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TECHNOLOGY ACCEPTANCE MODEL (TAM) IN SOCIAL MEDIA USAGE:

AN EMPIRICAL STUDY ON TOURISM IN MELAKA

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DECLARATION

'I declare that this report is my own work except the summary and excerpts of

everything I have to explain the source'

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DEDICATION

I would like to dedicate this research paper to family members who supported me from spiritually and financially, beloved supervisor and panel who guided me throughout the research, housemates and course mates that assisted me through the journey of research. Thank you for giving me the opportunity and totally new experience and memorable in my life to complete this research. Besides, thanks to my friends that help and gave encouragement towards me during this research. Finally, thank you to those who indirectly contributed to this research, your kindness means a lot to me.

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ABSTRACT

Technology Acceptance Model (TAM) is basically an information systems theory to determine the users' acceptance and how they can adapt to use a technology.TAM replaces Theory of Reasoned Action by Ajzen and Fishbein which become one of the most momentous extension in history. Easier to say, both have a very strong behavioural elements, let say if someone formed a designation to act, they are free to act without any conditions. In this project, we chose tourist as our target users because they are perfect in giving many advantages in terms of economy, ecology, and socially. This case study had been made in Melaka which generally have a bunch of tourist and also one of the highest number of tourists in Malaysia annually. The participants were 385 tourists that come to travel in Melaka through questionnaire distribution data in Melaka city and analyzed using Statistical Package for the Social Science (SPSS 23.0). This research proposed TAM model factors to be perceived usefulness, perceived ease of use, and attitude as to evaluate it effect on behavioural intention's tourists using social media travel in Melaka. Finding from the research shows the result of two hypotheses and one rejected. It is significant to the two independent variable which is perceived usefulness and perceived ease of use. While one independent variable that rejected is attitude.

Keywords: Technology Acceptance Model, Sustainable Tourism, Tourism Industry, Melaka

ABSTRAK

Model Penerimaan Teknologi (TAM) pada dasarnya merupakan teori sistem maklumat untuk menentukan penerimaan pengguna dan bagaimana mereka boleh menyesuaikan diri dengan menggunakan teknologi. TEAM menggantikan Teori Tindakan yang Dipetik oleh Ajzen dan Fishbein yang menjadi salah satu pelanjutan yang paling penting dalam sejarah. Lebih mudah untuk mengatakan, kedua-duanya mempunyai elemen tingkah laku yang sangat kuat, katakan jika seseorang membentuk penunjukan untuk bertindak, mereka bebas bertindak tanpa syarat. Dalam projek ini, kami memilih pelancong sebagai pengguna sasaran kami kerana mereka adalah sempurna dalam memberikan banyak kelebihan dari segi ekonomi, ekologi, dan sosial. Kajian kes ini telah dibuat di Melaka yang umumnya mempunyai banyak pelancong dan juga salah satu daripada jumlah pelancong yang paling banyak di Malaysia setiap tahun. Peserta adalah 385 pelancong yang datang ke Melaka melalui data pengedaran kuesioner di bandar Melaka dan dianalisis dengan menggunakan Paket Statistik untuk Sains Sosial (SPSS 23.0). Kajian ini mencadangkan faktor-faktor model TAM untuk dilihat sebagai kegunaan, dilihat penggunaan, dan sikap untuk menilai ia memberi kesan kepada pelancong niat tingkah laku menggunakan perjalanan media sosial di Melaka. Mencari dari penyelidikan menunjukkan hasil dari dua hipotesis dan satu ditolak. Ia adalah penting kepada dua pemboleh ubah bebas yang dianggap kegunaan dan kemudahan yang mudah digunakan. Walaupun satu pemboleh ubah bebas yang ditolak ialah sikap.

Kata kunci:

Model Penerimaan Teknologi, Pelancongan Mampan, Industri Pelancongan, Melaka

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ABBREVIATION   MEANING

UTeM	Universiti Teknikal Malaysia Melaka
PU	Perceived Usefulness
PEOU	Perceived Ease Of Use
PCOM	Perceived Compatibility
MOCAT	Ministry of Culture,Arts, and Tourism
BI	Behavioral Intention
TRA	Theory of Reasoned Action
TPB	Theory of Planned Behavior
TAM	Technology Acceptance Model
SPSS	Statistical Package for Social
FYP	Final Year Project
UTeM	Universiti Teknikal Malaysia Melaka

CHAPTER 1

1.0 INTRODUCTION

1.1 Introduction

This study will introduce about the study of the study of tourism which is in Melaka Historical City. It indicates the importance and validity of the social media. Besides, this chapter consists of National Policy of Tourism Industry in Malaysia. Next, this study is explained about the tourism industry in Malaysia. Also, in this chapter, a researcher will explain the problem to do this research. The study also included of the research questions and research objectives, the scope of the study and lastly about the significant of research.

1.2 Background of study

The internet has help people in term of sharing information in fasters ways. Some also stated social media as "the means of interactions among people in which they create, share, and exchange information and ideas in virtual communities and networks". Next, (Kaplan and Haenlein, 2010) also has mentioned that social media is a "a group of Internet-based applications that build on the ideological and technological foundations of web 2.0, and that allow the creation and exchange of user-generated content".

Social media, as one of the most powerful online networking tools, has integrated into social and economic life in the real world. Social media are online communities of people who share common interests and activities. They provide a user with a collection of various interaction possibilities, ranging from a simple chat to multiple video conferences, and from the transform of plain email messages to the participation in blogs and discussion groups. At the same time, the Internet also increasingly mediates tourism experiences as tourists use these social media sites to portray, reconstruct and relive their trips (Pudliner, 2007; Tussyadiah & Fesenmaier, 2009).

This study aimed to analyze the usage of social media by tourism when they want to travel at Melaka. In this research, the Technology Acceptance Model (TAM) was used to have good analyses to predict and explain tourists using social media while they are travel. According to this TAM theory, it refer to people are using less effort when they are using particular technology in their daily life.

1.2.1 National Policy of Tourism Industry in Malaysia

The Ministry's Policy statement to propel competitive and sustainable tourism and culture sectors towards the socio-economic development of the country. According to the Ministry of Tourism and Culture Malaysia have five objectives. According to National Cultural Policy, research objective is to enhance more creativity on act, social culture and heritage for the country.

Next, to improve the relationships between culture industry and tourism in playing good role to make Malaysia as one of a interest destination. Thirdly, is to promote Malaysia's uniqueness in arts, culture, and heritage as the main catalyst for the growth in tourism and culture sectors. Besides that, the objective is to strengthen the tourism and culture and culture for Malaysian economy. Lastly, is to develop knowledgeable, skilled, creative and innovative human capital in tourism and culture sectors.

Table 1.1: National Policy of Tourism Industry in Malaysia

SCP POLICY FRAMEWORK			
NATIONAL SCP BLUEPRINTS / SCP INPUT TO 11TH MALAYSIA PLAN			
EFFECTIVE COORDINATIONS	**ADDRESSING THE CHANGE OF PATTERNS AND BEHAVIOR**		
	INDUSTRY	**CONSUMERS**	**KEY SECTORS**
National SCP Focal Point (EPU)	Sustainable Sourcing	Government Green Procurement (GGP)	Sustainable Building
Mapping in the State of Play	Sustainable Production - Operation	SCP for Consumers: Sustainable Buying, Use & Disposal	Sustainable Food
SCP Indicators and Monitoring	Sustainable Distribution	Sustainable Lifestyles	Sustainable Transport
Networking and Synergies	Sustainable Products and Services		Sustainable Tourism
SCP CEPA	Sustainable Waste Management		

1.2.2 Tourism Industry In Malaysia

Malaysia is ranked 11th in the world and 2nd in Southeast Asia for tourist arrivals. In an effort to diversify the economy and make Malaysia's economy less dependent on exports, the government pushed to improve tourism in Malaysia. As a result, tourism has become Malaysia's third largest sources of foreign exchange income and accounted for 8% of Malaysia's economy as of 2005.

According to the Websites (Tourism Malaysia, 2016) which is in figure 1.2, it is described the Tourists Arrivals and Receipts to Malaysia by a year. In 2006, the arrival comes to Malaysia just 17.55 million and receives 36.3 Billion. In between 2006 and 2016 which is in 2010, the arrival comes to Malaysia increase by 24.58 million and receives 56.5 Billion. Then in 2016, the total of arrival decrease from 27.44 million in 2014 to 26.76million while the receives in 2014 is 72.0 billion and 82.1 billion.

Social media has been increased in Information and communication technology (ICT) in tourism sector. Despite increasing number of technology there is a concern of the effectively apply in social media role in tourism. There is a little research has been done on social media effectiveness in tourism sector especially in Melaka. Based on bibliometric has been done by research, it shows that there is no research on how effective of the social media in tourism in Melaka.

Table 1.2: Tourist Arrivals and Receipts (RM)

YEAR	ARRIVALS	RECEIPTS (RM)
2016	26.76 million	82.1.Billion
2015	26.70 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	46.1 Billion
2008	22.05 million	49.6 Billion
2007	20.97 million	53.4 Billion
2006	17.55 million	36.3 Billion
2005	16.43 million	32.0 Billion

1.3 Problem Statement

Currently, tourism is one of the world's biggest and fastest growing industries. Tourism is a booming industry in Melaka which has adopted as its slogan, "Visiting Malacca Means Visiting Malaysia".

The number of tourist arrivals to Melaka rose by 4.3% to 12.74 million started from January 2016 to October 2016 compared with last year which the result is by State Deputy Executive Council Committee on Tourism River, Beach and Islands Datuk Ghazale Muhammad. Out of the total, 4.26 million were foreigners while the rest were domestic tourists. Datuk Ghazale Muhammad also stated that tourists from China were the highest with (1.14 million) tourists, followed by (1.08 million), Indonesia (563,941 thousand), Taiwan (128,504 thousand) and lastly from Japan (96,917 thousand). Plus, the number of Chinese tourists arrivals was risen up by about 60% in 2016 compared with 711,800 thousand in the corresponding period in 2015 due to direct flights from Guangzhou city in China.

In this era, social media has always been the number one travel partner for tourists. It is clearly shown that social media is giving huge impact as one of the mediums to increase the productivity and accessibility for tourists to plan their itinerary and plans.

One of the factors that attract the number of tourists is social media which plays an increasingly important role in many aspects of tourism, especially in information search and decision-making behavior and tourism promotion that focusing on best practices for interacting with consumers via social media channels.

Next, as we all know many people come to Melaka to visit some of historical place as stated visit Melaka means you visiting Malaysia, the research want to study more how people get to know about Melaka and what attract them to come Melaka compare to other country.

Therefore, this research is to study the impact of both usefulness and ease of use of social media towards tourists' intention to travel in Melaka from the perspective and expectation by using Technology acceptance model (TAM) and future study will have to provide solid evidence to demonstrate the positive contribution of social media to tourists number.

1.4 Research Questions

RO 1: Is there any factors that influences the tourists behavioral intention toward using social media in Melaka?

 RO 2: Is there have influences between perceived of usefulness and intention behaviour to use social media.

RO 3: What is the highest factors that influences the acceptance of using social media by tourism?

1.5 Research Objectives

RQ 1: To identify the factors that influences the tourists behavioral intention toward using social media in Melaka.

RQ 2: To determine the influences between perceived of usefulness and intention behaviour to use social media.

RQ 3: To investigate the highest factors of using social media that can attract tourists to travel in Melaka