention

According to findings that obtained from the data analysis, the value of Pearson correlation coefficient of facilitating conditions towards online purchase intention in the hotel industry is 0.915 which falls under coefficient range from $\pm 0.70+$. Therefore, when facilitating conditions factor is high, the online purchase intention in the hotel industry is

also high. Hence, there is a strong relationship between facilitating conditions and online purchase intention in the hotel industry. Other than that, facilitating conditions got $p=0.000<0.01$ which is significant for correlation level. Based on regression analysis result in Chapter 4, the p-value of the coefficient is 0.000 which it is less than alpha value 0.050 ($0.000<0.050$). Thus, the alternative hypothesis is accepted while null hypothesis is rejected. It clearly shows that facilitating conditions may be considered as one of the factors that influence the online purchase intention of the consumer by using the ubiquitous technology in the hotel industry.

This study has the same result with Jewer, (2018), where the FC has an important relationship towards an intention to use technology. Hence, the previous research found that the most users with less experience when using the technology tend to rely more on facilitating conditions. FC is also revealed as another issue affecting intention to use the technology in Malaysia using 474 valid respondents (Garry *et al.*, 2017). The finding is not surprising since the most online booking platform available, are equipped with technical support from the hotel management itself. Wong *et al.*, (2014) support that the result is same as the study on mobile TV in Malaysia. Based on this result, it shows that majority of the users are courageous and are willing to try-out with new innovations. However, there are several studies that the user did not find that the FC to be as an important influencer of their behaviour to use the technology (San Martín and Herrero, 2012; Isaias *et al.*, 2017). In conclusion, this study proved that facilitating conditions has an effect on online purchase intention in the hotel industry. This outcome shows that the traveller agreed the necessary facilities such as Internet accessibility and information support from hotel management may assist them to use online purchase platform effectively.

5.4 Significant Implication of the Research

Based on the research findings, the implications for policy and the implication for managerial are discussed.

5.4.1 Implication for Policy

Based on the study of measuring the adoption of ubiquitous technology towards online purchase intention in the hotel industry, these studies were successfully studied and achieved the Tourism Malaysia Integrated Promotion Plan 2018-2020. The enhancement towards Malaysia's appeal as an attractive top-of-mind tourism destination while promoting local tourism is the focusing part in Integrated Promotion Plan in Tourism Malaysia. This promotion plan has six strategic directions and this study successfully supports the first strategy which optimizes the use of the latest information technology in order to create a fresh and exciting approach in a marketing campaign.

These studies support the Tourism Malaysia Integrated Promotion Plan 2018-2020, where it will give the impacts of consumer purchasing towards the online platform in the hotel industry and directly help the government in order to promote the local tourism globally. Hence, this research is used to identify the behaviour of a consumer to perform the online purchase intention in the hotel industry. In the period of 2018 to 2020, Tourism Malaysia is focused on achieving the Malaysia Tourism Transformation Plan (MTTP) target of 36 million tourists and RM168 billion in tourist receipts by the year 2020 (Tourism Malaysia, 2018a). This research helps Malaysia's tourism with concerted efforts, on its way towards becoming a major economic contributor for the Malaysia country.

In April 2018, the Minister of Tourism and Culture launched the Malaysia Smart Tourism 4.0 as an initiative to take the industry to the next level of utilizing opportunities

in the era digital (Tourism Malaysia, 2018b). Based on the data analysis, it clearly shows that the new generations are aware and knowledgeable about the online purchase platform for the hotel industry. Hence, it possible for Tourism and Culture Industry to grow Malaysia's tourism-based receipt by increase 4.4 times in future where the current is 25 billion USD to 110 billion USD by 2030. From this research, the policymaker must realize that the ease of use the system (PE), the social influence, and the technical infrastructure to support the use of the system (FC) towards online purchase platform is a major factor that has been looking for traveller's journey when they automatically connect through technology.

5.4.2 Implication for Managerial

According to of this studies where it is about the consumer behaviour towards online purchase intention in the hotel industry, the hotelier plays the main role in order to increase the number of the consumer to booking the hotel by using online purchase platform (example; website, Booking.com, Traveloca, and Trivago). From the data analysis, there are several implications for hotel organization where the first is about the creating of brand image. The successful website or mobile applications for the consumer to perform the online booking will create the strong brand image of the hotelier. Brand image is defined as a set of beliefs held by the customer about the brand where the positive view of the brand image will enhance the goodwill and brand value of the hotelier.

Based on the result of this studies, the majority number of the respondent is from young generations. Thus, the hotelier must understand how the demographic of young consumers, and identify how to deliver a marketing message that motivates them to use online platform when booking the hotel. Moving on to Industry 4.0, the hotel management needs to adopt immediately the new technology for the improvement of online purchase platform in order to grab the attention of young generations. However, there are the sensitive issues that hotelier must cover in order to achieve the Industry 4.0, which is the

misuse of personal information and fraud of transaction. Hence, the organization must improve the knowledge about the protection privacy of safety transaction and personal information. Concluded that this research was provided initial data on the behavior of consumer towards online purchasing in the hotel industry is support in EE, SI, and FC, which can lead the hotel management to be a more creativity in order to promote their online platform.

5.5 Limitation of the Research

There are several limitations in this studies. Firstly, this research is focused on investigating the behaviour of a consumer to perform the online purchase intention in Hotel Industry in Melaka, Malaysia. Thus, a generalization of the UTAUT model results that have been used in this studies might not apply to other markets or states. The second limitation is about time. The time to distribute the questionnaire is limited and only some of the respondents answered it and other respondents do not want to answer the questionnaire and make researcher to find more respondent.

Besides, although the young consumers are important towards online purchasing, they were over-represented in this study. It clearly shows when the result of this research is majority answered by respondent from aged between 20 to 29 years old. Lastly, except for the four core determinants from UTAUT model (performance expectancy, effort expectancy, social influence and facilitating conditions) of online purchase intentions, other possible factors, such as website design, mobile security, customer experience, and online reviews, might be important aspects influencing consumers' online purchase intentions.

5.6 Recommendation for the Future Research

Based on limitations in this research, the researcher suggests a cross-cultural comparison of online purchase intention to confirm the model effectiveness for future research. In addition, examining the effects of website design, mobile security, customer experience, and online reviews will generate valuable information in order to understand the consumers' decisions when performing the online booking platform.

5.7 Summary

These studies are about the adoption of ubiquitous technology towards online purchase intention in the hotel industry. As discussed in the previous chapter, it can be concluded that the adoption of ubiquitous technology which are the effort expectancy, social influence and facilitating conditions are directly related and significant while the performance expectancy is not significant with the online purchase intention in the hotel industry at Melaka. There are numerous approaches were used in these studies to answering the objectives that were formulated where it included obtained the mean score of group indicator, Pearson correlation coefficient, validity and reliability analysis, inferential analysis and hypothesis testing.

In addition, to provide the best service for the consumer to perform the online purchasing in the hotel industry, the hotel industry must identify the critical aspect that may influence their consumer to booking hotel by using online platform. It is very important for the organization to understand the need and wants of their consumer which also can achieve their vision, mission and the objectives. Through the discussion, it showed that facilitating conditions produce the highly significant relationship towards online purchase intention in hotel industry where the consumers can get much knowledge, and supportive from the technical infrastructure when performing the online platform. Concluded, this studies will be as a benchmark for other hotel company in Malaysia to improve their booking system to attract more traveller come.

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Appendix 1

Gantt Chart Semester 1 (2017/2018)

Year	Semester 1 2017/2018														
Week	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Activities															
Study Articles/ Journal															
Deciding on Titles, RQ and RO															
Writing Chapter 1,2,3															
Final Edit of FYP report, and Slideshow															
Constructing Questionnaire															
FYP Report Submission 1 and Presentation															
Pilot Study															

Appendix 2

Gantt Chart Semester 2 (2017/2018)

Year	Semester 2 2017/2018														
Week	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Activities															
Questionnaire Distribution															
Data Collection															
Data Analysis															
Writing Chapter 4 and 5															
Final Edit of FYP report 2 and Slideshow															
FYP Presentation 2															
FYP Report Submission 2															

Serial No:



MEASURING THE ADOPTION OF UBIQUITOUS TECHNOLOGY TOWARDS ONLINE PURCHASE INTENTION IN HOTEL INDUSTRY

INSTRUCTIONS:

Purpose of Survey:

The main purpose of this study is to examine the factors that influence consumer to perform online purchasing in Hotel Industry. Result from this study will be used for hotel industry too understand consumer behavior and improve the quality of their online purchase system

Notes:

You have been carefully considered and selected to represent on behalf of consumer for this study. Your response is vital as it will contribute towards knowledge of technology use behavior among consumer in Hotel industry.

For further clarification and/ or

Instruction, please contact:

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STATEMENT OF CONFIDENTIALITY

The information you provide will be held as strictly confidential. We will neither publish, release, nor disclosure any information on or identifiable with, individual persons, organization or companies.

SECTION A: PERSONAL INFORMATION
--

This section lists some questions about yourself and your participation in using ubiquitous technology (u-tech). Please tick (✓) on the space given.

1. Gender

Male Female

2. Age

Below 19 40-49
 20-29 50-59
 30-39

3. Have you applied online purchase platform for any booking/ reservation?

Yes No

4. State your Hotel location?

Melaka City Ayer Keroh

5. Please state medium to do online purchasing.

No	Types of device	Do you own it now?		How long have you used it?
		Yes	No	
5a.	Laptop	<input type="checkbox"/>	Please proceed to question 6b	------(month/year)
5b.	Smartphone	<input type="checkbox"/>	Please proceed to question 6c	------(month/year)
5c.	Tablet	<input type="checkbox"/>	Please proceed to Section B	------(month/year)

**Note: Ubiquitous technology (U-tech) refers to devices such as mobile phones, smartphones, and laptops that be used as a strong medium for the consumer to purchase online.*

6. How often are you using online purchase platform?

At least once a week 4-6 times per year
 Once or more per month 1-3 times per year
 7-12 times per year Never

SECTION B: TECHNOLOGY ADOPTION AND EXPERIENCE
--

Here are the statements that reflect your perception about the online purchasing. Please respond to the following statement by using the appropriate scale (1= *strongly disagree*, 2= *disagree*, 3= *slightly disagree*, 4= *neither agree or disagree*, 5= *slightly agree*, 6= *agree*, 7= *strongly agree*). Please tick (√) your answer.

***Note:** Ubiquitous technology (*U-tech*) refers to devices such as mobile phones, smartphones, and laptops that be used as a strong medium for the consumer to purchase online.

<i>Performance Expectancy</i>		<i>Strongly Agree</i>			<i>Strongly Disagree</i>			
	I prefer to use U-tech for online purchasing because it,	7	6	5	4	3	2	1
PE 1	assisted me to perform the online purchasing.							
PE 2	is very useful for me in the purchasing process.							
PE 3	enabled me to accomplish the purchasing process more quickly.							
PE 4	increase my efficiency in the purchasing process.							
PE 5	improves my performance in the purchasing process.							
PE 6	increase my understanding of the purchasing process.							

<i>Effort Expectancy</i>		<i>Strongly Agree</i>			<i>Strongly Disagree</i>			
	I like to use U-tech for online purchasing because,	7	6	5	4	3	2	1
EE 1	I could easily interact with it.							
EE 2	it was easy to enhance my skills.							
EE 3	it was easy to learn how to use U-tech.							
EE 4	it implies little effort for me.							
EE 5	it makes online purchase more interesting.							
EE 6	enabled me to increase my productivity to purchase online.							

<i>Social Influence</i>		<i>Strongly Agree</i>			<i>Strongly Disagree</i>			
	I use U-tech for online purchasing because,	7	6	5	4	3	2	1
SI 1	people around me consider it appropriate to use.							
SI 2	my family thinks I should use it.							
SI 3	my friends think I should use it.							
SI 4	I predict that I will be using it in the next two months							
SI 5	the customer service of hotel helpful me in use it.							
SI 6	the hotel organization has supported me to use it.							

<i>Facilitating Conditions</i>		<i>Strongly Agree</i>				<i>Strongly Disagree</i>		
	I like to use U-tech during online purchasing because,	7	6	5	4	3	2	1
FC 1	I have sufficient resources to use it.							
FC 2	I have the knowledge necessary to it.							
FC 3	I get the support from a specific person/group when I face difficulties with it.							
FC 4	I feel comfortable using it.							
FC 5	I have not faced any problem to use it.							
FC 6	I have received the necessary training to use it.							

SECTION C: ONLINE PURCHASE INTENTION

This section evaluates your learning outcomes performance after using U-tech. Please respond to the following statement by using the appropriate scale (1= strongly disagree, 2= disagree, 3= slightly disagree, 4= neither agree or disagree, 5= slightly agree, 6= agree, 7= strongly agree). Please tick (√) your answer.

<i>Online Purchase Intention</i>		<i>Strongly Agree</i>				<i>Strongly Disagree</i>		
	For me, by using U-tech for online purchasing influence me to	7	6	5	4	3	2	1
OPI 1	make bookings/ reservations immediately.							
OPI 2	make bookings /reservations for the next time I do travel.							
OPI 3	continuously use it to make bookings/reservations.							
OPI 4	learn it as a platform for purchasing.							
OPI 5	ensure it is a good idea.							
OPI 6	use it as a medium for booking in future.							

END OF QUESTION. THANK YOU FOR YOUR COOPERATION.