

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

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

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

INTRODUCTION

Since information and communication technologies (ICT) is advancing at a very rapid pace, it will affect all the minor thing in our lives. Computers and the internet had become a very important part of modern society, which can affect our communication ways and the way of doing business. The internet will be seen as a marketplace to serve all the sellers and buyers from whole the world to gather together to conduct business. It also serves as a communication medium, which is the World Wide Web (www). Buyers and seller prefer to use the internet as the medium to communicate and interact because it provides a fast, easy, and cheap way. E-commerce

was also identified as the business dealing with product or services through the network. E-commerce is the adoption of the network to maintain the business (Yeng, Osman, Haji-Othman, & Safizal, 2015). E-commerce is in rapid growth nowadays. In order to continue surviving in the intense competitive environment, a small and medium enterprise (SME) had no choice but to utilize e-business (Al-dweeri, Obeidat, Aldwir, Alshurideh, & Alhorani, 2017). Moreover, e-business is strongly affecting the market, organization, economy, products, and services. It also has an enormous result on the community and the political (Yeng et al., 2015).

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E-commerce is in rapid growth nowadays (Aldweeri et al., 2017). For the purpose of continue to survive in an intensely competitive environment, it is important for an SME to adopt e-commerce. A business had experienced a lot of changes via ecommerce. It comprises the way of selling, purchasing or dealing with the customer and supplier (Rahayu & Day, 2015). Thus, in order to gain a competitive environment, the business is utilizing e-commerce to communicate with customers. However, e-commerce adoption faces a few challenges. The organization is facing the security problem in implementing e-commerce, where the internet hacker may take control and advantage of it. Employees may require to have sophisticated skills and expert knowledge to be involved in e-commerce. There is a necessity of cooperation and leadership from the top management in implementing e-commerce. The organization must encourage innovation and adopt high tech bravely.

In addition, tourism is the major industry in the world. Tourism had become worldwide and the competition is getting intense. It is because tourism can create income, employment and wealth to every country (Hasan & Hossain, 2014). According to (Bernama, 2018), last year, the tourism industry had contributed a value of RM82.6 billion. Tourism industry launched a large contribution to Malaysia's economic growth, which is 14.9% of the share. It was higher compared to 10.4% in the year 2005. The chief Statistician, Datuk Seri Dr. Mohd Uzir Mahidin expressed that there was in an increasing trend and the average of the annual growth rate is 11.2% from the year 2005 to 2017. It means that the tourism industry is growing rapidly over the past 12 years. Although tourism had been undergoing a technological revolution, it was notified that there is a slow succession from the use of e-business among tourism-based SMEs in Melaka, Malaysia (Shaharuddin, Rahman, Aziz, & Kassim, 2018).

In this research, we examined the aspect of perceived benefits, perceived compatibility, perceived cost, perceived risks perceived complexity, and security from the technological context. We also examined the aspect of top management support and IT infrastructure and capabilities from the organizational context. Furthermore, we examined the aspect of customer pressure, level of competition, and government support from the environmental context. Lastly, we examined the aspect of CEO's or manager's IS and computer knowledge, CEO's or manager's innovativeness, and CEO's or manager's attitude from the individual context.

LITERATURE REVIEWS

E-commerce has been the center of debate in the business administration in the 21st century. As per the study of U.S chamber of commerce, ecommerce is used extensively whole around the world. It is due to the huge success that brought by the online retailer.

E-commerce is adopting the internet by the organization to maintain its business (Yeng et al., 2015). E-commerce was identified as dealing with product or services of the business via the internet. The company was given opportunities to enlarge its customer base and enter a new market by using the internet. Moreover, e-commerce is strongly affecting the market, organization, economy, products, and services. it also has an enormous result on the community and the political (Yeng et al., 2015). It can improve the efficiency of its business process and satisfy the needs and wants of the customer.

However, there are a few challenges to e-commerce adoption. For example, when the organization adopts e-commerce, it needs the installation cost and maintenance fee. E-commerce is also insecure for the user. Nowadays, there are a lot of hackers will theft the information of the users from the organization's website and misuse it. In addition, the employees of the organization may lack the knowledge of e-commerce and have to been given training on using it.

According to (Mohtaramzadeh et al., 2018), there are a few types of e-commerce adoption method, like e-mail, social media, static web, interactive web, transactive web, and 3rd party e-commerce. E-mail is the short name of electronic mail and it is used to exchange the computer-stored message by telecommunication. The purpose of using social media like Facebook and Instagram is to promote its own business. The static web is just to publish info. It doesn't include a business transaction or two ways of communication. The interactive web is utilized for social intersource, such as customer service. The transactive web is aimed to deal with the business and client service. It records the business dealing and centralizes on the service after sales. 3rd party e-commerce indicates the organization will employ a 3rd party e-commerce to promote its business. For the example of a 3rd party of e-commerce is Booking.com, Agoda, and TripAdvisor.

Tourism is among the major industry in whole around the world. Tourism had become worldwide and the competition is getting intense. It is because tourism can create income, employment, and wealth to every country (Hasan & Hossain, 2014).

SMEs plays a significant key in tourism (Hjalager, 2007); (Weidenfeld, 2013); (Williams & Shaw, 2011); (Martínez-Román et al., 2015) when SMEs provide their tourist services to fulfill the requirement of the customer (Novelli, Schmitz, & Spencer, 2006); (Martínez-Román et al., 2015). Thus, the Malaysian government encourages the tourism industry all the time which have a great impact on TSMEs business activities. Currently, it was noted that TSMEs was made up of 85% of the tourism industry in Malaysia (Set, 2013). Although tourism had been undergoing a technological revolution, it was notified that only one-third of TSMEs in Malaysia registered in operating ecommerce (Shaharuddin et al., 2018).

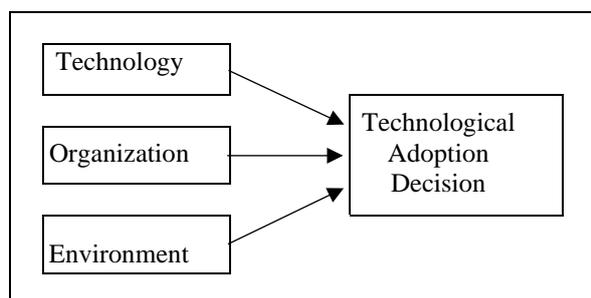


Figure 1: Technological, Organizational, and Environmental (TOE) Framework

Figure 1 shows the framework which originally exploited the determinant of e-commerce adoption (Tornatzky, Fleischer, & Chakrabarti, 1990). TOE framework consists of three dimensions, which is technological context, organizational context, and environmental context. They argued that an enterprise has to consider these three aspects when making the adoption and implementation decision. Technology context includes the technology which used or going to be used in the organization. Organizational context includes the particulars or the demographic characteristic of the organization. Environment context includes the other parties who surround the organization. It may be the external factor that restricts or sustains the organization's activity. If the TOE framework consists of the whole extent of the stakeholder, it will be very superior to the SME (Robertson, 2005).

METHODOLOGY

The conceptual model (Figure 1) contains constructs that have demonstrated theoretical support, based on a number of researches have done factors and e-commerce adoption. We used this framework to understand and predict the type of relationships that exist between the variables.

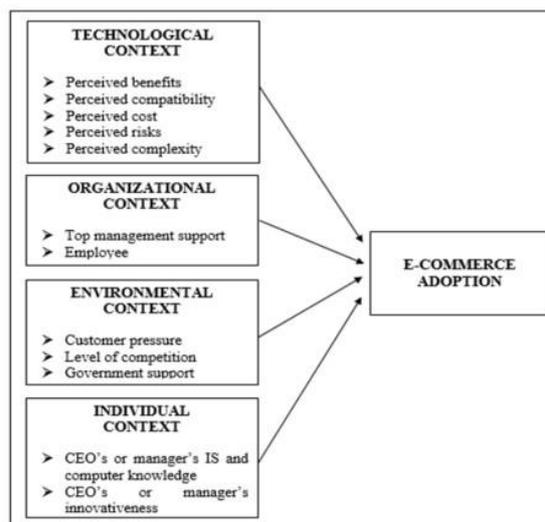


Figure 2: Conceptual Model

There were four independent variables (technological context, organizational context, environmental context, and individual context) and one dependent variable (e-commerce adoption).

Our research subject is tourism-based SMEs (TSMEs) in Melaka. We considered TSMEs were the most appropriate population in this study. It is because tourism is the major industry in the world. Tourism had become worldwide and the competition is getting intense (Hasan & Hossain, 2014). Currently, it was noted that there is a slow succession from the use of e-commerce among tourism-based SMEs in Melaka, Malaysia (Shaharuddin et al., 2018).

In our research, convenience sampling is being chosen to collect our research data. Convenience sampling can be defined as the sampling procedures of getting those individuals who are most handily out there (Zikmund, McLeod, & Gilbert, 2003). In this research, we used one type of data source in the analytical study, which is the primary data source. The data was collected from the respondents through a well-structured questionnaire. We passed the questionnaire to the respondents through email or visit personally to the TSMEs. We distributed the questionnaire to 118 respondents of TSMEs in Melaka, Malaysia.

There are 6 sections in the questionnaire. Section A is about the demographic information of the respondent. It was adapted from the website of SME Corporation Malaysia and researches of (Ghobakhloo & Sai, 2013); (Mohtaramzadeh et al., 2018). Section B represents our dependent variable, which is e-commerce adoption. It was adapted from (Shaltoni et al., 2018). Section C to Section F represent our independent variables. Section C is the technological context which was adapted from

(Abdekhoda et al., 2018), (Ghobakhloo & Sai, 2013), (Mohtaramzadeh et al., 2018), and (Shaltoni et al., 2018). Section D is the organizational context which was adapted from (Lian et al., 2014), (Mohtaramzadeh et al., 2018), and (Sila, 2013). Section E is the environmental context and it was adapted from (Mohtaramzadeh et al., 2018) and (Shaltoni et al., 2018). Section F is the individual context and it was adapted from (Abdekhoda et al., 2018), (Ghobakhloo & Sai, 2013), and (Mohtaramzadeh et al., 2018).

It is the utilization of scientific ideas, equations, models, procedures in the statistical analysis of arbitrary data. In order to analyze the collected data in this study, we use the Statistical Package for Social Sciences (SPSS) to do the analysis. A scale is an arrangement of things that array continuously according to the value (Zikmund et al., 2003). Basically, nominal scale, ordinal scale, ratio scale, interval scale, Likert scale, and others are the scales that can be used to conduct research. However, only nominal scale, ordinal scale, and Likert scale are being used in a questionnaire in this research.

Descriptive Analysis

It looks at the general statistic description of variables in the study. A descriptive analysis includes the minimum, maximum, mean, and standard deviation. It is able to give some ideas of how every variable is conscious by the respondent.

Reliability Analysis

In order to get a consistent result, reliability test is being analyzed to ensure the data is free from errors. All the questions in the questionnaire except for the respondents' profile will undergo the analysis to ensure the data is consistent and reliable.

Correlation Analysis

Pearson Correlation Coefficient is utilized to quantify the strength of a linear association between two variables. The population correlation is assessed by the sample correlation coefficient, r . The value is within +1 to -1. According to the Rules of Thumb, the value supposes to be farther from zero. It is because it will lead to the greater the variation in the data from the line of best fit.

Regression Analysis

Linear regression analysis is used to predict changes in the dependent variable based on the value of independents variable. It indicates the magnitude of the relationship between an independent variable and a dependent variable. Furthermore, R Square expresses how much variation in the dependent variable that can be explained by the independent variables.

RESULT

After the data collection process, 118 respondents of TSMEs in Melaka, Malaysia were being analyzed by using SPSS. From 118 respondents, 52 were male respondents, which is (44.07%) and 66 were female respondents, which is (55.93%). It was shown that 14 respondents (11.90%) were aged below 31 years old, while 19 respondents (16.10%) were between 31 – 40 years old, 40 respondents were between 41 – 50 years old (33.90%), 29 respondents were between 51 – 60 years old (24.60%), and 16 respondents aged above 60 years old (13.60%). From 118 respondents in this study, 42 respondents were owner/founder/CEO (35.59%), 67 respondents were appointed manager/director (56.78%), and 9 respondents are other (7.63%). 58 TSMEs were less than 20 years (49.20%), 46 TSMEs were 20 - 40 years (39.00%), and 14 TSMEs were more than 40 years (11.90%). From 118 respondents, no TSME had less than 5 full-time employees, 20 TSMEs had 5 - 30 fulltime employees (16.90%), 75 TSMEs had 30 - 75 full-time employees (63.60%), and 23 TSMEs had more than 75 full-time employees (19.50%). It was shown that 9 TSMEs earned RM 300,000 - RM 3 million (7.60%), 99 TSMEs earned RM 3 million - RM 20 million (83.90%), and 10 TSMEs earned more than RM 20 million (8.50%).

According to (William G. et al., 2017), the strength of a linear association between two variables could be measured by the Pearson Correlation Coefficient. The population correlation is estimated by the sample correlation coefficient, r . The value is within +1 and -1. According to the Rules of Thumb, the farther the value of r from zero, the stronger the relationship.

Variables	IV1	IV2	IV3	IV4	DV
IV1: Technological Context	1				
IV2: Organizational Context	0.718**	1			
IV3: Environmental Context	0.486**	0.593**	1		
IV4: Individual Context	0.691**	0.648**	0.431**	1	
DV: ECommerce Adoption	0.736**	0.739**	0.572**	0.788**	1

Table 1: Pearson correlation analysis

From the table 1 above, the relationship between four variables (technological context, organizational context, environmental context, and individual context) and dependent variable (ecommerce adoption).

The first correlation is between technological context and e-commerce adoption. Results showed that the r-value is 0.736 or 73.6 percent at 99 percent confident interval. According to the rules of thumb, which is Table 1, this value represents a large relationship.

The second correlation is between organizational context and e-commerce adoption. Results showed that the r-value is 0.739 or 73.9 percent at 99 percent confident interval. According to the rules of thumb, this value represents a large relationship.

Next, the correlation is between environmental context and e-commerce adoption. Results showed that the r-value is 0.572 or 57.2 percent at 99 percent confident interval. The value represents environmental context has a moderate relationship with e-commerce adoption.

Last but not least, the correlation is between individual context and e-commerce adoption. Results showed that the r-value is 0.788 or 78.8 percent at 99 percent confident interval. It indicated that there was a large relationship between the two variables.

Linear regression analysis is used to predict changes in the dependent variable based on the value of independents variable. It indicates the magnitude of the relationship between an independent variable and a dependent variable. Regression analysis had tested the effect of technological context, organizational context, environmental context, and individual context, on e-commerce adoption.

	Dependent Variables (Standardized Coefficients Beta)	Significant (p)	Tolerance	VIF
INDEPENDENT VARIABLES		0.035		
Technological Context	0.198	0.010	0.393	2.541
Organizational Context	0.218	0.006	0.377	2.652
Environmental Context	0.155	0.010	0.640	1.563
Individual Context	0.444	0.000	0.474	2.107
F value	82.558			
R Square	0.745			
Adjusted R Square	0.736			
Durbin Watson	1.761			

Table 2: Regression analysis.

According to (Stephanie, 2016b), a standardized coefficient beta is used to compare the effect of independent variable towards the dependent variable. The higher the value, the stronger the

effect. As shown in Table 2, the standardized coefficient is 0.198 for technological context, organizational context is 0.218, environmental context is 0.155, and individual context is 0.444.

According to (William G. et al., 2017), R is the square root of R-Square and is the correlation between the observed and predicted values of the dependent variable. The R value in this research is 0.863 and it indicates a high degree of correlation. In addition, R-square (R²) expresses how much variation of the dependent variable that can be explained by the independent variables. From the results obtained, the R² value is 0.745, which means 74.50% of the response data variability around its mean. In other words, 74.50% of ecommerce adoption could be predicted from technological context, organizational context, environmental context, and individual context. Furthermore, the adjusted R² attempts to yield a more honest value to estimate the R² for the population. The value for adjusted R² is 0.736.

The F value is the Mean Square Regression (7.925685) divided by the Mean Square Residual (0.096001), yielding F=82.558. Durbin Watson value of 1.761 was confined to the acceptable range of (1.5 to 2.5). According to the (Stephanie, 2016a), it is to measure the autocorrelation in residuals from the regression analysis, where autocorrelation is the similarity of a time series over successive time intervals. All of the variance inflation factors (VIF) value were moderately correlated as they lie within the range of 1 to 5, where technological context is 2.541, organizational context is 2.652, environmental context is 1.563 and individual context is 2.107.

In accordance with (Cohen, 1988), the variables have a correlated connection when the p-value is smaller than 0.05. Contrast, there is no correlate relationship if the p-value is larger than 0.05. Decision making: Accept hypothesis if $p < 0.05$ and reject hypothesis if $p > 0.05$. Table 3 showed a summary of the result.

Hypothesis	Finding (Accept / Reject)	Reason
H1: Technological context has a positive relationship with ecommerce adoption.	Accept	<ul style="list-style-type: none"> p-value = 0.010 Relationship with e-commerce adoption = 0.736 (high) β = 0.198
H2: Organizational context has a positive relationship with ecommerce adoption.	Accept	<ul style="list-style-type: none"> p-value = 0.006 Relationship with e-commerce adoption = 0.739 (high) β = 0.218

H3: Environmental context has a positive relationship with ecommerce adoption.	Accept	<ul style="list-style-type: none"> • p-value = 0.010 • Relationship with e-commerce adoption = 0.572 (moderate) $\beta = 0.155$
H4: Individual context has a positive relationship with ecommerce adoption.	Accept	<ul style="list-style-type: none"> • p-value = 0.000 • Relationship with e-commerce adoption = 0.788 (high) $\beta = 0.444$

Table 3: The summary of the finding in this study

CONCLUSIONS

There are three hypotheses. After the data analysis process, it showed that all the independent variables (technological context, organizational context, environmental context, and individual context) have a positive relationship with ecommerce adoption.

H1: Technological context has a positive relationship with e-commerce adoption. The study had shown that there is a positive relationship between technological context and ecommerce adoption. It included the aspects of perceived benefits, perceived compatibility, perceived cost, perceived risk, and perceived complexity.

H2: Organizational context has a positive relationship with e-commerce adoption.

The study had shown that there is a positive relationship between organizational context and ecommerce adoption. It included aspects of top management support and employee competence.

H3: Environmental context has a positive relationship with e-commerce adoption.

The study had shown that there is a positive relationship between environmental context and ecommerce adoption. It included the aspects of customer pressure, the level of competition, and government support.

H4: Individual context has a positive relationship with e-commerce adoption.

The study had shown that there is a positive relationship between individual context and ecommerce adoption. It included the aspects of CEO's or manager's IS and computer knowledge, CEO's or manager's innovativeness, and attitude.

Since this research had proved that these contexts have a positive relationship with e-business

adoption, this study could have some dedications to the enterprises, especially TSMEs. The new startup company could be aware of the factors when it makes the utilization decision of e-business. The enterprises that had utilized e-business can revise the antecedents of utilization in their e-business system. It may enhance the capability of its ebusiness. As a conclusion, it can achieve a higher level of success in the enterprise.

It would be valuable if the future researcher is willing to follow up this research to further extend it and resolve its shortcomings. Since this study was only conducted to TSMEs in Melaka, Malaysia, the population is relatively small. Thus, future researchers are recommended to replicate the study in other industries or the other states in Malaysia which involved a bigger size of the population and wider sample size. It is because by doing so, the result could be more generalized. Besides that, it also could lead to a stronger analysis and heighten its accurateness.

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