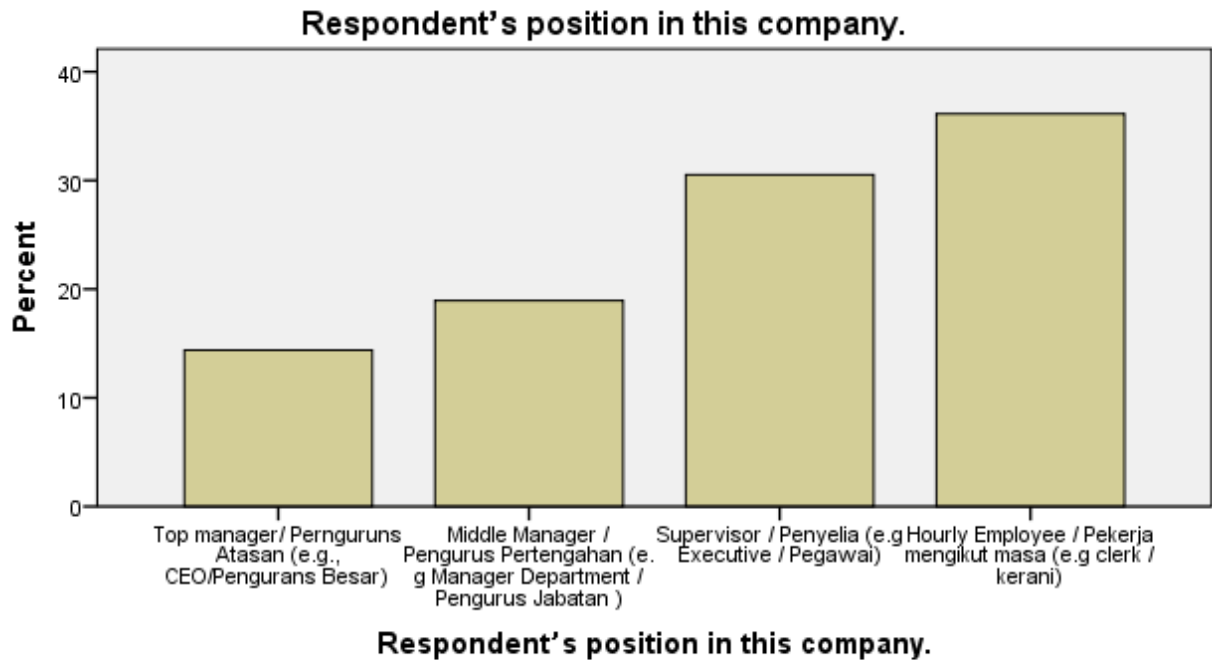# Data Analysis

Descriptive statistics

From the following table, we can observe that about 36.1% of the respondents were hourly employees. Following bar chart also shows taller bar corresponding to the same.

Respondent's position in this company.

|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Top manager/ Pernguruns Atasan (e.g., CEO/Pengurans Besar)	41	14.4	14.4	14.4
	Middle Manager / Pengurus Pertengahan (e.g Manager Department / Pengurus Jabatan)	54	18.9	18.9	33.3
	Supervisor / Penyelia (e.g Executive / Pegawai)	87	30.5	30.5	63.9
	Hourly Employee / Pekerja mengikut masa (e.g clerk / kerani)	103	36.1	36.1	100.0
	Total	285	100.0	100.0	

Respondent's position in this company.

From the following table, we can observe that about 69.8% of the respondents were 100% local company's equity. Following bar chart also shows taller bar corresponding to the same.

Composition of this company's equity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	100% local / tempatan	199	69.8	69.8	69.8
	100% foreigner / asing	8	2.8	2.8	72.6
	combination local & foreigner / gabungan tempatan dan asing	78	27.4	27.4	100.0

Total	285	100.0	100.0	

Composition of this company's equity
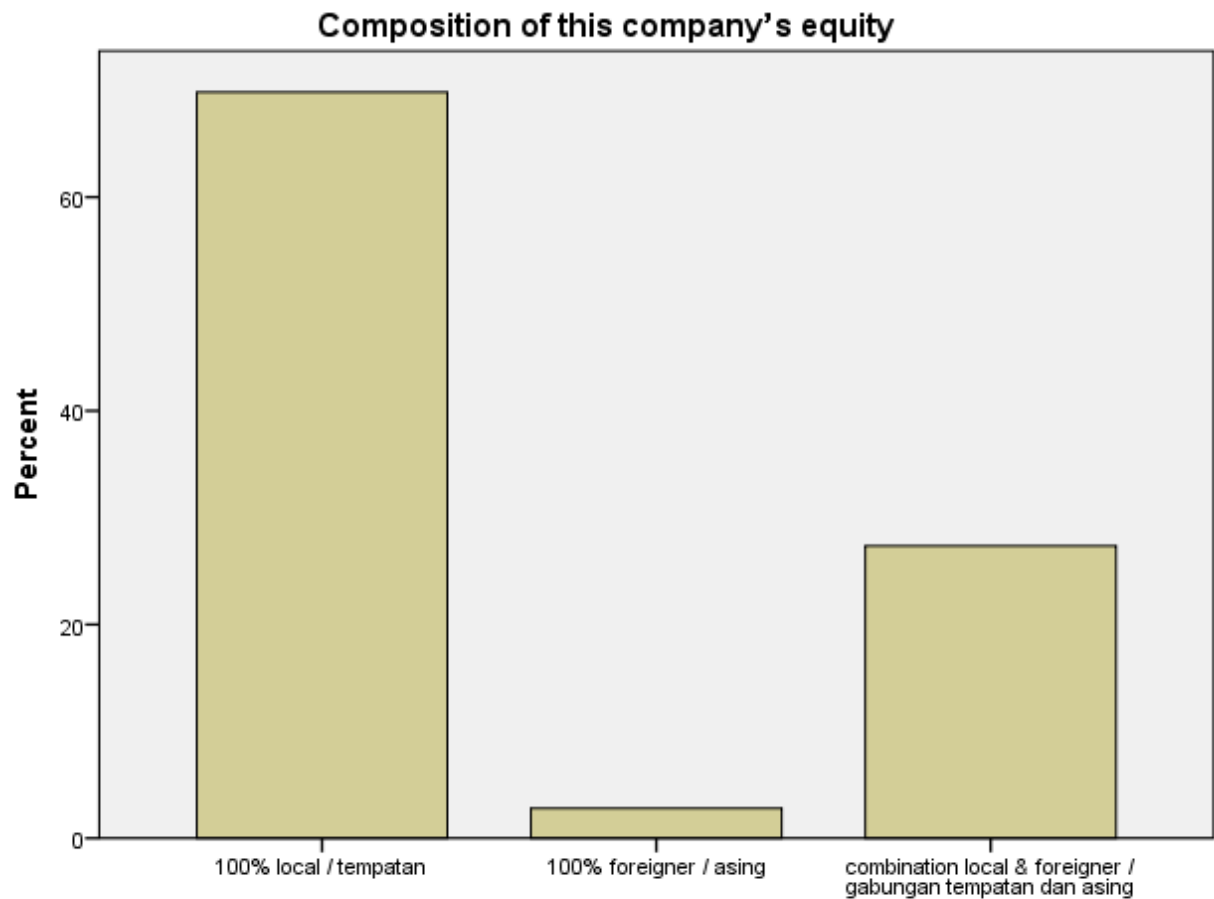
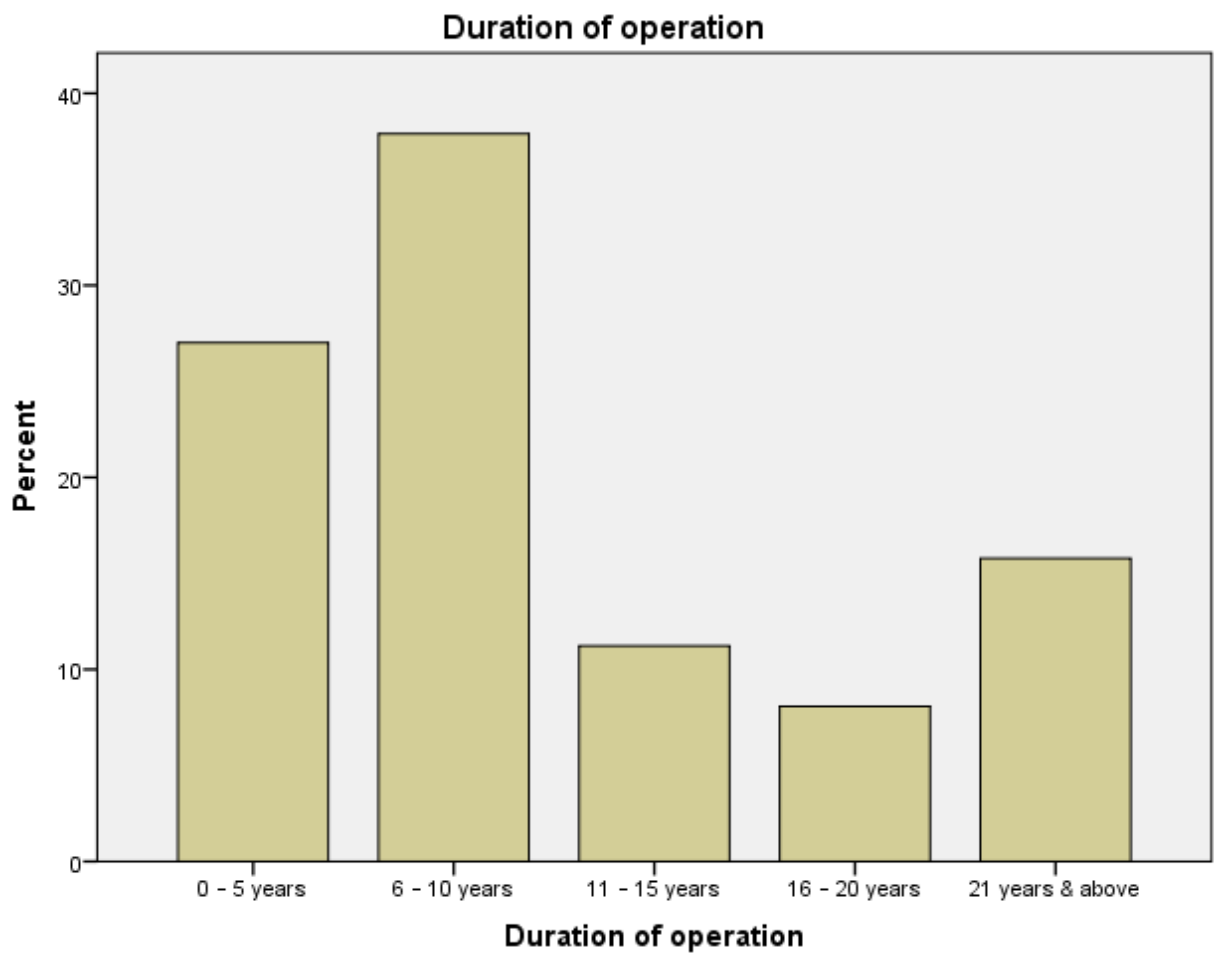Composition of this company's equity

From the following table, we can observe that about 37.9% of the respondents were operating since 6 – 10 years. Following bar chart also shows taller bar corresponding to the same.

Duration of operation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 – 5 years	77	27.0	27.0	27.0
	6 – 10 years	108	37.9	37.9	64.9

11 – 15 years	32	11.2	11.2	76.1
16 – 20 years	23	8.1	8.1	84.2
21 years & above	45	15.8	15.8	100.0
Total	285	100.0	100.0	

Duration of operation

From the following table, we can observe that about 48.1% of the respondents had 5 – 29 of full time employees recruited. Following bar chart also shows taller bar corresponding to the same.

Number of full time employees recruited

	Frequency	Percent	Valid Percent	Cumulative Percent
1 - 4	98	34.4	34.4	34.4
5 - 29	137	48.1	48.1	82.5
Valid 30 - 75	31	10.9	10.9	93.3
76 & above	19	6.7	6.7	100.0
Total	285	100.0	100.0	

Number of full time employees recruited

Number of full time employees recruited
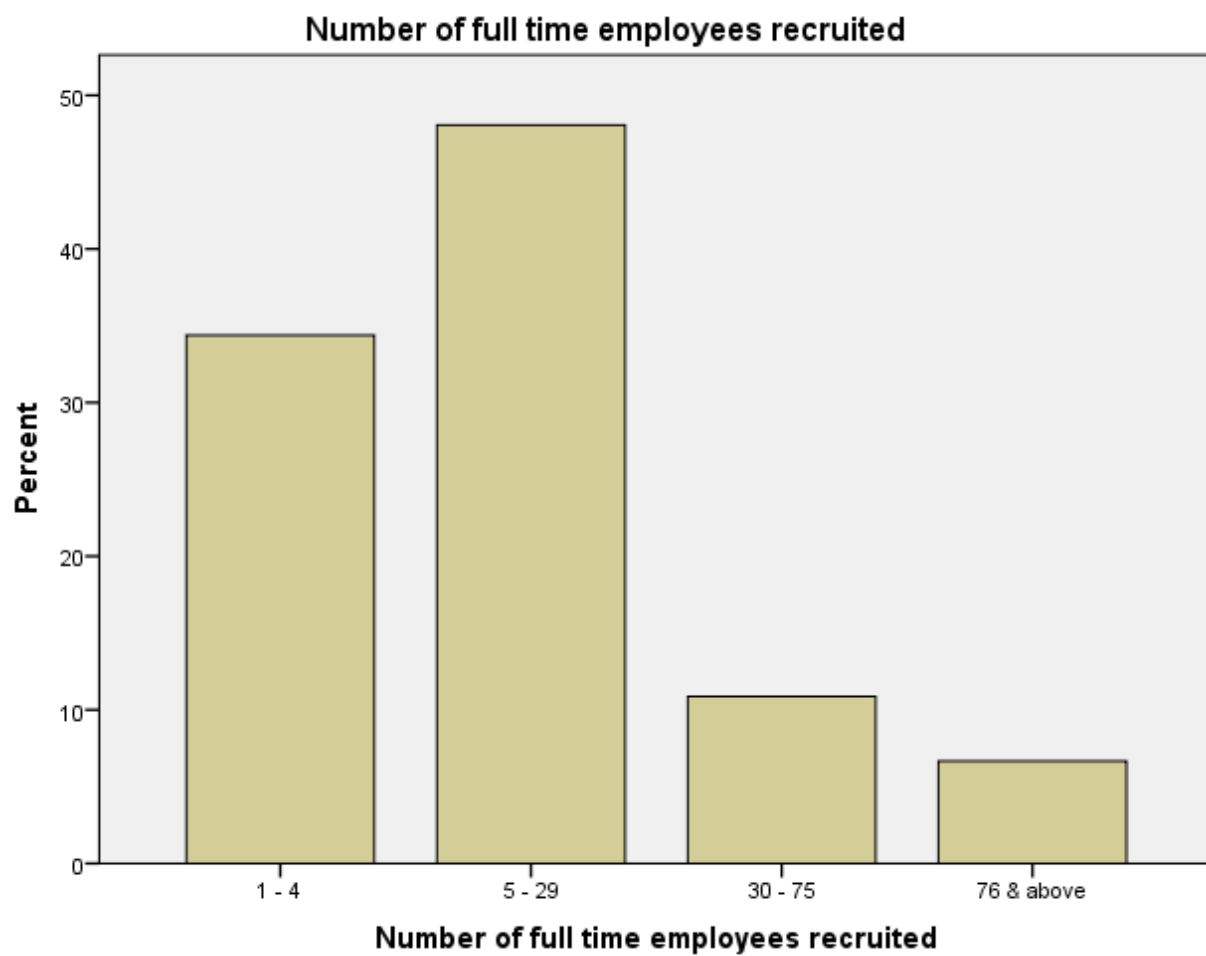
From the following table, we can observe that about 45.6% of the respondents were saling inbound, outbound and ticketing type of product. Following bar chart also shows taller bar corresponding to the same.

Types of sales product

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Inbound only	78	27.4	27.4	27.4
	Outbound only	7	2.5	2.5	29.8
	Inbound and ticketing only	19	6.7	6.7	36.5
	Outbound and ticketing only	9	3.2	3.2	39.6
	Inbound and outbound only	42	14.7	14.7	54.4
	Inbound, outbound and ticketing	130	45.6	45.6	100.0
	Total	285	100.0	100.0	

Types of sales product
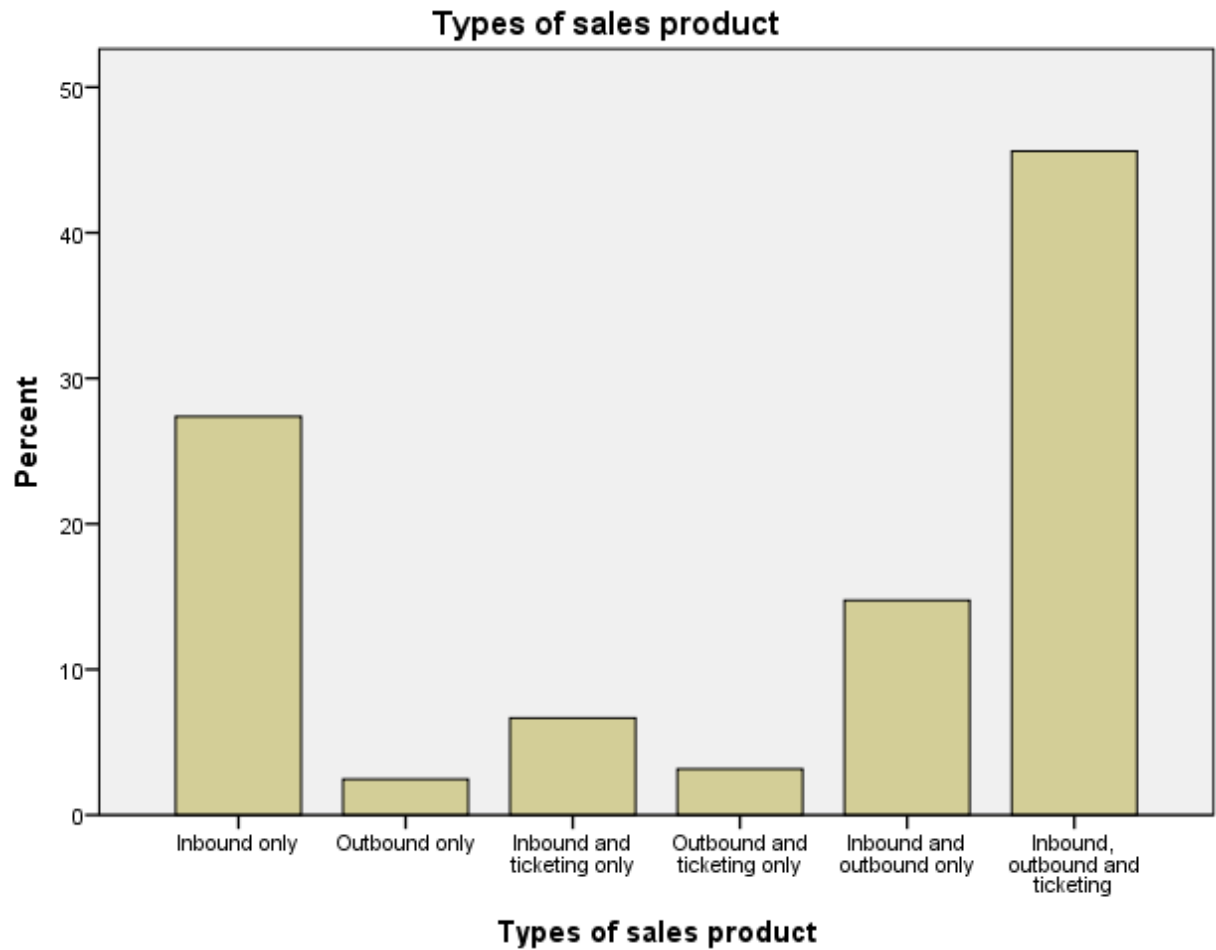
From the following table, we can observe that about 88.4% of the respondents were local and foreigner market. Following bar chart also shows taller bar corresponding to the same.

Types of target market.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Local traveller only	25	8.8	8.8	8.8
	Foreigner traveller only	8	2.8	2.8	11.6
	Local and foreigner traveller	252	88.4	88.4	100.0
	Total	285	100.0	100.0	

Types of target market.
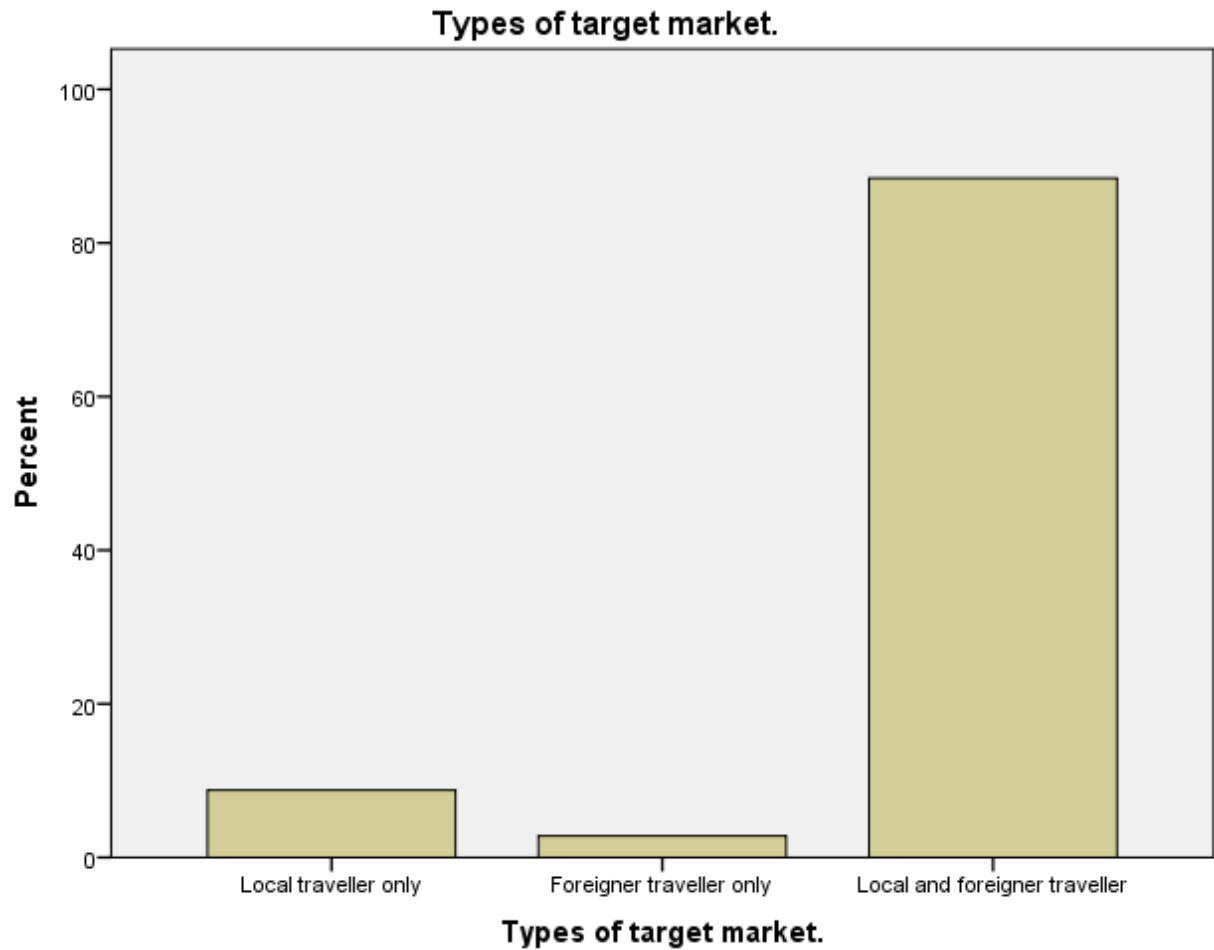
From the following table, we can observe that about 44.9% of the respondents adopted word processors extremely. Following bar chart also shows taller bar corresponding to the same.

a) Word Processors (i.e Microsoft word)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not use	2	.7	.7	.7
	2.00	3	1.1	1.1	1.8
	3.00	5	1.8	1.8	3.5
	4.00	4	1.4	1.4	4.9
	5.00	25	8.8	8.8	13.7

6.00	7	2.5	2.5	16.1
7.00	12	4.2	4.2	20.4
8.00	41	14.4	14.4	34.7
9.00	58	20.4	20.4	55.1
Extreme usage	128	44.9	44.9	100.0
Total	285	100.0	100.0	

a) Word Processors (i.e Microsoft word)

From the following table, we can observe that about 39.6% of the respondents adopted spreadsheets extremely. Following bar chart also shows taller bar corresponding to the same.
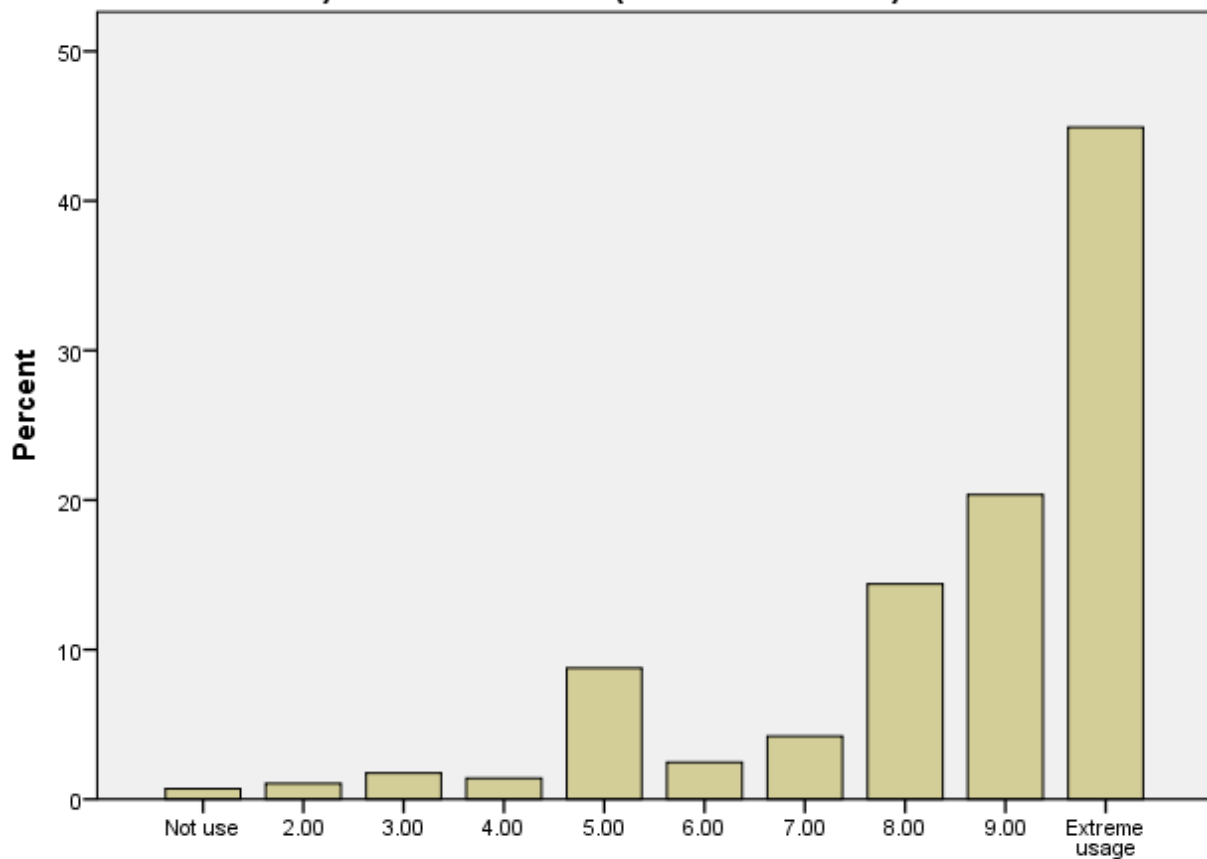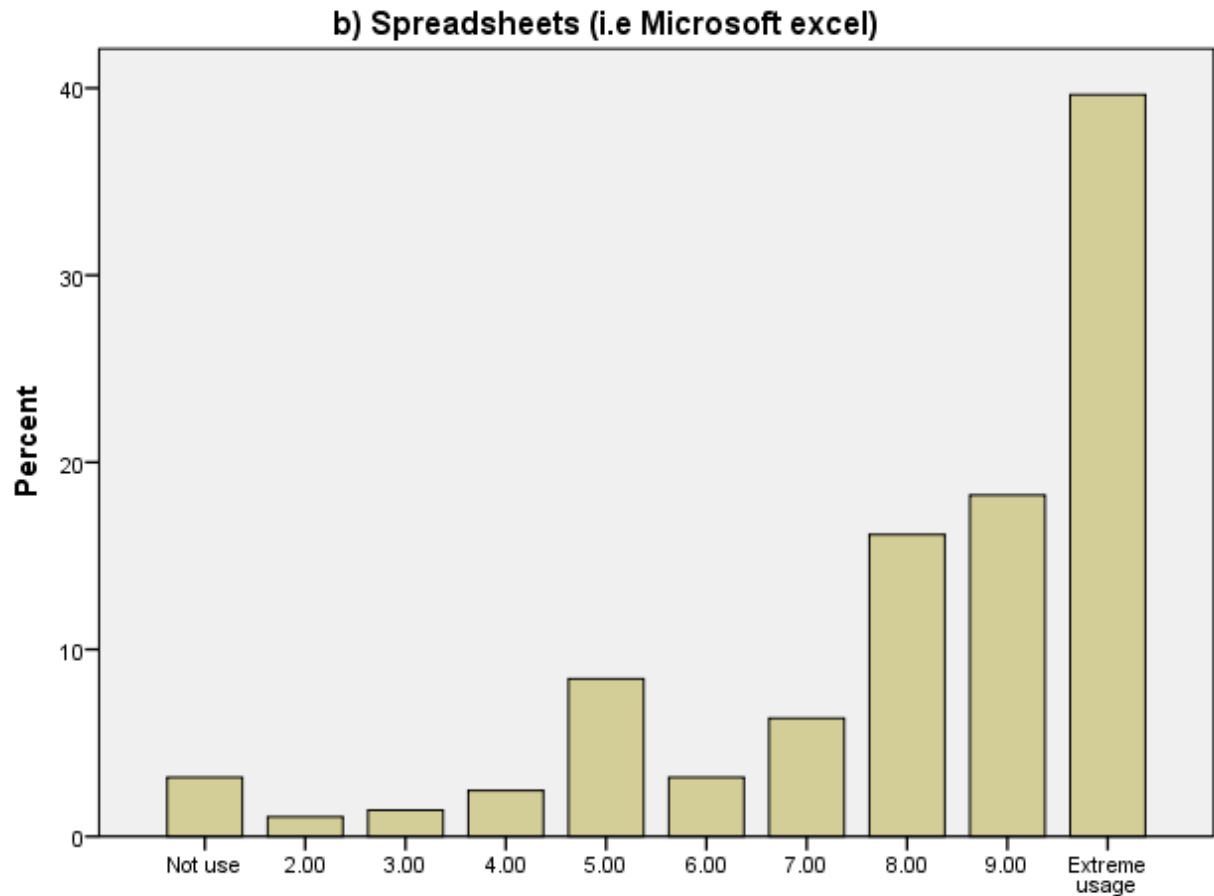
b) Spreadsheets (i.e Microsoft excel)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not use	9	3.2	3.2	3.2
	2.00	3	1.1	1.1	4.2
	3.00	4	1.4	1.4	5.6
	4.00	7	2.5	2.5	8.1
	5.00	24	8.4	8.4	16.5
	6.00	9	3.2	3.2	19.6
	7.00	18	6.3	6.3	26.0
	8.00	46	16.1	16.1	42.1
	9.00	52	18.2	18.2	60.4
	Extreme usage	113	39.6	39.6	100.0
	Total	285	100.0	100.0	

b) Spreadsheets (i.e Microsoft excel)

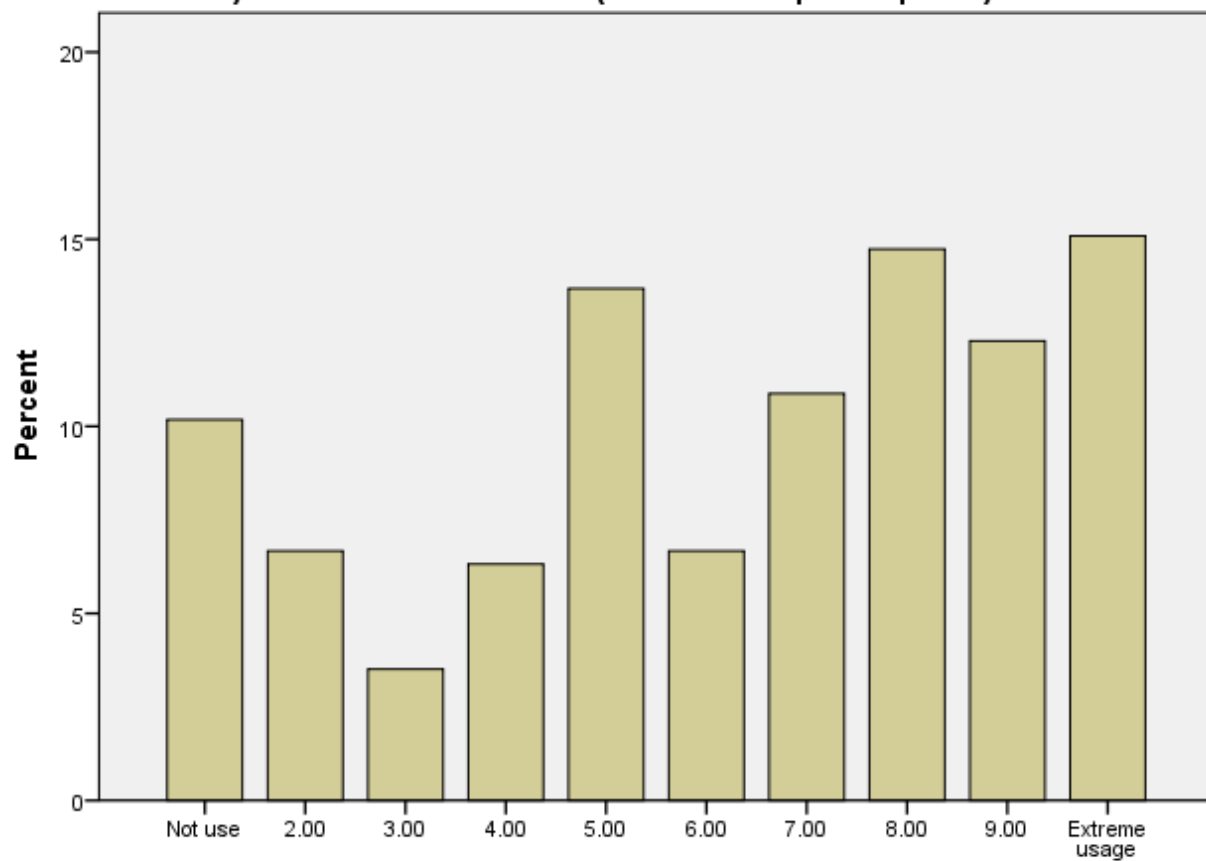b) Spreadsheets (i.e Microsoft excel)

From the following table, we can observe that about 15.1% of the respondents adopted presentation software extremely. Following bar chart also shows taller bar corresponding to the same.

c) Presentation Software (i.e Microsoft power point)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not use	29	10.2	10.2	10.2
	2.00	19	6.7	6.7	16.8
	3.00	10	3.5	3.5	20.4
	4.00	18	6.3	6.3	26.7

|				
5.00	39	13.7	13.7	40.4
6.00	19	6.7	6.7	47.0
7.00	31	10.9	10.9	57.9
8.00	42	14.7	14.7	72.6
9.00	35	12.3	12.3	84.9
Extreme usage	43	15.1	15.1	100.0
Total	285	100.0	100.0	

c) Presentation Software (i.e Microsoft power point)

c) Presentation Software (i.e Microsoft power point)

From the following table, we can observe that about 16.5% of the respondents not used databases. Following bar chart also shows taller bar corresponding to the same.

d) Databases (Microsoft Access)

|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not use	47	16.5	16.5	16.5
	2.00	16	5.6	5.6	22.1
	3.00	15	5.3	5.3	27.4
	4.00	17	6.0	6.0	33.3
	5.00	30	10.5	10.5	43.9
	6.00	25	8.8	8.8	52.6
	7.00	21	7.4	7.4	60.0
	8.00	37	13.0	13.0	73.0
	9.00	38	13.3	13.3	86.3
	Extreme usage	39	13.7	13.7	100.0
	Total	285	100.0	100.0	
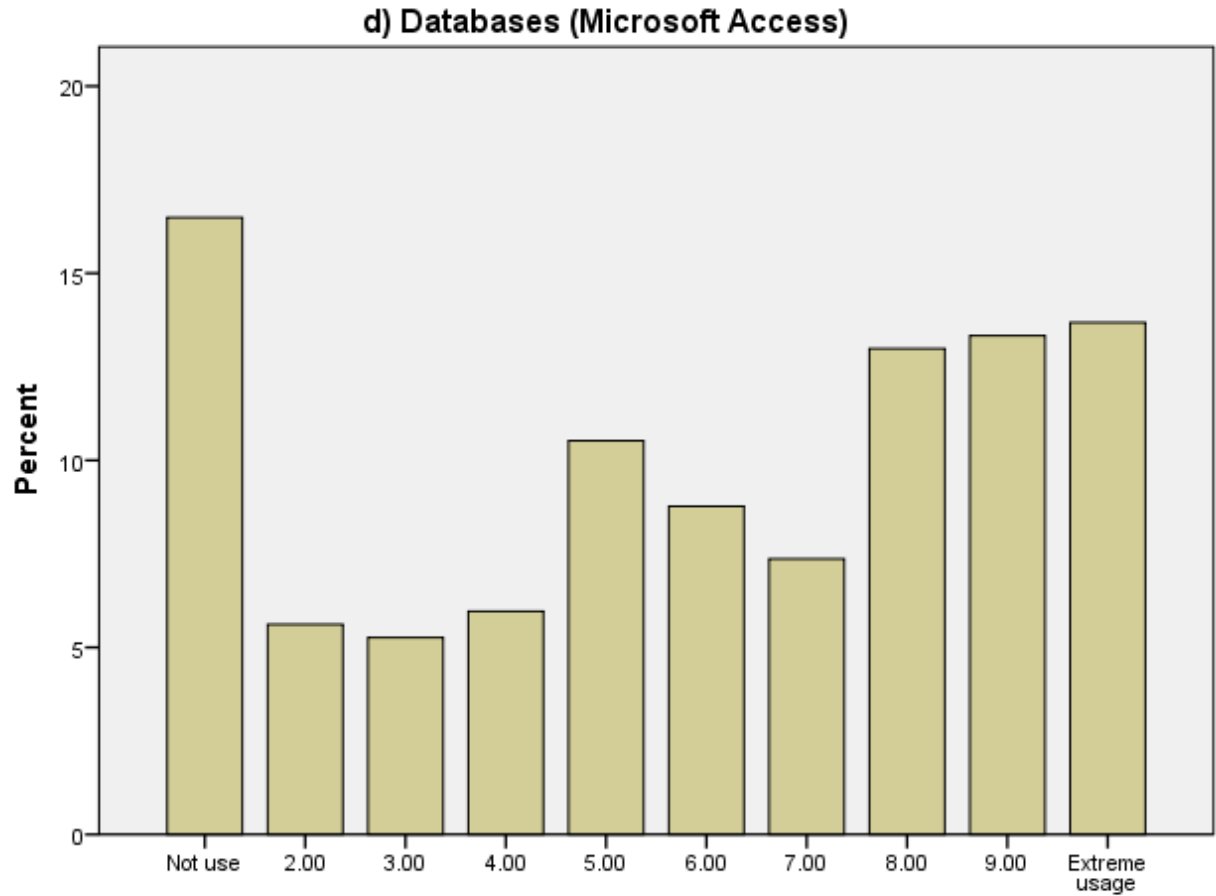
d) Databases (Microsoft Access)

From the following table, we can observe that about 18.6% of the respondents adopted multimedia skills (e.g., Video, Audio, Graphic, Animation). Following bar chart also shows taller bar corresponding to the same.

e) Multimedia Skill (e.g Video, Audio, Graphic, Animation)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not use	47	16.5	16.5	16.5
	2.00	13	4.6	4.6	21.1
	3.00	10	3.5	3.5	24.6
	4.00	19	6.7	6.7	31.2

|				
5.00	25	8.8	8.8	40.0
6.00	27	9.5	9.5	49.5
7.00	21	7.4	7.4	56.8
8.00	26	9.1	9.1	66.0
9.00	44	15.4	15.4	81.4
Extreme usage	53	18.6	18.6	100.0
Total	285	100.0	100.0	
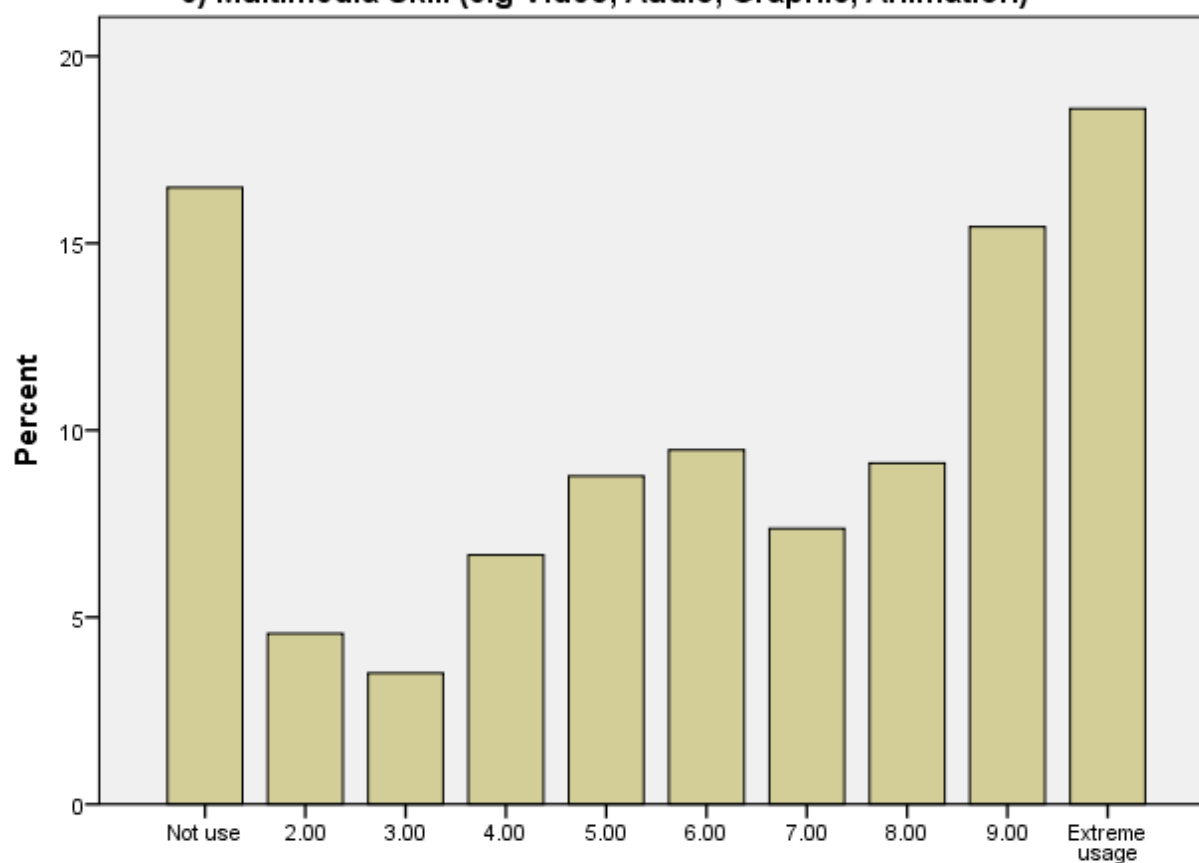
e) Multimedia Skill (e.g Video, Audio, Graphic, Animation)

From the following table, we can observe that about 40.0% of the respondents extremely used their company website. Following bar chart also shows taller bar corresponding to the same.

a) Your company website

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not use	27	9.5	9.5	9.5
	2.00	3	1.1	1.1	10.5
	3.00	5	1.8	1.8	12.3
	4.00	6	2.1	2.1	14.4
	5.00	23	8.1	8.1	22.5
	6.00	7	2.5	2.5	24.9
	7.00	13	4.6	4.6	29.5
	8.00	33	11.6	11.6	41.1
	9.00	54	18.9	18.9	60.0
	Extreme usage	114	40.0	40.0	100.0
	Total	285	100.0	100.0	
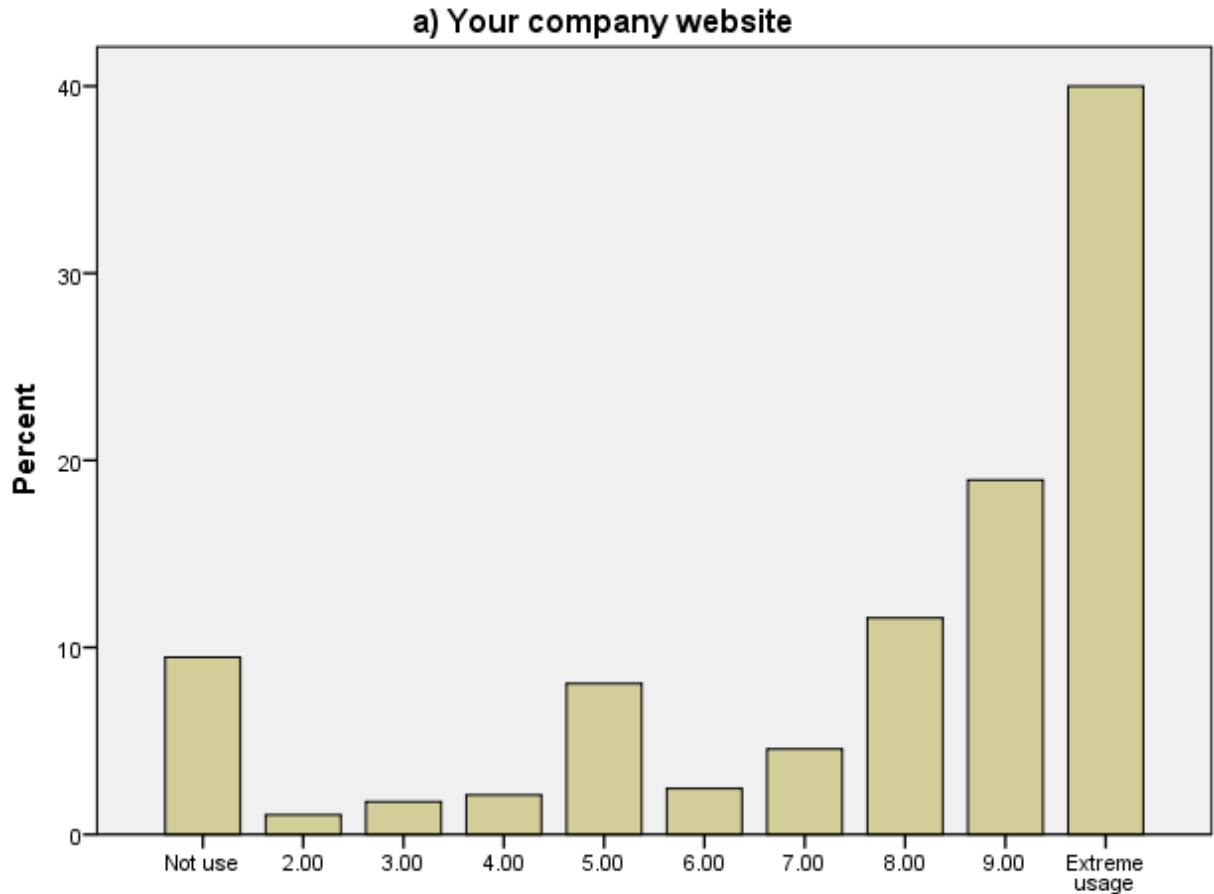
a) Your company website
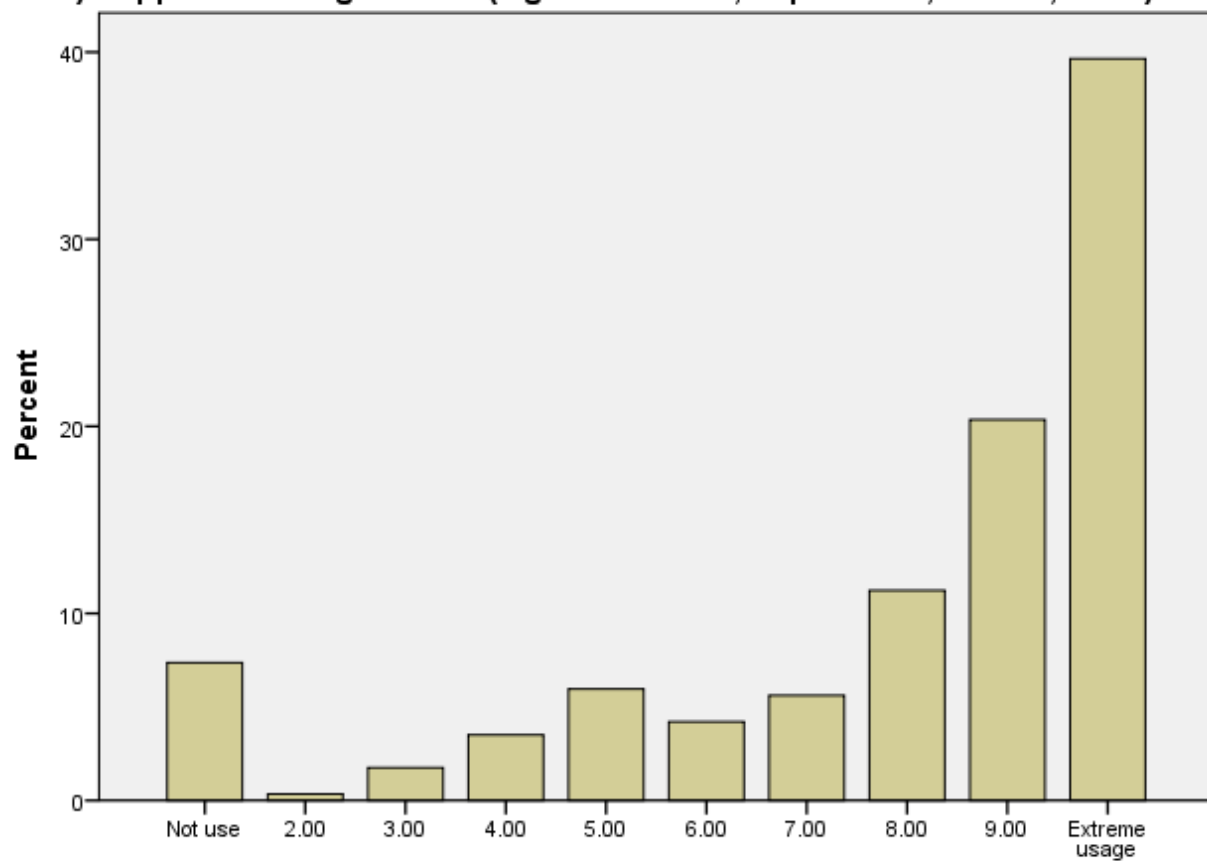

a) Your company website

From the following table, we can observe that about 39.6% of the respondents extremely used supplier booking website (e.g., Mas Airlines, TripAdvisor, AirAisa, Hotel). Following bar chart also shows taller bar corresponding to the same.

b) Supplier booking website (e.g Mas Airlines, TripAdvisor, AirAisa, Hotel)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not use	21	7.4	7.4	7.4
	2.00	1	.4	.4	7.7
	3.00	5	1.8	1.8	9.5
	4.00	10	3.5	3.5	13.0

5.00	17	6.0	6.0	18.9
6.00	12	4.2	4.2	23.2
7.00	16	5.6	5.6	28.8
8.00	32	11.2	11.2	40.0
9.00	58	20.4	20.4	60.4
Extreme usage	113	39.6	39.6	100.0
Total	285	100.0	100.0	

**b) Supplier booking website (e.g Mas Airlines, TripAdvisor, AirAisa, Hotel)**

b) Supplier booking website (e.g Mas Airlines, TripAdvisor, AirAisa, Hotel)

From the following table, we can observe that about 54.4% of the respondents extremely used search engines (Google, Yahoo). Following bar chart also shows taller bar corresponding to the same.

c) Search Engines (Google, Yahoo)

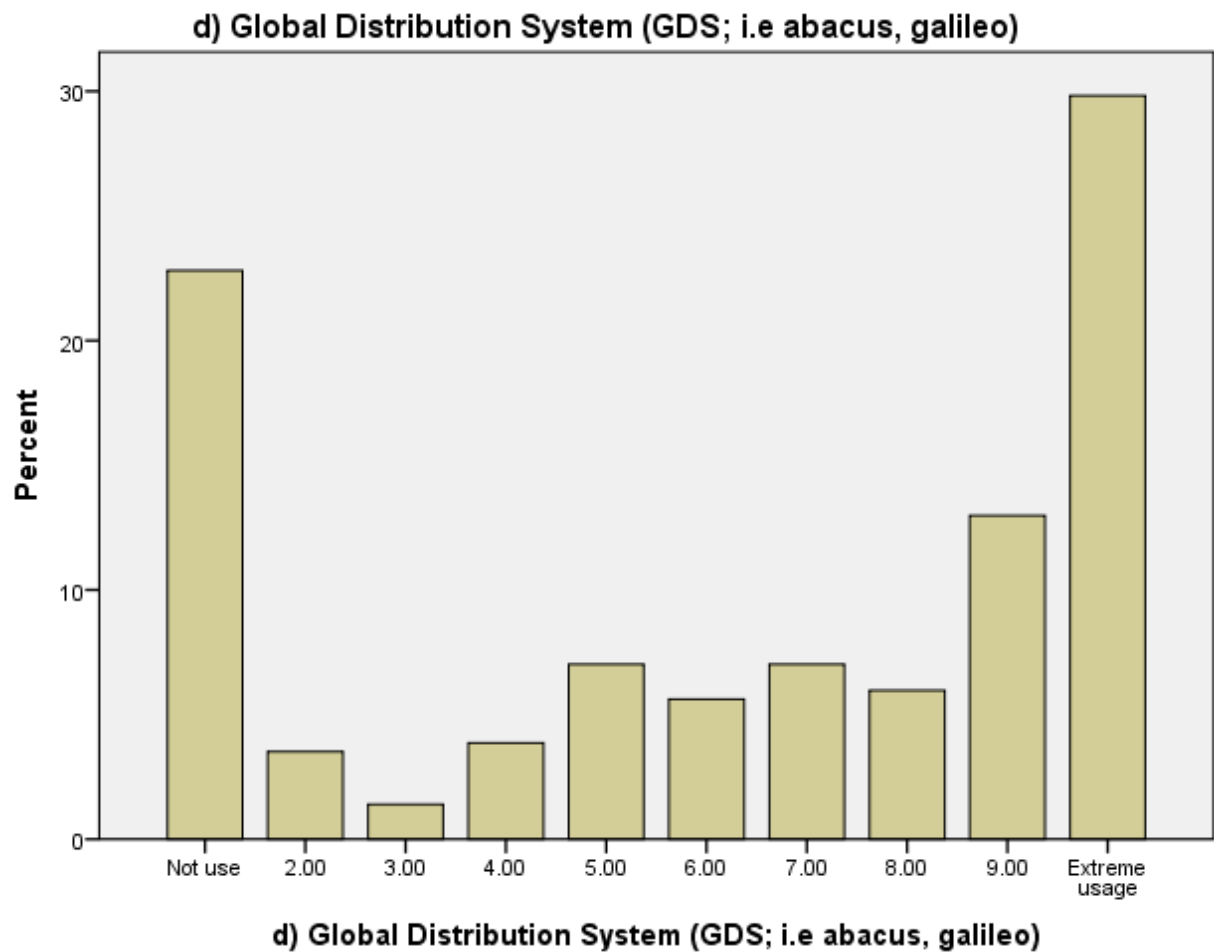|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not use	6	2.1	2.1	2.1
	2.00	1	.4	.4	2.5
	3.00	3	1.1	1.1	3.5
	4.00	4	1.4	1.4	4.9
	5.00	6	2.1	2.1	7.0
	6.00	12	4.2	4.2	11.2
	7.00	13	4.6	4.6	15.8
	8.00	37	13.0	13.0	28.8
	9.00	48	16.8	16.8	45.6
	Extreme usage	155	54.4	54.4	100.0
	Total	285	100.0	100.0	
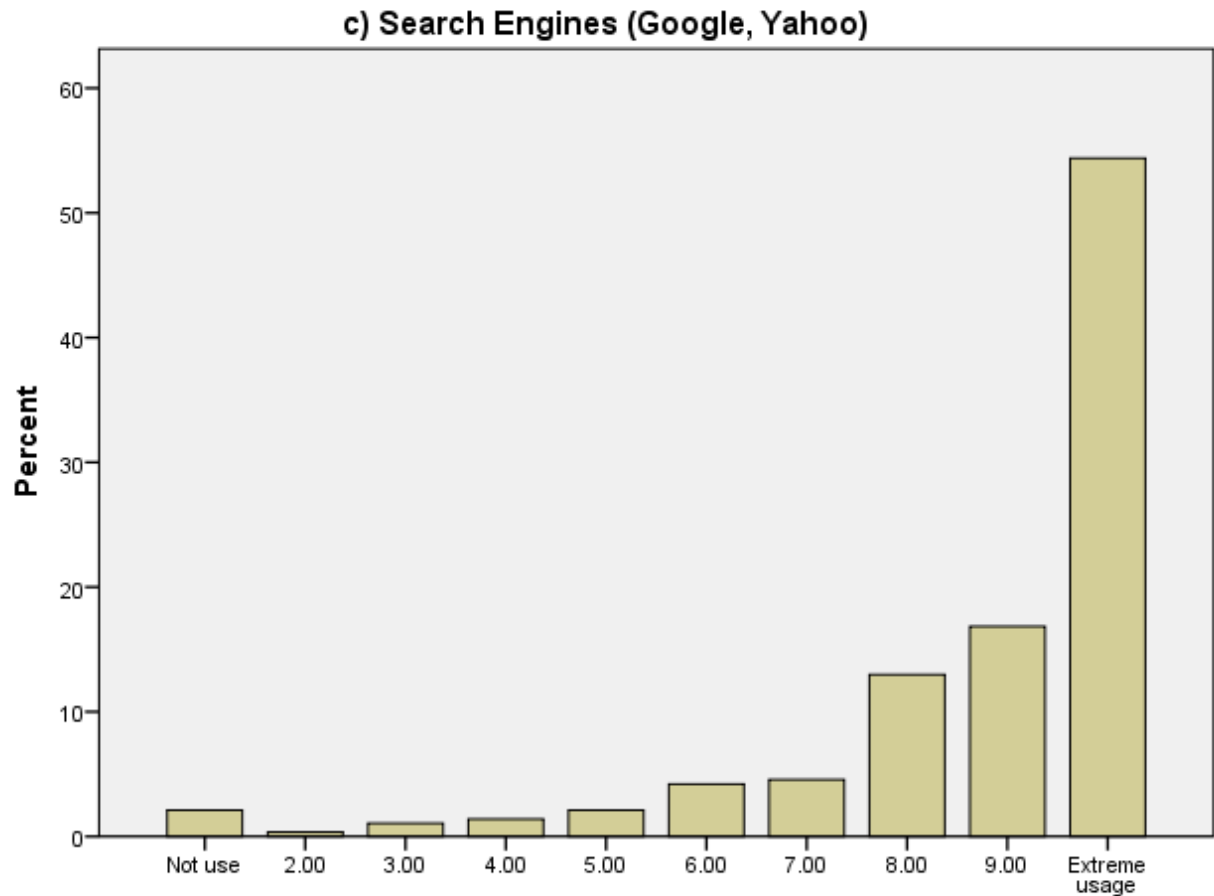
c) Search Engines (Google, Yahoo)

From the following table, we can observe that about 40.0% of the respondents extremely used their company website. Following bar chart also shows taller bar corresponding to the same.

d) Global Distribution System (GDS; i.e abacus, galileo)

		Frequency	Percent	Valid Percent	Cumulative Percent
	Not use	65	22.8	22.8	22.8
	2.00	10	3.5	3.5	26.3
Valid	3.00	4	1.4	1.4	27.7
	4.00	11	3.9	3.9	31.6
	5.00	20	7.0	7.0	38.6

6.00	16	5.6	5.6	44.2
7.00	20	7.0	7.0	51.2
8.00	17	6.0	6.0	57.2
9.00	37	13.0	13.0	70.2
Extreme usage	85	29.8	29.8	100.0
Total	285	100.0	100.0	

d) Global Distribution System (GDS; i.e abacus, galileo)

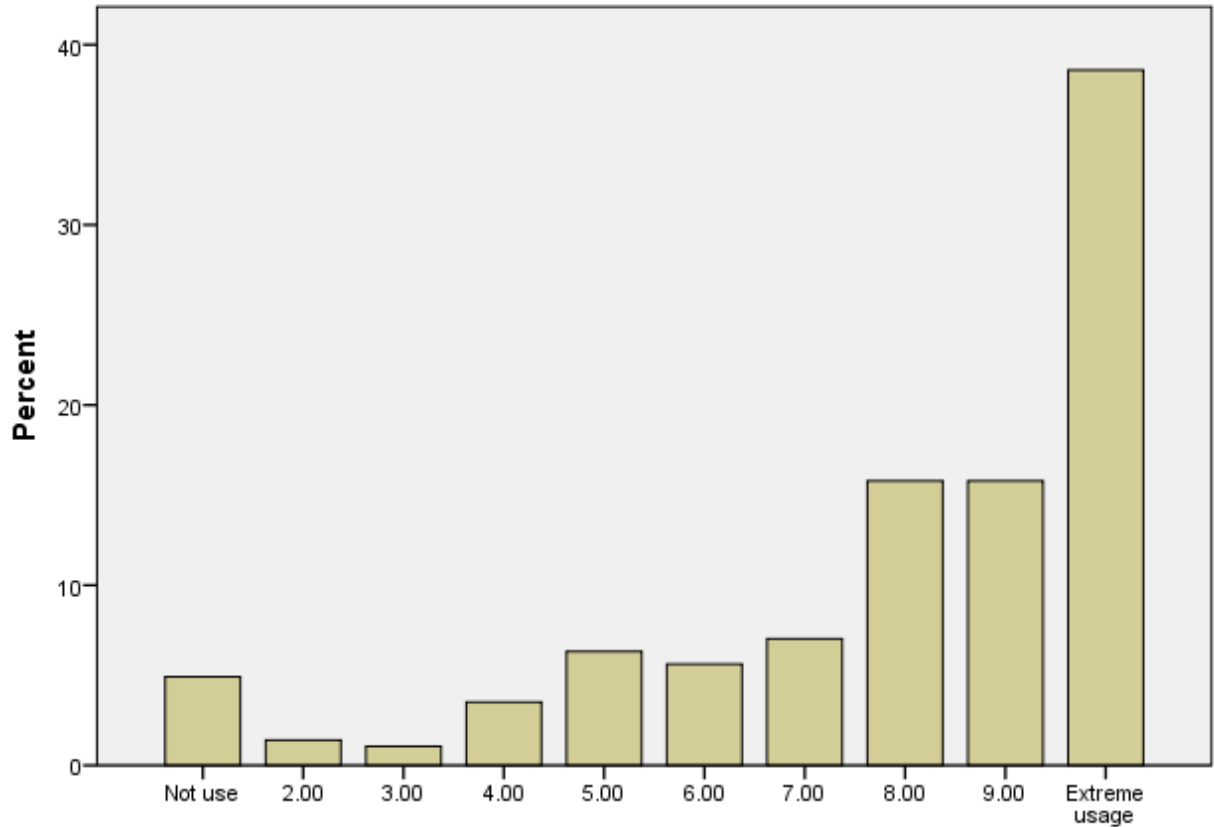d) Global Distribution System (GDS; i.e abacus, galileo)

From the following table, we can observe that about 38.6% of the respondents extremely used online marketing (i.e., selling online). Following bar chart also shows taller bar corresponding to the same.

a) Online marketing / Pemasaran atas talian (i.e selling online / jualan atas talian)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not use	14	4.9	4.9	4.9
	2.00	4	1.4	1.4	6.3
	3.00	3	1.1	1.1	7.4
	4.00	10	3.5	3.5	10.9
	5.00	18	6.3	6.3	17.2
	6.00	16	5.6	5.6	22.8
	7.00	20	7.0	7.0	29.8
	8.00	45	15.8	15.8	45.6
	9.00	45	15.8	15.8	61.4
	Extreme usage	110	38.6	38.6	100.0
	Total	285	100.0	100.0	

a) Online marketing / Pemasaran atas talian (i.e selling online / jualan atas talian)
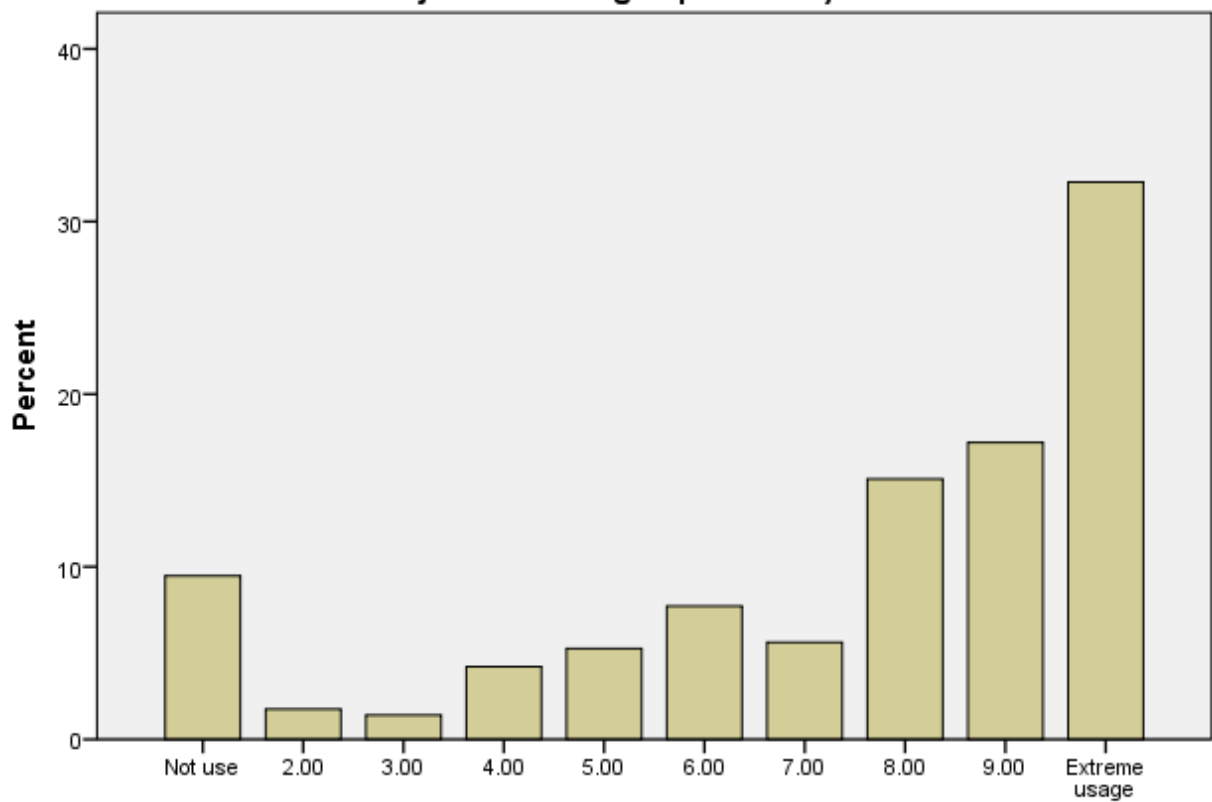
From the following table, we can observe that about 32.3% of the respondents extremely used affiliate marketing. Following bar chart also shows taller bar corresponding to the same.

b) Affiliate marketing /Pemasaran affiliate (i.e collaboration with supplier / kerjasaman dengan pembekal)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not use	27	9.5	9.5	9.5
	2.00	5	1.8	1.8	11.2
	3.00	4	1.4	1.4	12.6
	4.00	12	4.2	4.2	16.8

5.00	15	5.3	5.3	22.1
6.00	22	7.7	7.7	29.8
7.00	16	5.6	5.6	35.4
8.00	43	15.1	15.1	50.5
9.00	49	17.2	17.2	67.7
Extreme usage	92	32.3	32.3	100.0
Total	285	100.0	100.0	

b) Affiliate marketing /Pemasaran affiliate (i.e collaboration with supplier / kerjasaman dengan pembekal)

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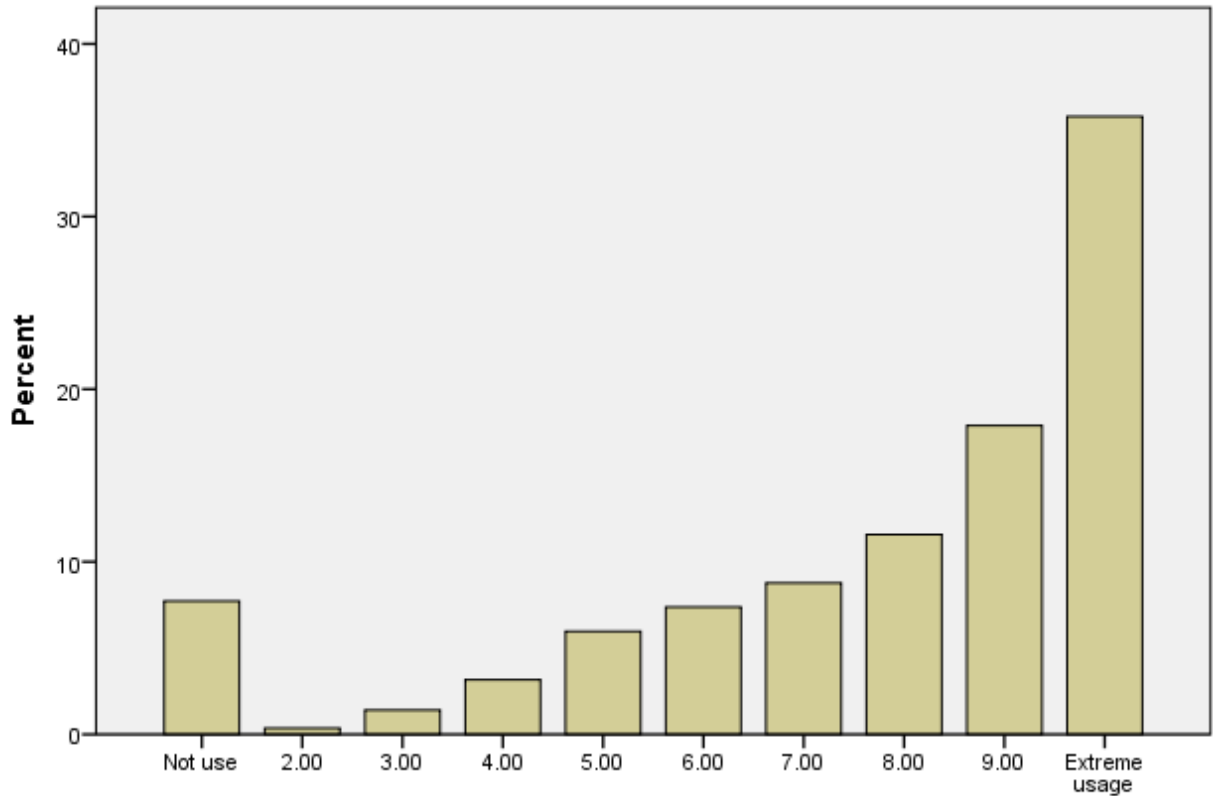
From the following table, we can observe that about 35.8% of the respondents extremely used viral marketing (i.e., receivers of email sent the received email e – word of mouth. Following bar chart also shows taller bar corresponding to the same.

c) Viral marketing / Pemasaran viral(i.e receivers of email sent the received email e-word of mouth / penerima menghantar email yang diterima)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not use	22	7.7	7.7	7.7
	2.00	1	.4	.4	8.1
	3.00	4	1.4	1.4	9.5
	4.00	9	3.2	3.2	12.6
	5.00	17	6.0	6.0	18.6
	6.00	21	7.4	7.4	26.0
	7.00	25	8.8	8.8	34.7
	8.00	33	11.6	11.6	46.3
	9.00	51	17.9	17.9	64.2
	Extreme usage	102	35.8	35.8	100.0
	Total	285	100.0	100.0	

c) Viral marketing / Pemasaran viral(i.e receivers of email sent the received email e- word of mouth / penerima menghantar email yang diterima)
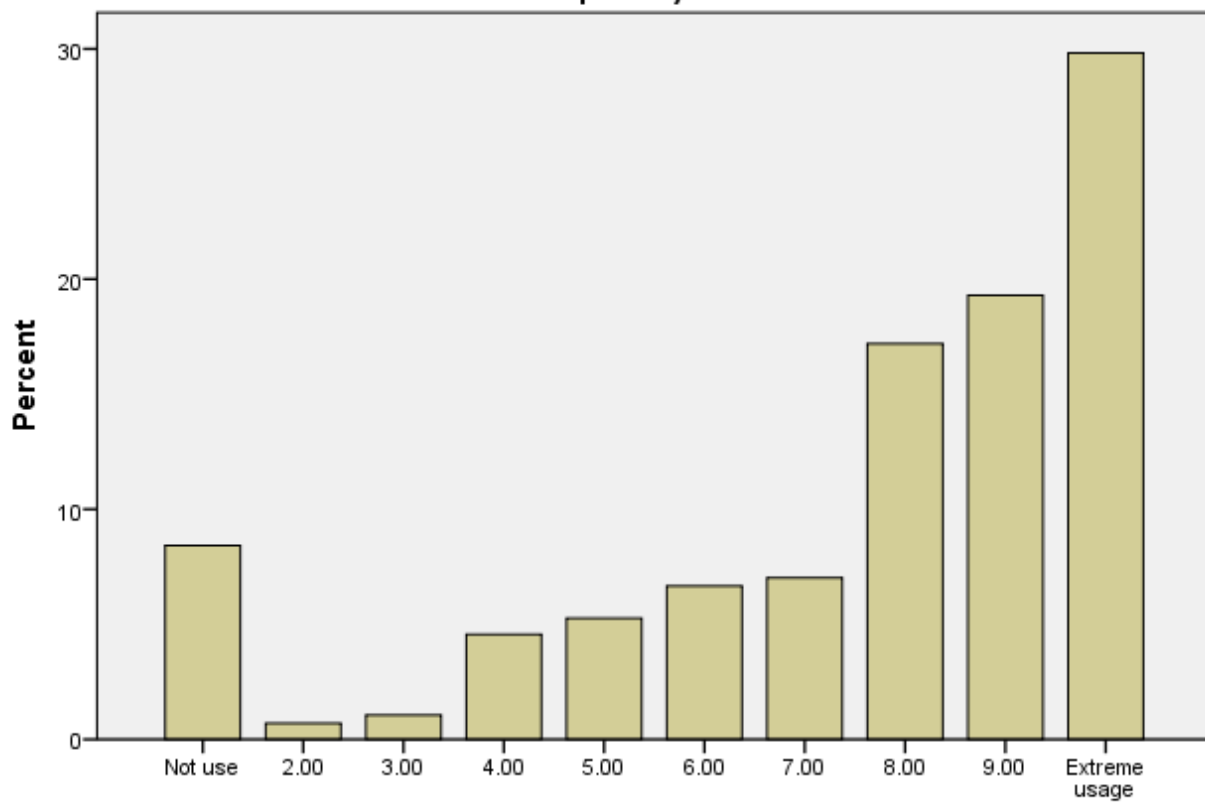
From the following table, we can observe that about 40.0% of the respondents extremely used their company website. Following bar chart also shows taller bar corresponding to the same.

d) Product customization / Penentuan produk (i.e build to order / dibuat untuk tempahan)

		Frequency	Percent	Valid Percent	Cumulative Percent
	Not use	24	8.4	8.4	8.4
Valid	2.00	2	.7	.7	9.1
	3.00	3	1.1	1.1	10.2
	4.00	13	4.6	4.6	14.7

5.00	15	5.3	5.3	20.0
6.00	19	6.7	6.7	26.7
7.00	20	7.0	7.0	33.7
8.00	49	17.2	17.2	50.9
9.00	55	19.3	19.3	70.2
Extreme usage	85	29.8	29.8	100.0
Total	285	100.0	100.0	

**d) Product customization / Penentuan produk (i.e build to order / dibuat untuk tempahan)**

d) Product customization / Penentuan produk (i.e build to order / dibuat untuk tempahan)

From the following table, we can observe that about 33.0% of the respondents extremely used electronic payment method. Following bar chart also shows taller bar corresponding to the same.

e) Electronic payment method / Kaedah pembayaran elektronik

		Frequency	Percent	Valid Percent	Cumulative Percent
	Not use	24	8.4	8.4	8.4
	2.00	6	2.1	2.1	10.5
	3.00	3	1.1	1.1	11.6
	4.00	7	2.5	2.5	14.0
	5.00	24	8.4	8.4	22.5
Valid	6.00	22	7.7	7.7	30.2
	7.00	16	5.6	5.6	35.8
	8.00	32	11.2	11.2	47.0
	9.00	57	20.0	20.0	67.0
	Extreme usage	94	33.0	33.0	100.0
	Total	285	100.0	100.0	

e) Electronic payment method / Kaedah pembayaran elektronik
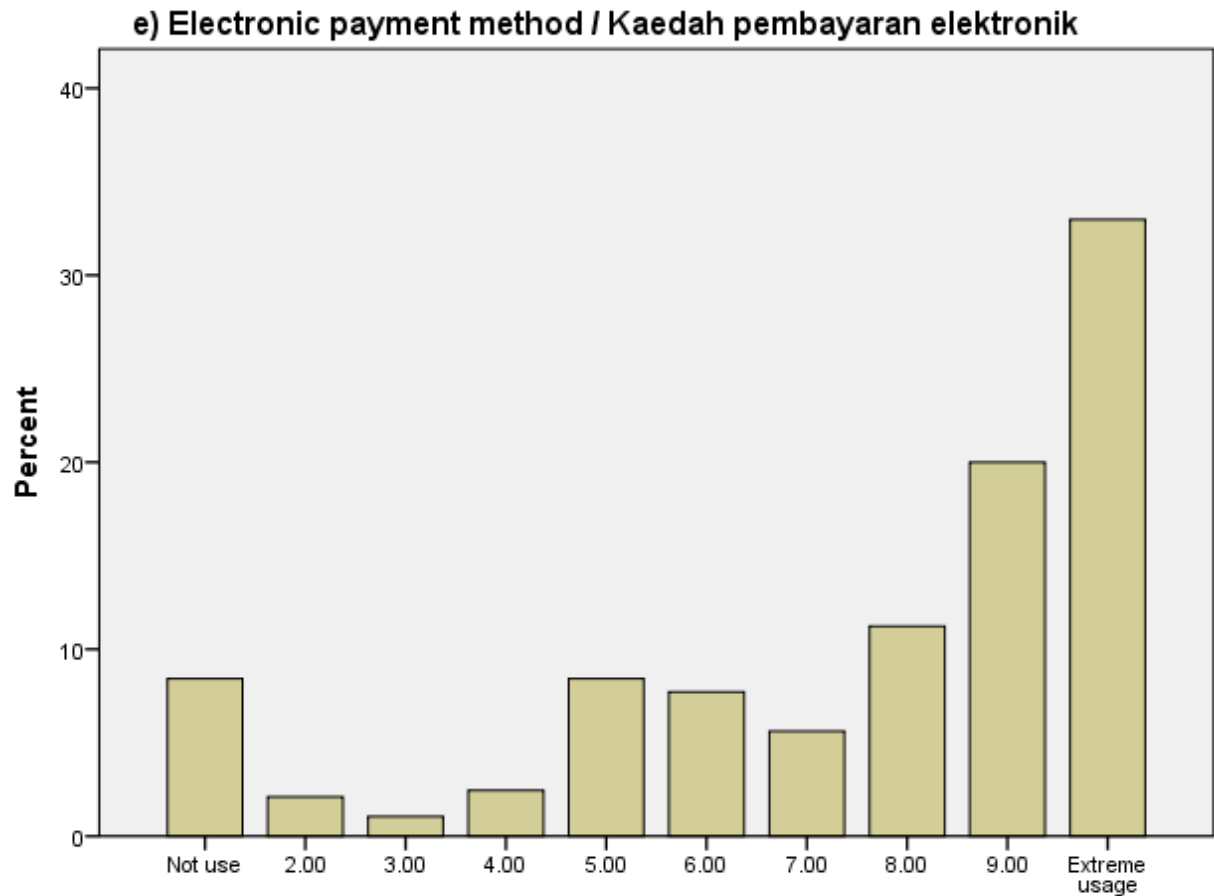
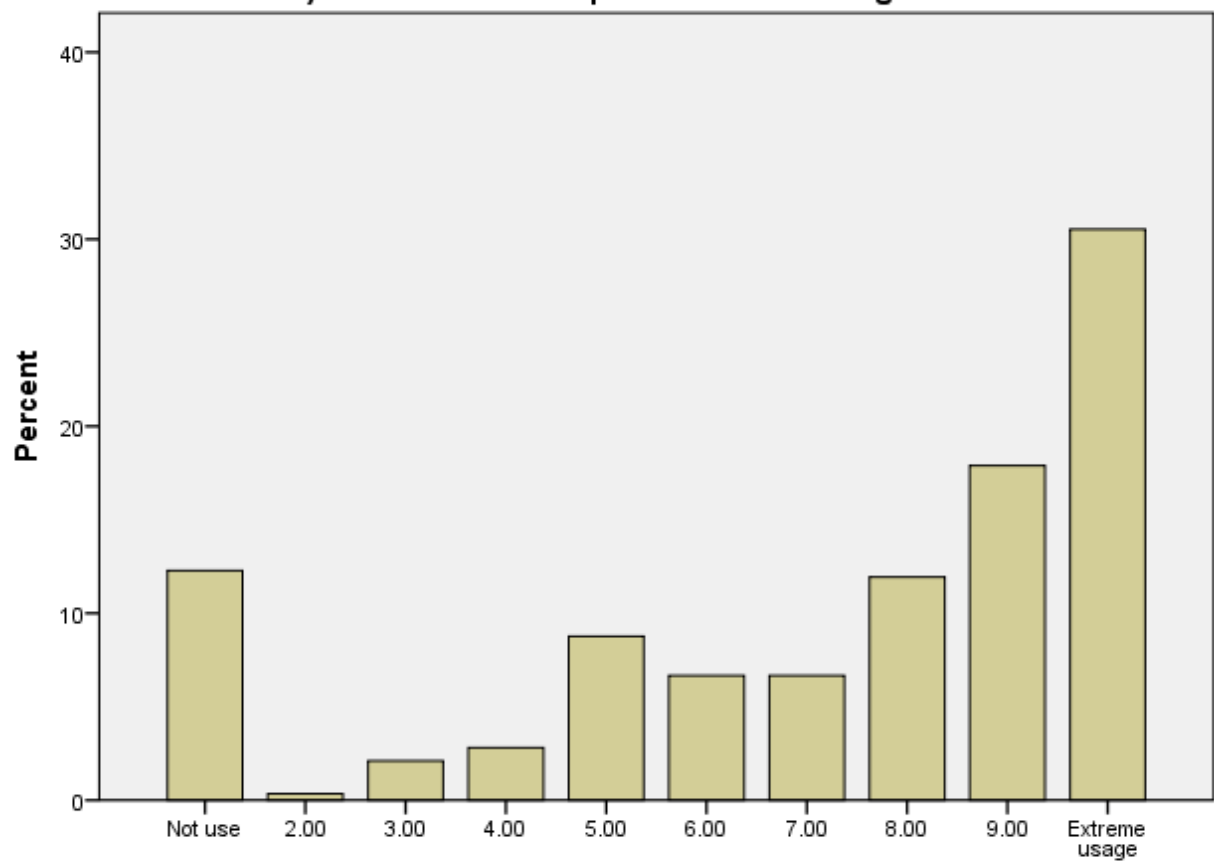e) Electronic payment method / Kaedah pembayaran elektronik

From the following table, we can observe that about 30.5% of the respondents extremely used electronic market places and exchange. Following bar chart also shows taller bar corresponding to the same.

f) Electronic marketplaces and exchange

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not use	35	12.3	12.3	12.3
	2.00	1	.4	.4	12.6
	3.00	6	2.1	2.1	14.7
	4.00	8	2.8	2.8	17.5

|				
5.00	25	8.8	8.8	26.3
6.00	19	6.7	6.7	33.0
7.00	19	6.7	6.7	39.6
8.00	34	11.9	11.9	51.6
9.00	51	17.9	17.9	69.5
Extreme usage	87	30.5	30.5	100.0
Total	285	100.0	100.0	

f) Electronic marketplaces and exchange

f) Electronic marketplaces and exchange

From the following table, we can observe that about 34.0% of the respondents extremely used facebook. Following bar chart also shows taller bar corresponding to the same.

a) Facebook

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not use	19	6.7	6.7	6.7
	2.00	19	6.7	6.7	13.3
	3.00	7	2.5	2.5	15.8
	4.00	7	2.5	2.5	18.2
	5.00	19	6.7	6.7	24.9
	6.00	20	7.0	7.0	31.9
	7.00	23	8.1	8.1	40.0
	8.00	32	11.2	11.2	51.2
	9.00	42	14.7	14.7	66.0
	Extreme usage	97	34.0	34.0	100.0
	Total	285	100.0	100.0	

a) Facebook
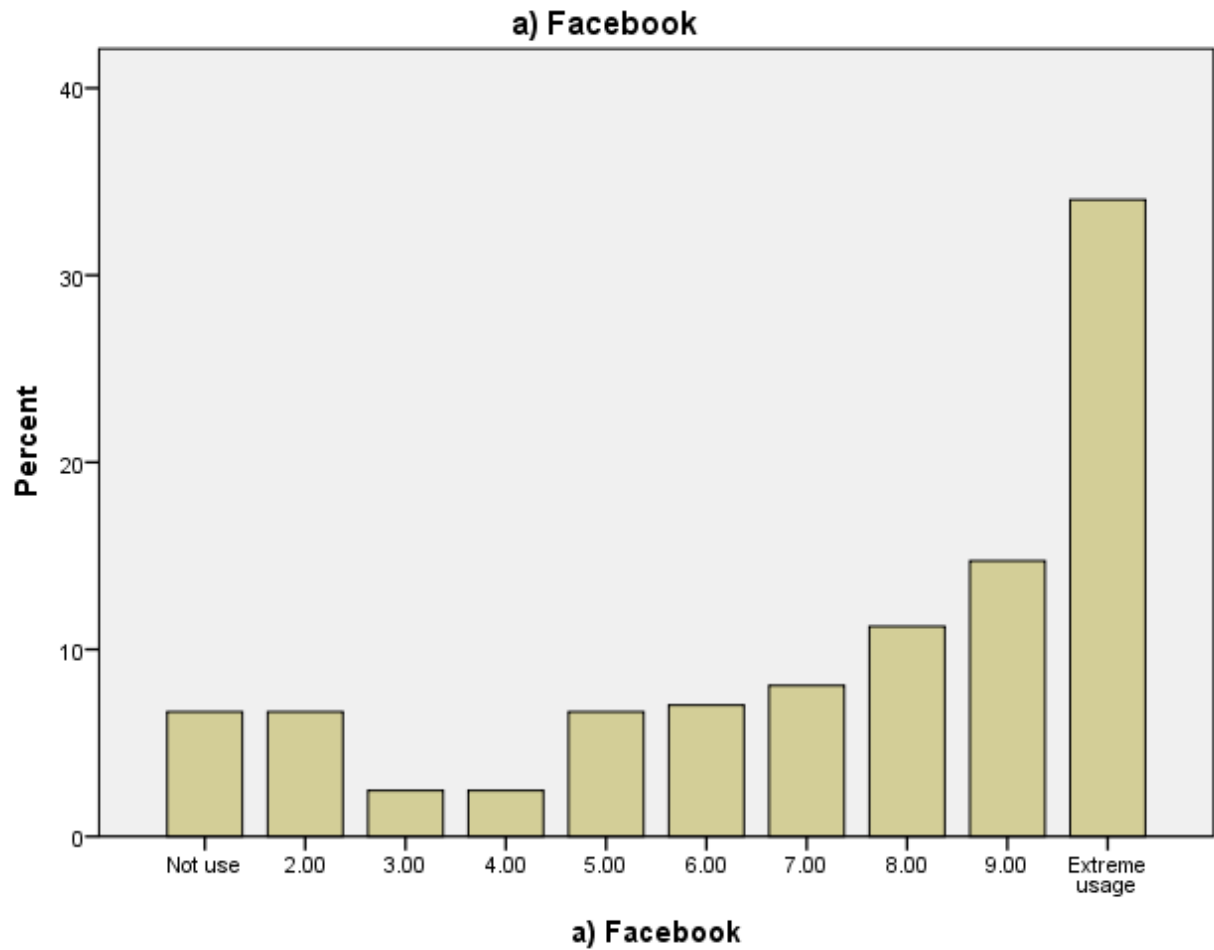
From the following table, we can observe that about 31.4% of the respondents not used instagram. Following bar chart also shows taller bar corresponding to the same.
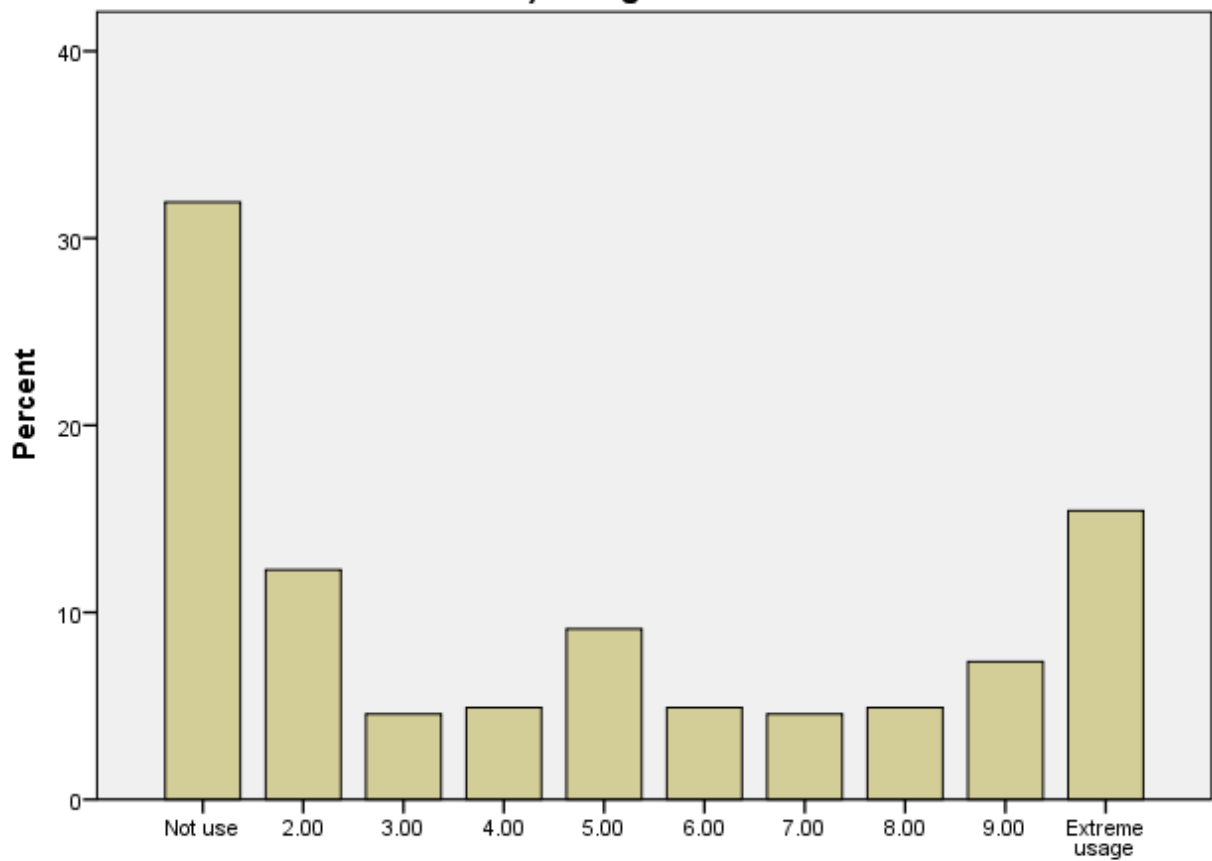
b) Instagram

		Frequency	Percent	Valid Percent	Cumulative Percent
	Not use	91	31.9	31.9	31.9
	2.00	35	12.3	12.3	44.2
Valid	3.00	13	4.6	4.6	48.8
	4.00	14	4.9	4.9	53.7
	5.00	26	9.1	9.1	62.8

|				
6.00	14	4.9	4.9	67.7
7.00	13	4.6	4.6	72.3
8.00	14	4.9	4.9	77.2
9.00	21	7.4	7.4	84.6
Extreme usage	44	15.4	15.4	100.0
Total	285	100.0	100.0	

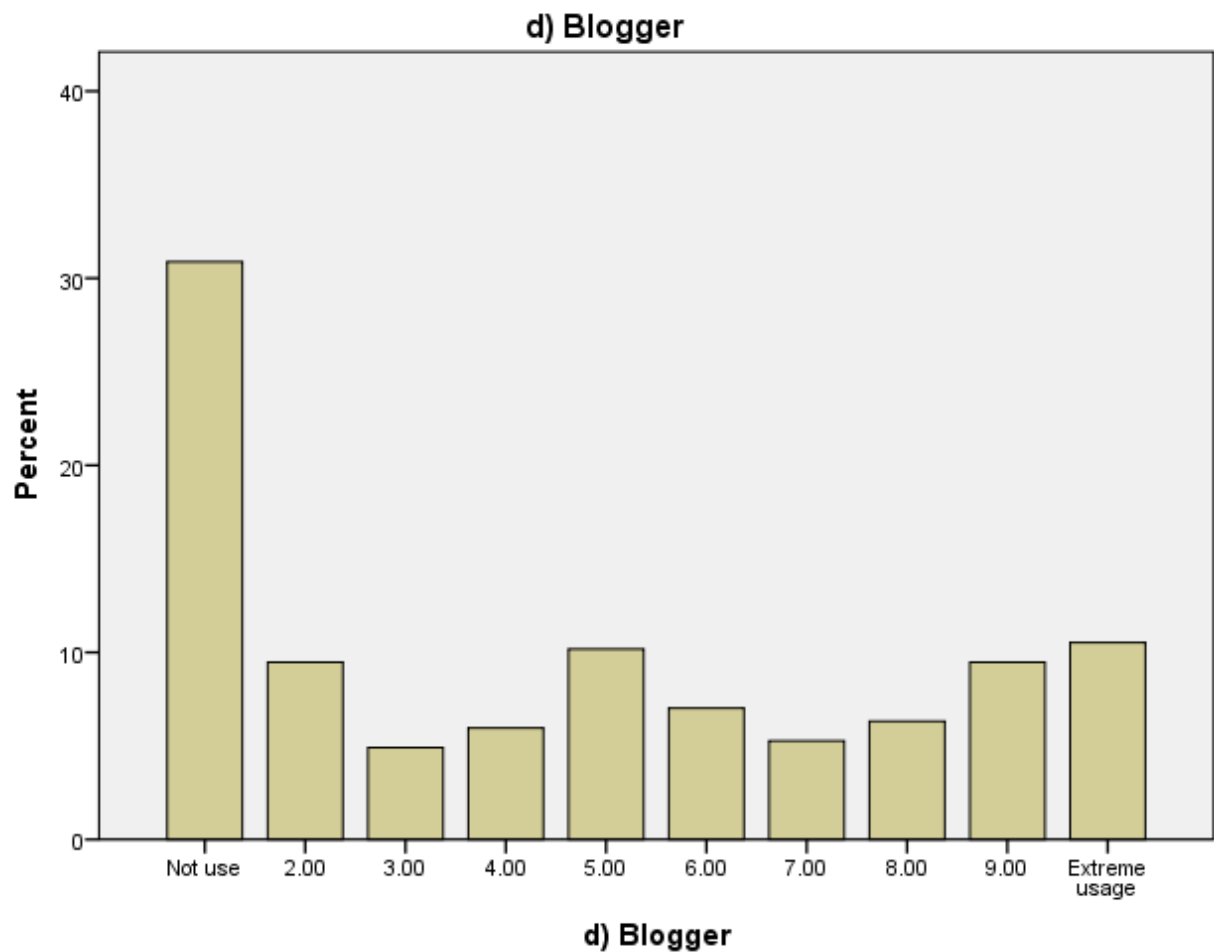b) Instagram

From the following table, we can observe that about 41.1% of the respondents not used Twitter. Following bar chart also shows taller bar corresponding to the same.

c) Twitter

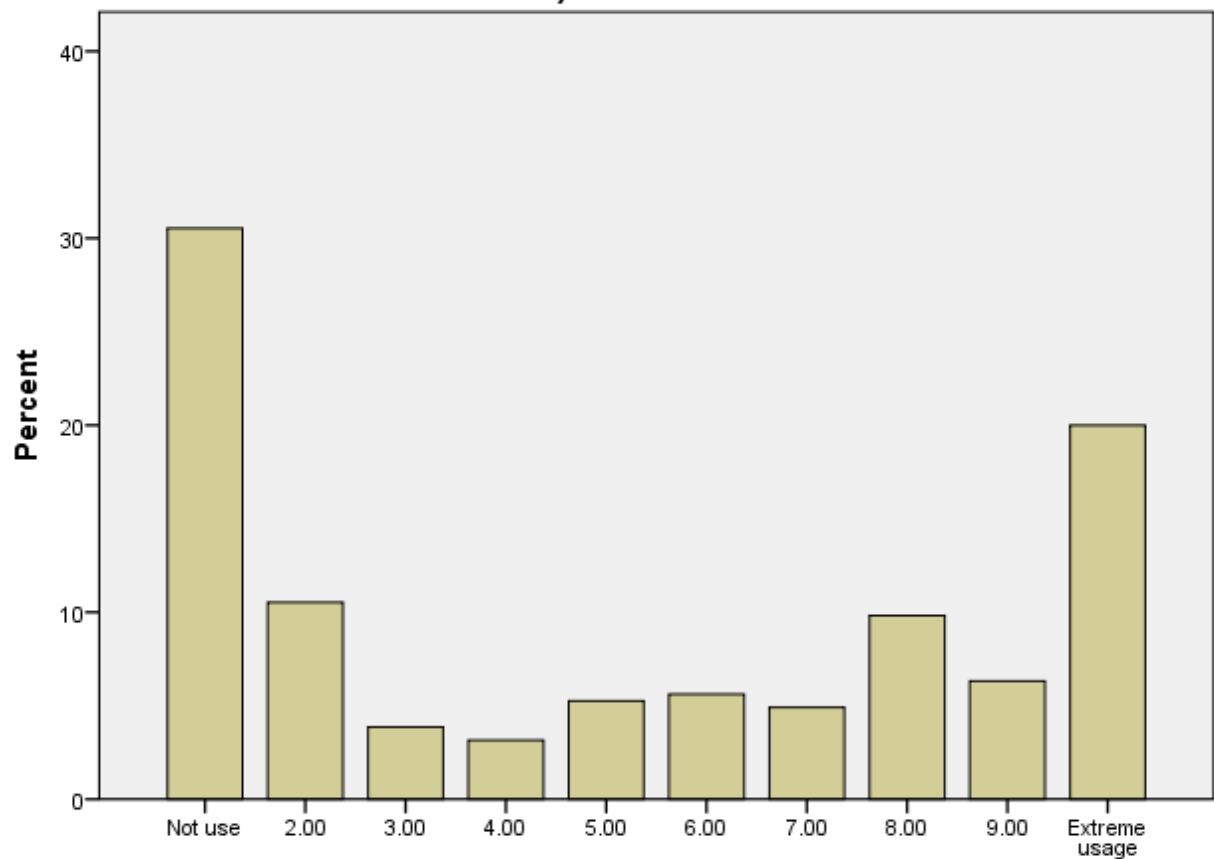|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not use	117	41.1	41.1	41.1
	2.00	35	12.3	12.3	53.3
	3.00	16	5.6	5.6	58.9
	4.00	21	7.4	7.4	66.3
	5.00	24	8.4	8.4	74.7
	6.00	11	3.9	3.9	78.6
	7.00	12	4.2	4.2	82.8
	8.00	11	3.9	3.9	86.7
	9.00	12	4.2	4.2	90.9
	Extreme usage	26	9.1	9.1	100.0
	Total	285	100.0	100.0	
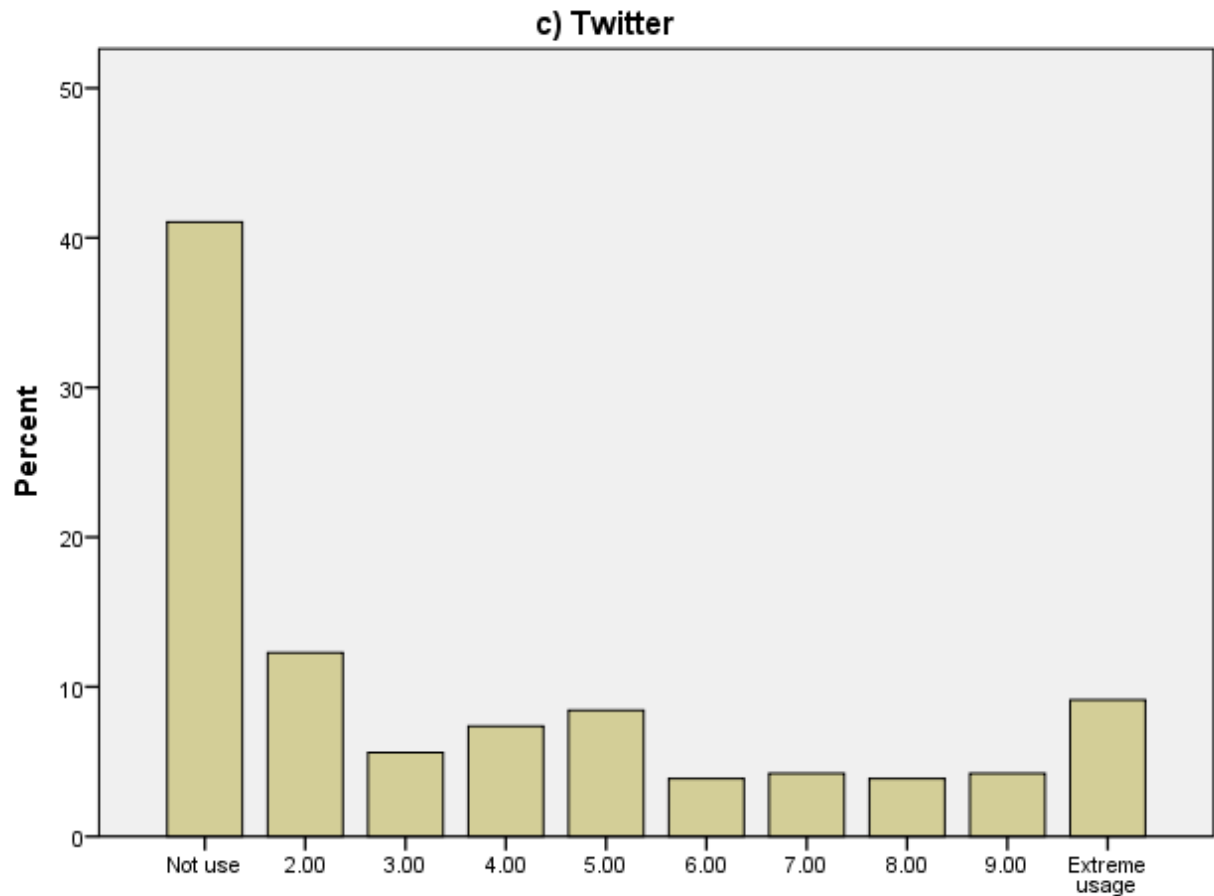
c) Twitter

c) Twitter

From the following table, we can observe that about 30.9% of the respondents not used blogger. Following bar chart also shows taller bar corresponding to the same.

d) Blogger

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not use	88	30.9	30.9	30.9
	2.00	27	9.5	9.5	40.4
	3.00	14	4.9	4.9	45.3
	4.00	17	6.0	6.0	51.2
	5.00	29	10.2	10.2	61.4

|				
6.00	20	7.0	7.0	68.4
7.00	15	5.3	5.3	73.7
8.00	18	6.3	6.3	80.0
9.00	27	9.5	9.5	89.5
Extreme usage	30	10.5	10.5	100.0
Total	285	100.0	100.0	

d) Blogger

d) Blogger

From the following table, we can observe that about 39.6% of the respondents not used youtube. Following bar chart also shows taller bar corresponding to the same.

e) Youtube

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not use	113	39.6	39.6	39.6
	2.00	34	11.9	11.9	51.6
	3.00	17	6.0	6.0	57.5
	4.00	20	7.0	7.0	64.6
	5.00	25	8.8	8.8	73.3
	6.00	12	4.2	4.2	77.5
	7.00	12	4.2	4.2	81.8
	8.00	11	3.9	3.9	85.6
	9.00	14	4.9	4.9	90.5
	Extreme usage	27	9.5	9.5	100.0
	Total	285	100.0	100.0	

e) Youtube

e) Youtube
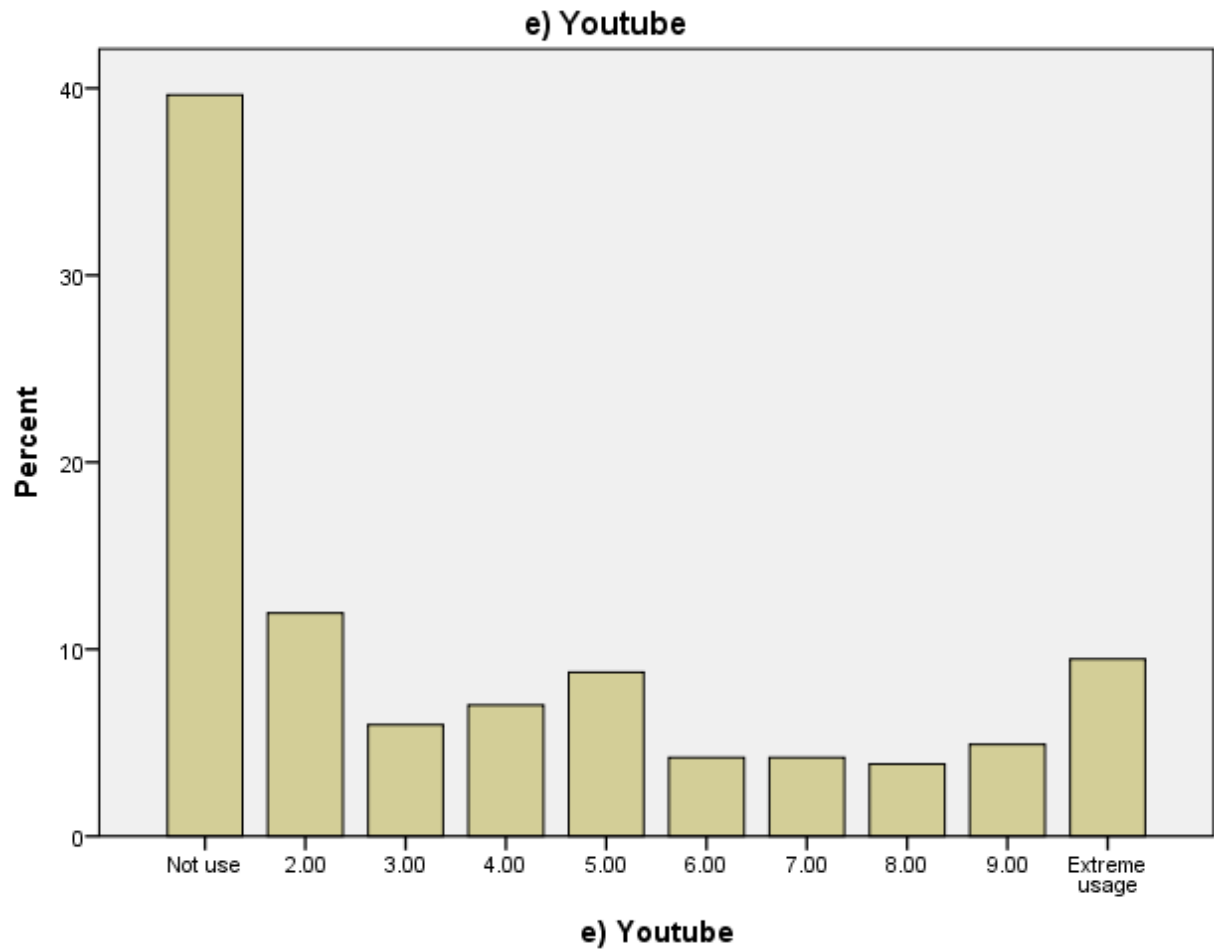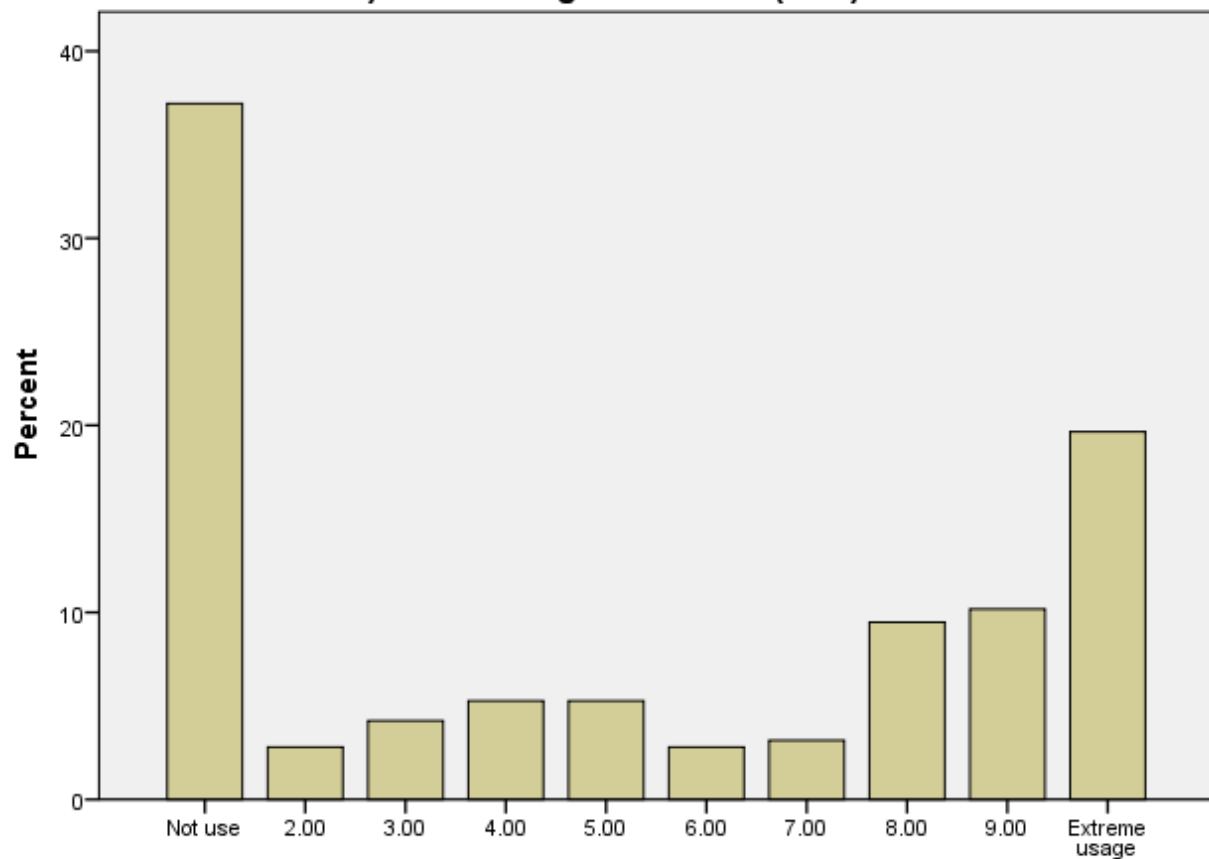
From the following table, we can observe that about 30.5% of the respondents not used tablet. Following bar chart also shows taller bar corresponding to the same.

a) Tablet

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not use	87	30.5	30.5	30.5
	2.00	30	10.5	10.5	41.1
	3.00	11	3.9	3.9	44.9
	4.00	9	3.2	3.2	48.1
	5.00	15	5.3	5.3	53.3

6.00	16	5.6	5.6	58.9
7.00	14	4.9	4.9	63.9
8.00	28	9.8	9.8	73.7
9.00	18	6.3	6.3	80.0
Extreme usage	57	20.0	20.0	100.0
Total	285	100.0	100.0	

a) Tablet

From the following table, we can observe that about 51.9% of the respondents extremely used mobile phone. Following bar chart also shows taller bar corresponding to the same.

b) Mobile Phone

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not use	10	3.5	3.5	3.5
	2.00	2	.7	.7	4.2
	3.00	2	.7	.7	4.9
	4.00	15	5.3	5.3	10.2
	5.00	12	4.2	4.2	14.4
	6.00	10	3.5	3.5	17.9
	7.00	7	2.5	2.5	20.4
	8.00	28	9.8	9.8	30.2
	9.00	51	17.9	17.9	48.1
	Extreme usage	148	51.9	51.9	100.0
	Total	285	100.0	100.0	
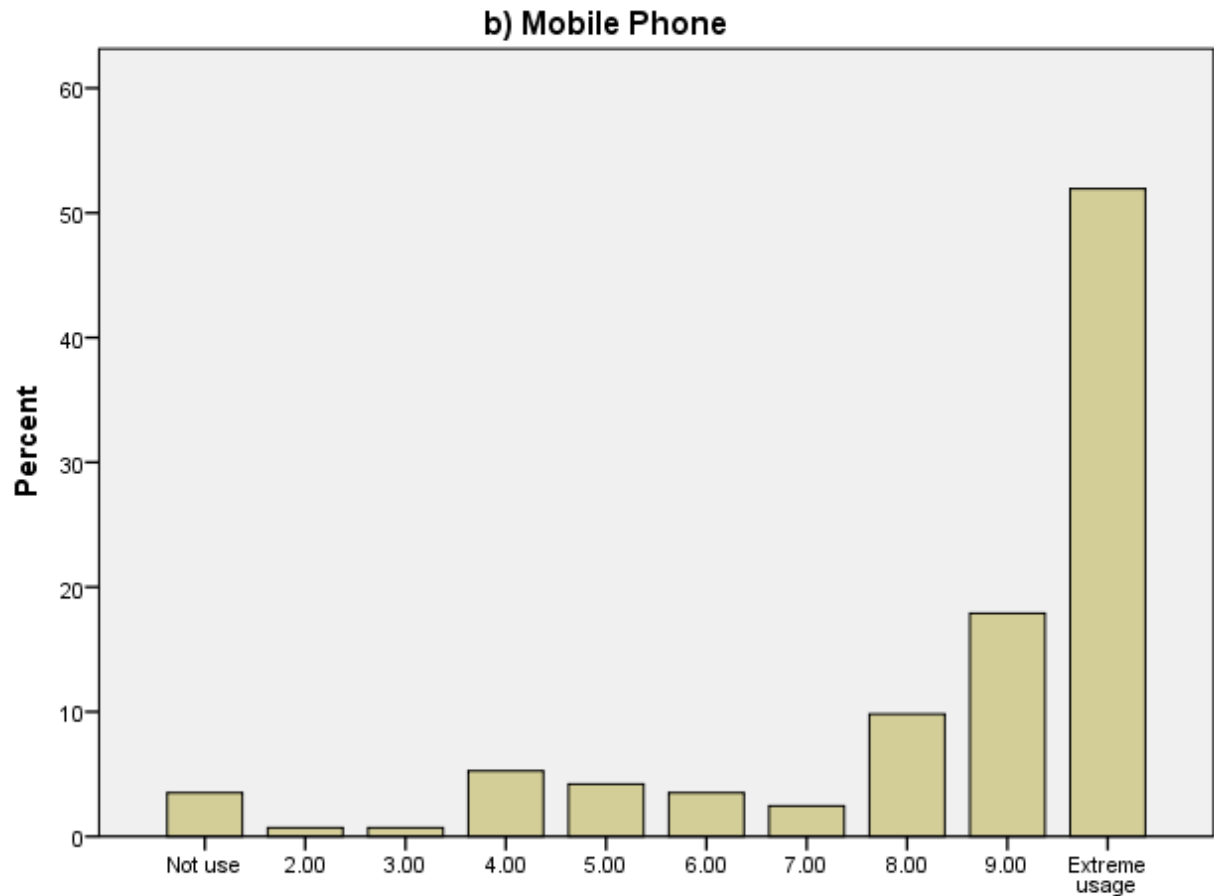
b) Mobile Phone

b) Mobile Phone

From the following table, we can observe that about 37.2% of the respondents not used personal digital assistant (PDA). Following bar chart also shows taller bar corresponding to the same.

c) Personal digital assistant (PDA)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not use	106	37.2	37.2	37.2
	2.00	8	2.8	2.8	40.0
	3.00	12	4.2	4.2	44.2
	4.00	15	5.3	5.3	49.5
	5.00	15	5.3	5.3	54.7

	8	2.8	2.8	57.5
6.00	8	2.8	2.8	57.5
7.00	9	3.2	3.2	60.7
8.00	27	9.5	9.5	70.2
9.00	29	10.2	10.2	80.4
Extreme usage	56	19.6	19.6	100.0
Total	285	100.0	100.0	

c) Personal digital assistant (PDA)

c) Personal digital assistant (PDA)

From the following table, we can observe that about 54.7% of the respondents extremely used smartphones. Following bar chart also shows taller bar corresponding to the same.

d) Smartphones

|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not use	7	2.5	2.5	2.5
	2.00	2	.7	.7	3.2
	3.00	3	1.1	1.1	4.2
	4.00	8	2.8	2.8	7.0
	5.00	13	4.6	4.6	11.6
	6.00	15	5.3	5.3	16.8
	7.00	14	4.9	4.9	21.8
	8.00	23	8.1	8.1	29.8
	9.00	44	15.4	15.4	45.3
	Extreme usage	156	54.7	54.7	100.0
	Total	285	100.0	100.0	
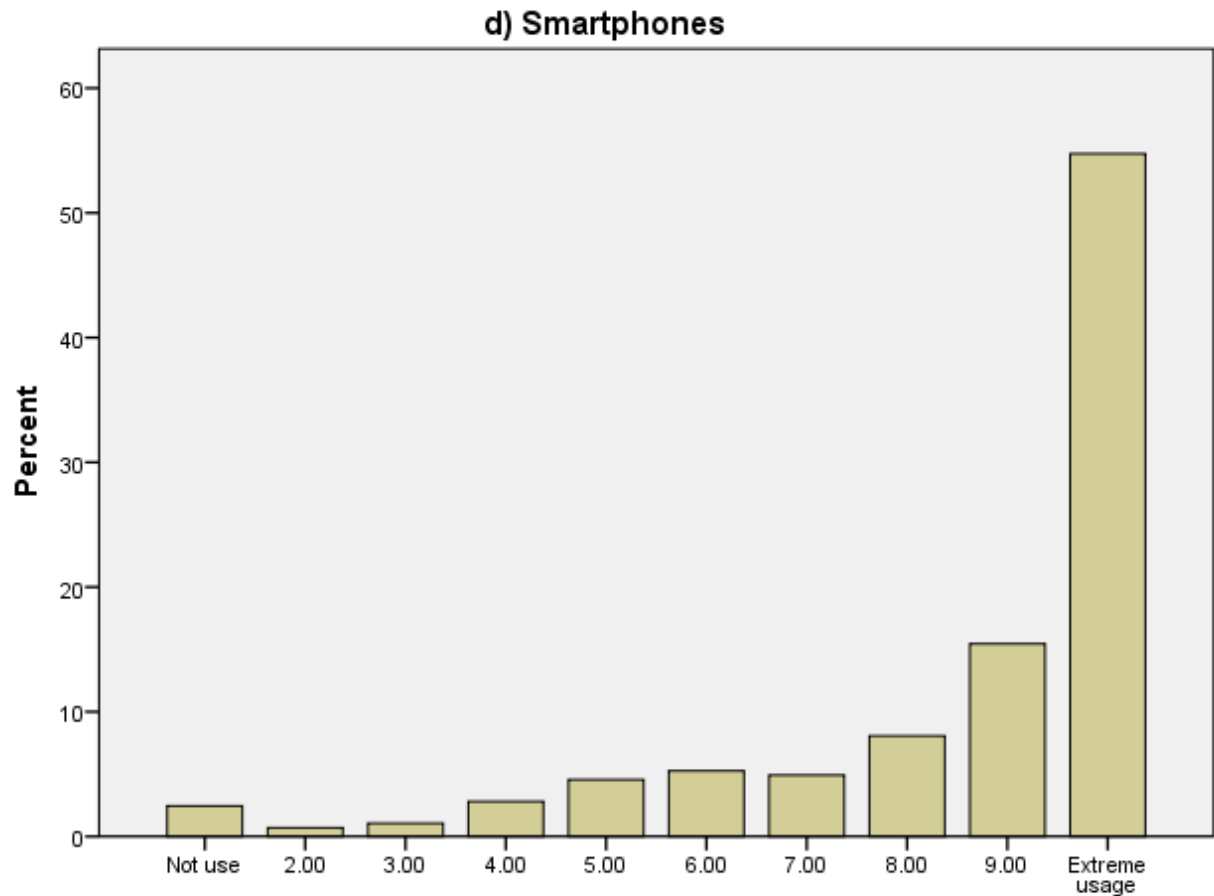
d) Smartphones

From the following table, we can observe that about 42.8% of the respondents used word processors since more than 10 years. Following bar chart also shows taller bar corresponding to the same.

a) Word Processors (i.e Microsoft word)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 12 month	2	.7	.7	.7
	1 - 3 years	34	11.9	11.9	12.6
	4 - 6 year	44	15.4	15.4	28.1
	7 - 9 years	61	21.4	21.4	49.5

|	Frequency	Percent	Valid Percent	Cumulative Percent
10 years above	122	42.8	42.8	92.3
N/A	22	7.7	7.7	100.0
Total	285	100.0	100.0	

a) Word Processors (i.e Microsoft word)
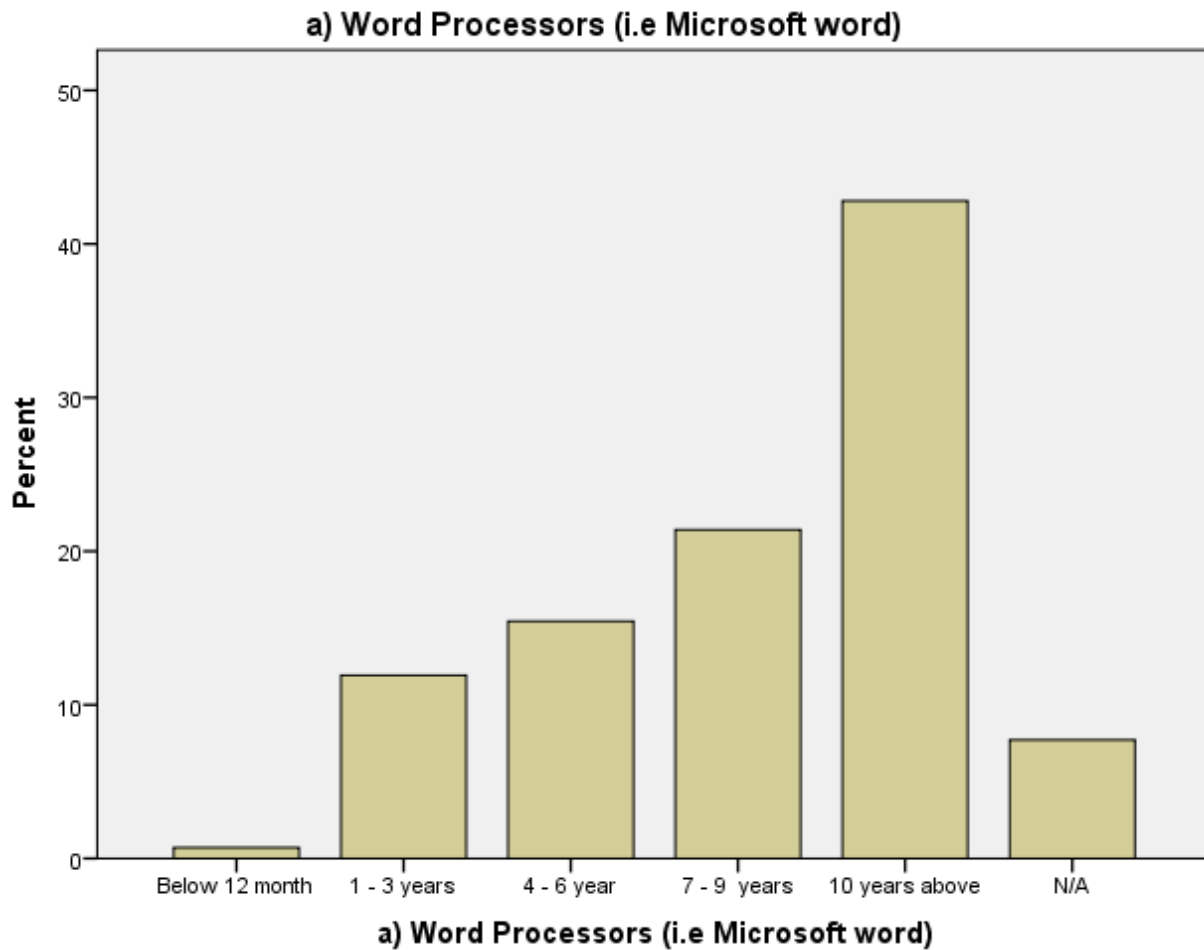
From the following table, we can observe that about 37.2% of the respondents used spread sheets since more than 10 years. Following bar chart also shows taller bar corresponding to the same.

b) Spreadsheets (i.e Microsoft excel Excel)

	Frequency	Percent	Valid Percent	Cumulative Percent

	Below 12 month	7	2.5	2.5	2.5
	1 - 3 years	36	12.6	12.6	15.1
	4 - 6 year	49	17.2	17.2	32.3
Valid	7 - 9 years	63	22.1	22.1	54.4
	10 years above	106	37.2	37.2	91.6
	N/A	24	8.4	8.4	100.0
	Total	285	100.0	100.0	

b) Spreadsheets (i.e Microsoft excel Excel)
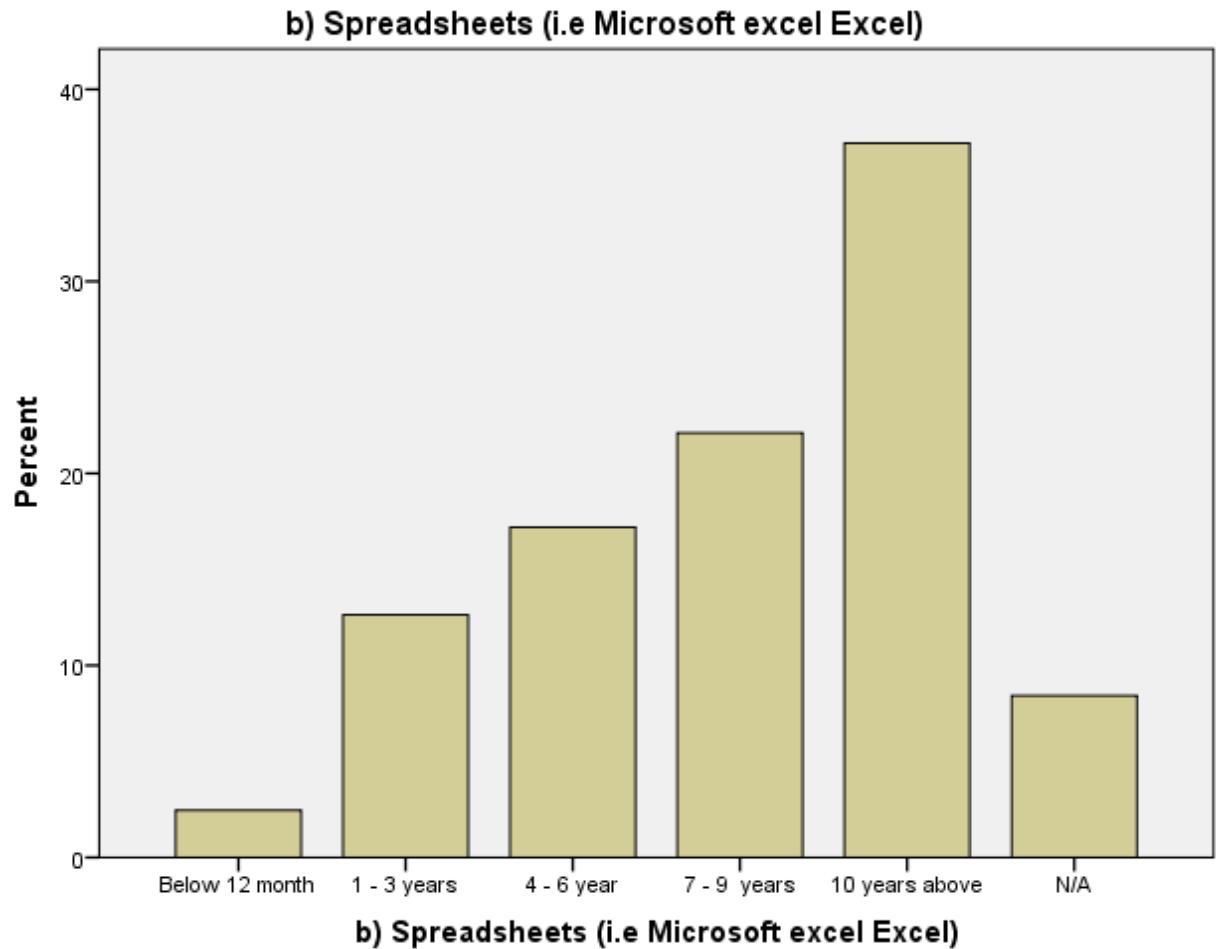
From the following table, we can observe that about 23.2% of the respondents used presentation software for more than 10 years and above. Following bar chart also shows taller bar corresponding to the same.

c) Presentation Software (i.e Microsoft power point)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 12 month	17	6.0	6.0	6.0
	1 - 3 years	49	17.2	17.2	23.2
	4 - 6 year	46	16.1	16.1	39.3
	7 - 9 years	64	22.5	22.5	61.8
	10 years above	66	23.2	23.2	84.9
	N/A	43	15.1	15.1	100.0
	Total	285	100.0	100.0	

c) Presentation Software (i.e Microsoft power point)

c) Presentation Software (i.e Microsoft power point)
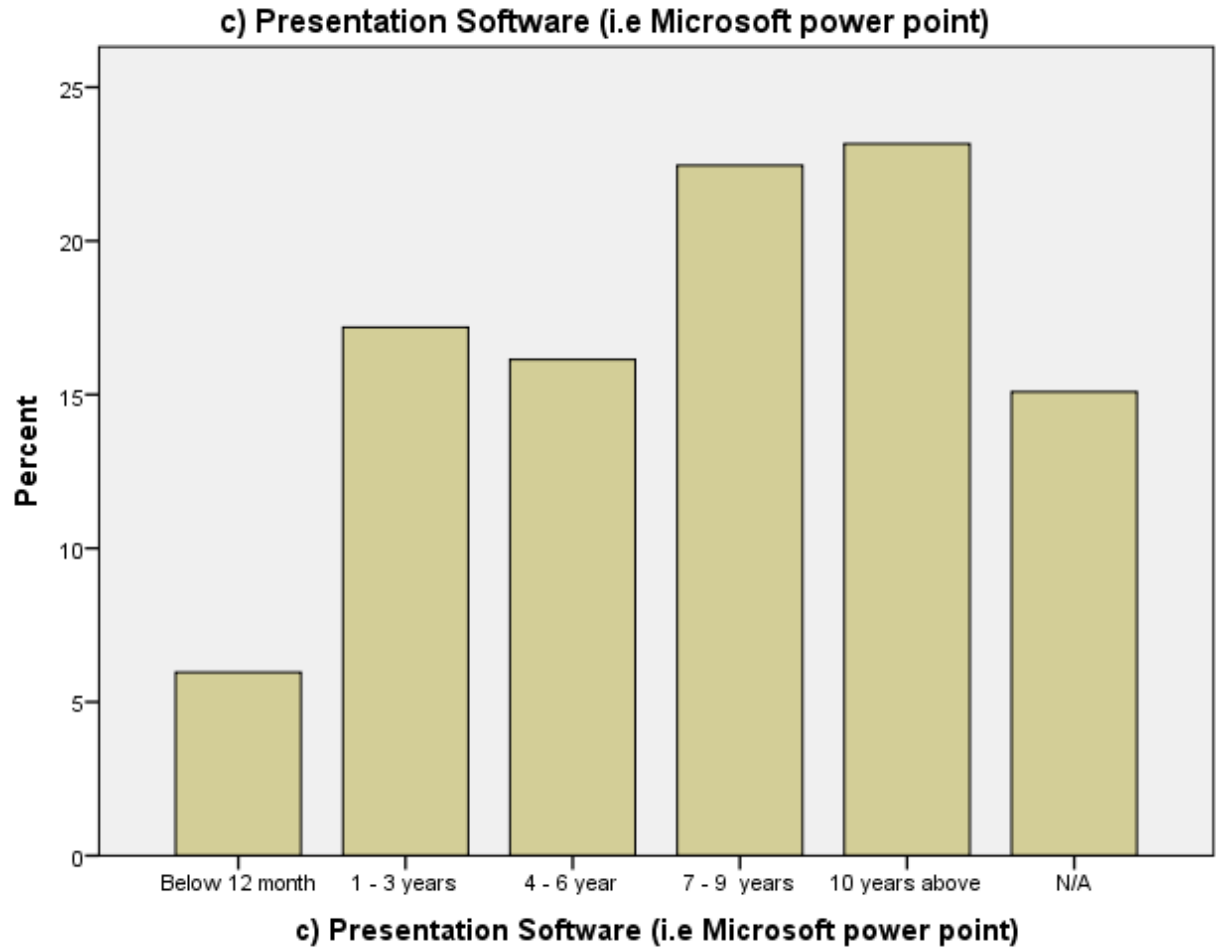
From the following table, we can observe that about 23.2% of the respondents used databases (Microsoft access) since more than 10 years. Following bar chart also shows taller bar corresponding to the same.

d) Databases (Microsoft Access)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 12 month	32	11.2	11.2	11.2
	1 - 3 years	39	13.7	13.7	24.9
	4 - 6 year	39	13.7	13.7	38.6
	7 - 9 years	49	17.2	17.2	55.8

|				
10 years above	66	23.2	23.2	78.9
N/A	60	21.1	21.1	100.0
Total	285	100.0	100.0	

d) Databases (Microsoft Access)
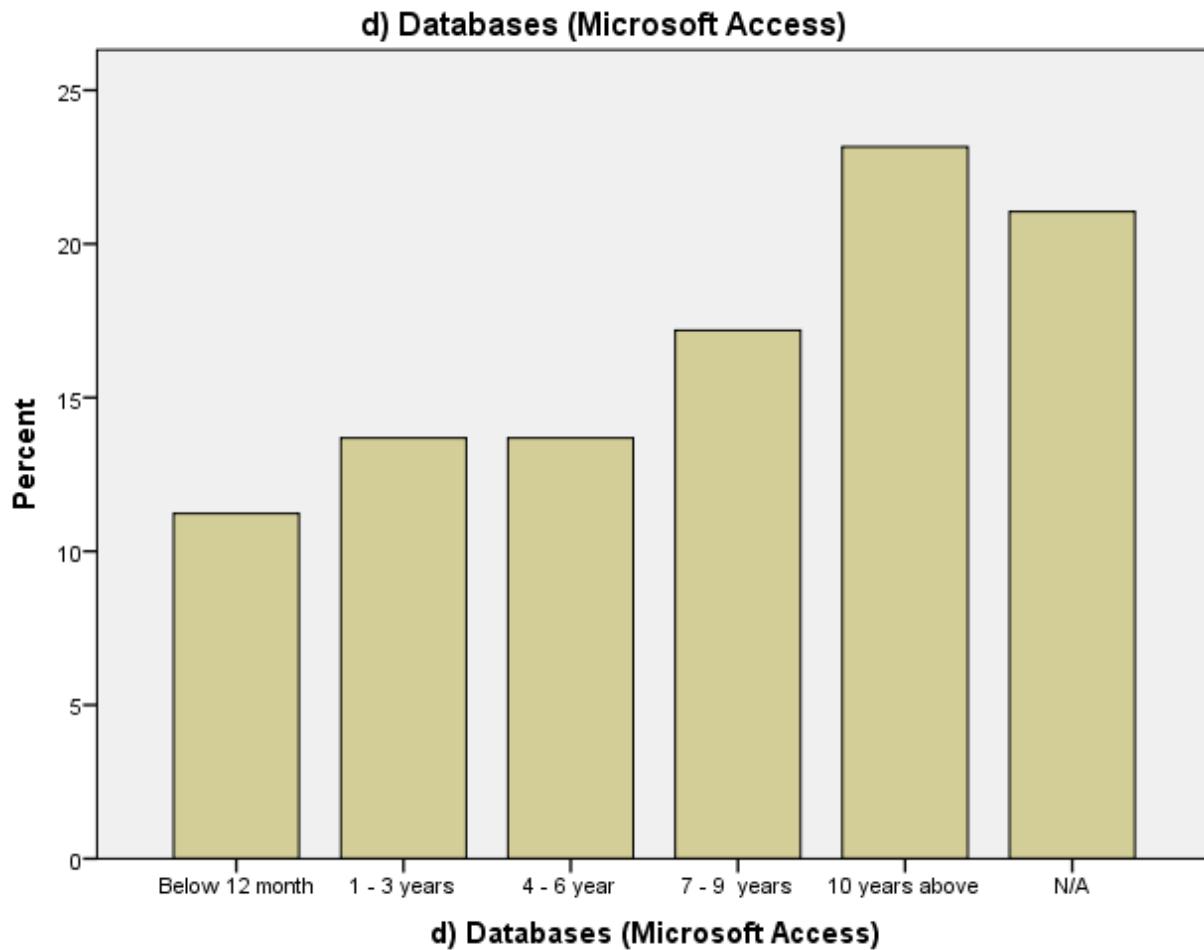
From the following table, we can observe that about 23.9% of the respondents used multimedia skill since more than 10 years. Following bar chart also shows taller bar corresponding to the same.

e) Multimedia Skill (e.g Video, Audio, Graphic, Animation)

	Frequency	Percent	Valid Percent	Cumulative Percent

	Below 12 month	25	8.8	8.8	8.8
	1 - 3 years	35	12.3	12.3	21.1
	4 - 6 year	40	14.0	14.0	35.1
Valid	7 - 9 years	50	17.5	17.5	52.6
	10 years above	67	23.5	23.5	76.1
	N/A	68	23.9	23.9	100.0
	Total	285	100.0	100.0	
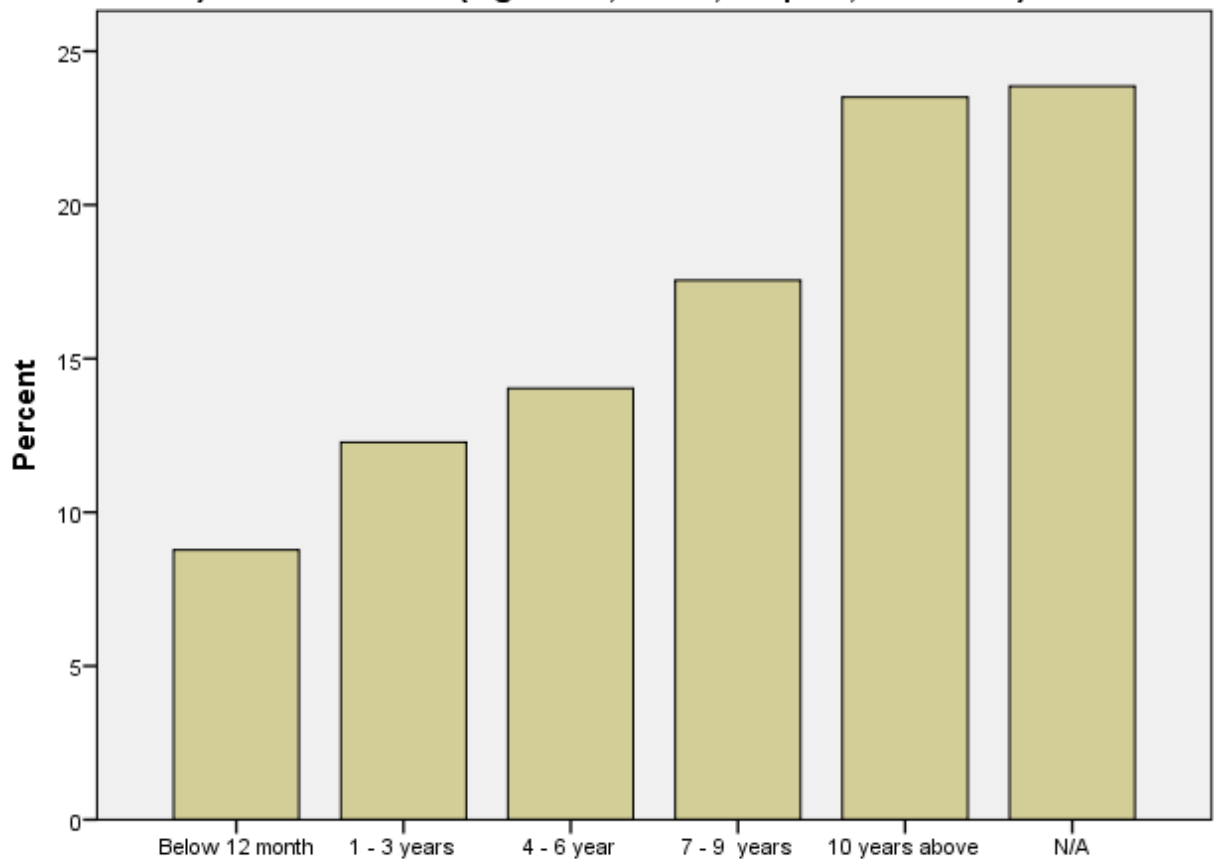
e) Multimedia Skill (e.g Video, Audio, Graphic, Animation)

From the following table, we can observe that about 33.0% of the respondents used their company website since more than 10 years. Following bar chart also shows taller bar corresponding to the same.

a) Your company website

|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 12 month	17	6.0	6.0	6.0
	1 - 3 years	40	14.0	14.0	20.0
	4 - 6 year	50	17.5	17.5	37.5
	7 - 9 years	41	14.4	14.4	51.9
	10 years above	94	33.0	33.0	84.9
	N/A	43	15.1	15.1	100.0
	Total	285	100.0	100.0	

a) Your company website

a) Your company website
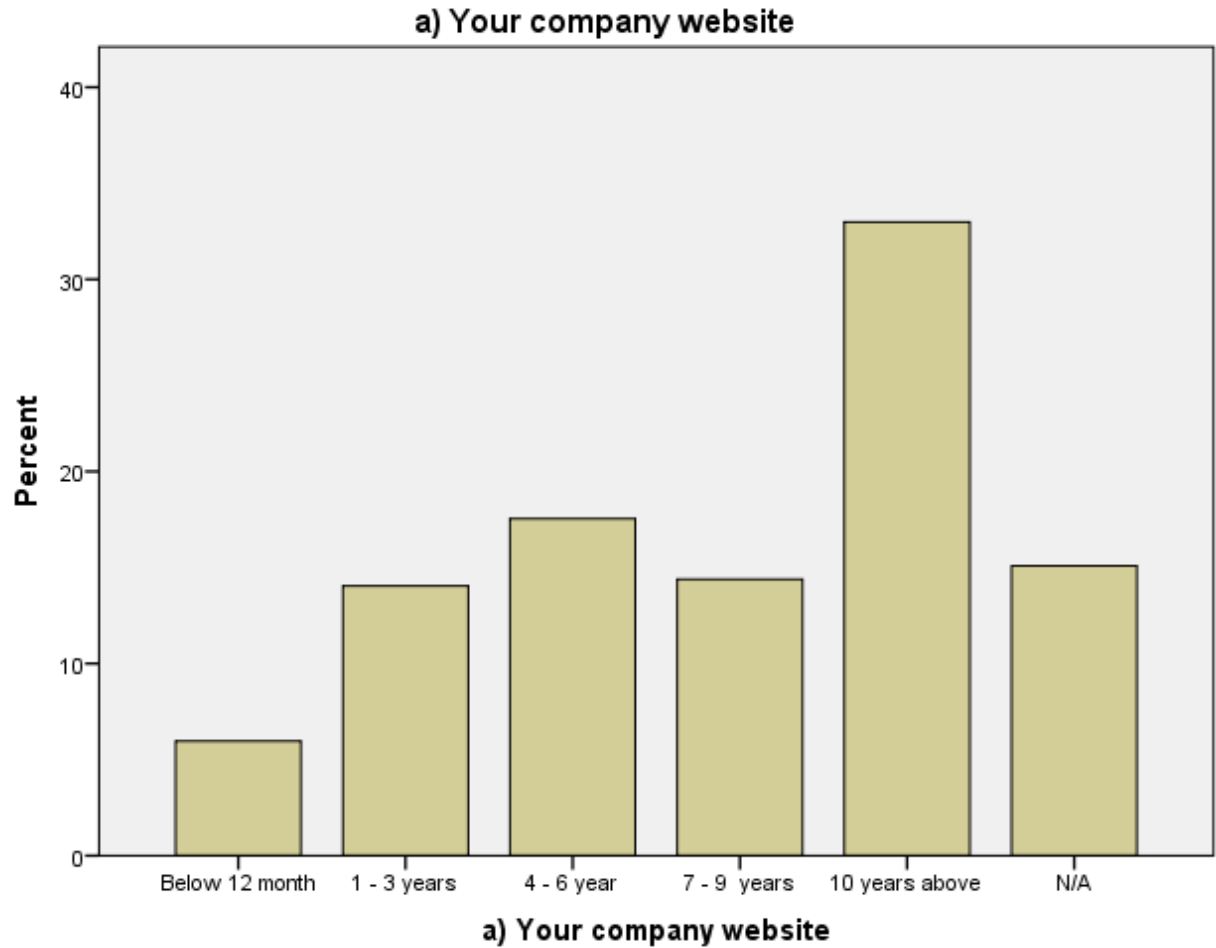
From the following table, we can observe that about 36.8% of the respondents used supplier booking website since more than 10 years. Following bar chart also shows taller bar corresponding to the same.

b) Supplier booking website (e.g Mas Airlines, TripAdvisor, AirAisa, Hotel)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 12 month	9	3.2	3.2	3.2
	1 - 3 years	33	11.6	11.6	14.7
	4 - 6 year	53	18.6	18.6	33.3
	7 - 9 years	48	16.8	16.8	50.2

10 years above	105	36.8	36.8	87.0
N/A	37	13.0	13.0	100.0
Total	285	100.0	100.0	

b) Supplier booking website (e.g Mas Airlines, TripAdvisor, AirAisa, Hotel)
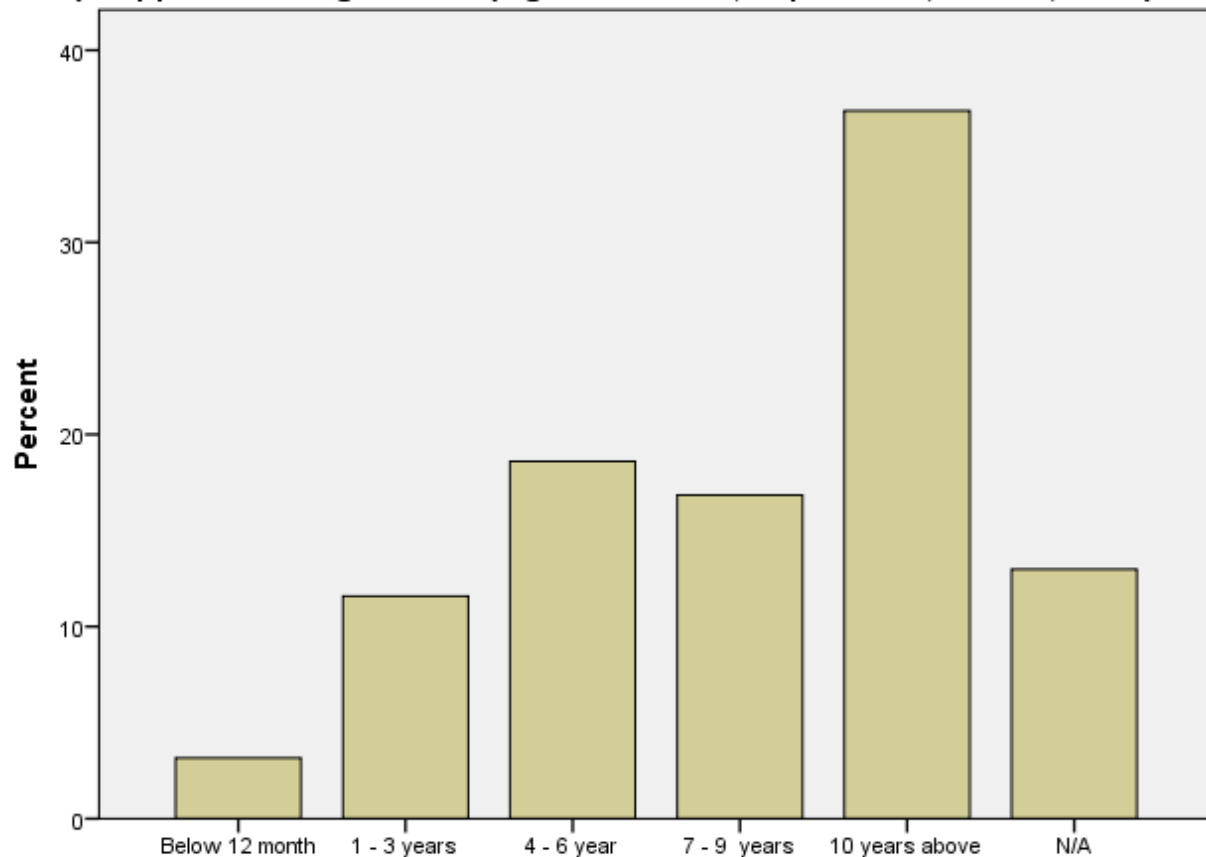
b) Supplier booking website (e.g Mas Airlines, TripAdvisor, AirAisa, Hotel)

From the following table, we can observe that about 44.2% of the respondents used electronic mail since more than 10 years. Following bar chart also shows taller bar corresponding to the same.

c) Electronic Mail (E-mail)

	Frequency	Percent	Valid Percent	Cumulative Percent

|					
	Below 12 month	4	1.4	1.4	1.4
	1 - 3 years	27	9.5	9.5	10.9
	4 - 6 year	49	17.2	17.2	28.1
Valid	7 - 9 years	55	19.3	19.3	47.4
	10 years above	126	44.2	44.2	91.6
	N/A	24	8.4	8.4	100.0
	Total	285	100.0	100.0	
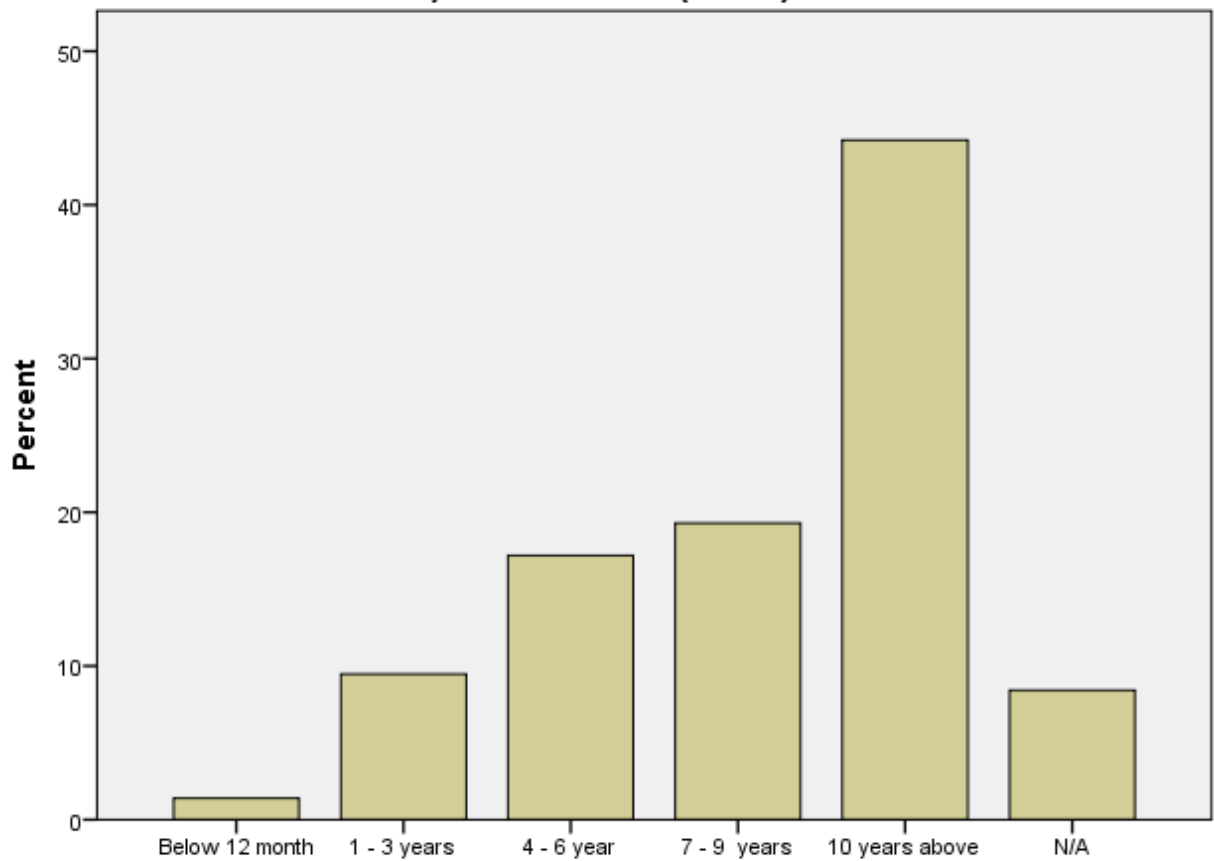
c) Electronic Mail (E-mail)

From the following table, we can observe that about 39.3% of the respondents used search engines since more than 10 years. Following bar chart also shows taller bar corresponding to the same.

d) Search Engines (Google, Yahoo)

|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 12 month	3	1.1	1.1	1.1
	1 - 3 years	34	11.9	11.9	13.0
	4 - 6 year	44	15.4	15.4	28.4
	7 - 9 years	61	21.4	21.4	49.8
	10 years above	112	39.3	39.3	89.1
	N/A	31	10.9	10.9	100.0
	Total	285	100.0	100.0	

d) Search Engines (Google, Yahoo)
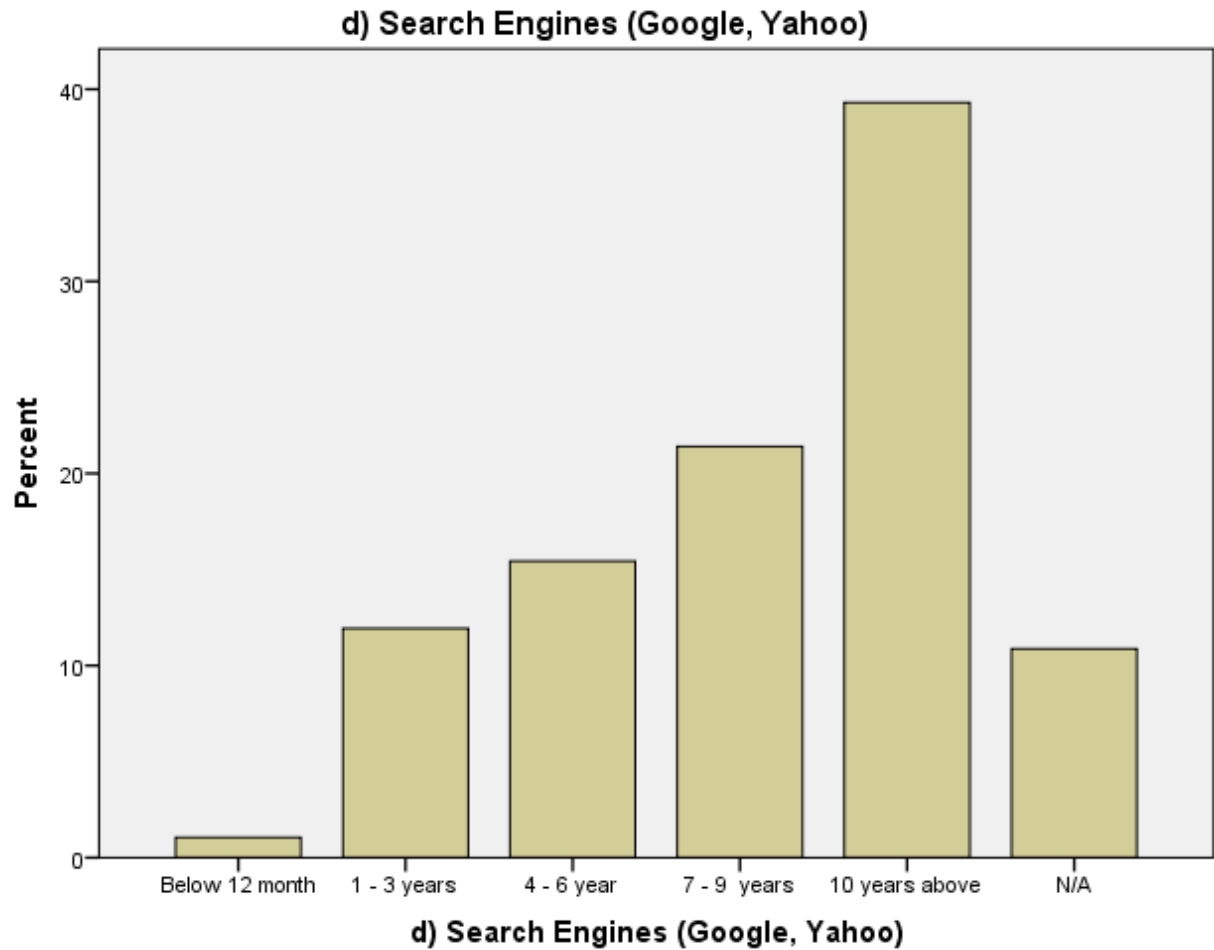
From the following table, we can observe that about 39.1% of the respondents used word processors since more than 10 years. Following bar chart also shows taller bar corresponding to the same.

e) Global Distribution System (GDS; i.e abacus, galileo)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 12 month	34	11.9	11.9	11.9
	1 - 3 years	30	10.5	10.5	22.5
	4 - 6 year	36	12.6	12.6	35.1
	7 - 9 years	39	13.7	13.7	48.8

10 years above	83	29.1	29.1	77.9
N/A	63	22.1	22.1	100.0
Total	285	100.0	100.0	

e) Global Distribution System (GDS; i.e abacus, galileo)
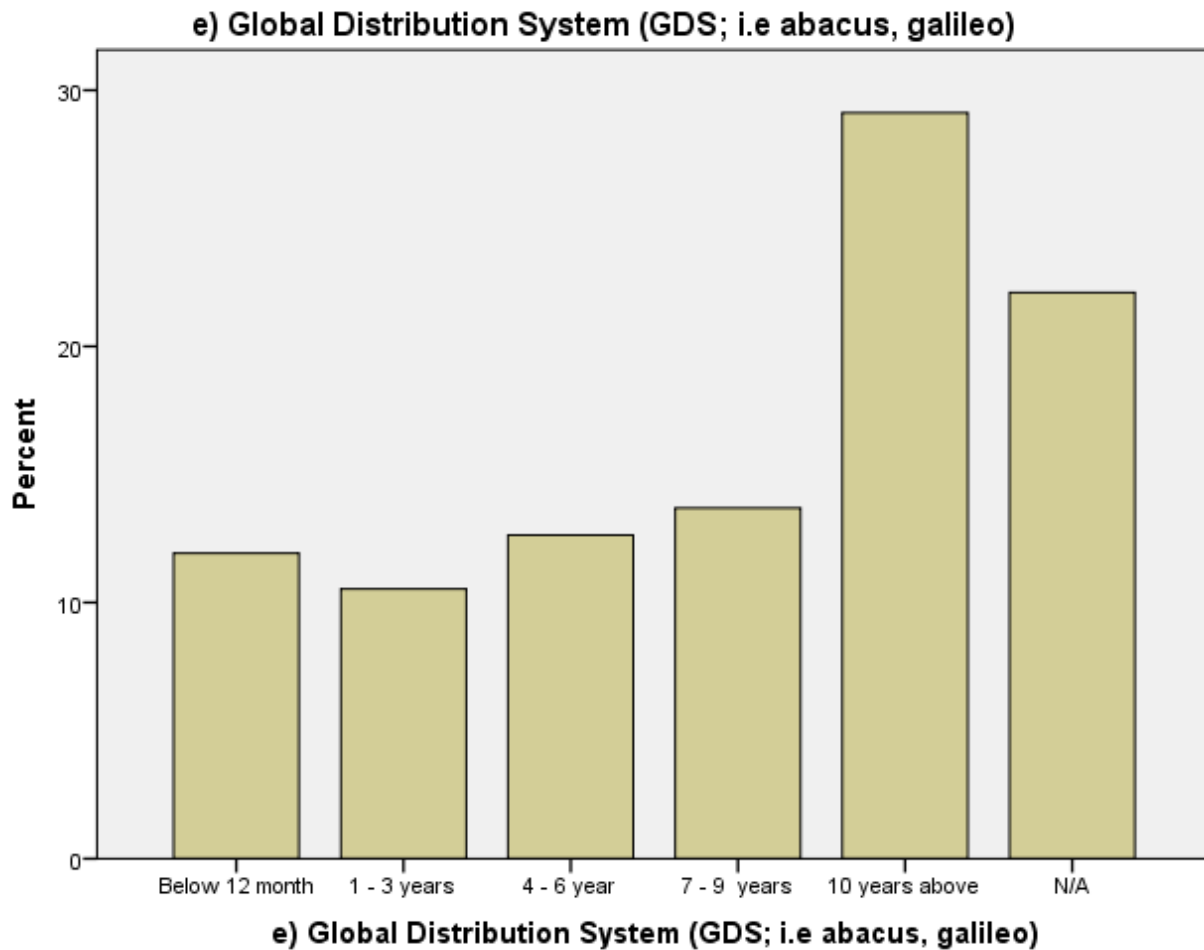
From the following table, we can observe that about 34.0% of the respondents used online marketing for more than 10 years. Following bar chart also shows taller bar corresponding to the same.

a) Online marketing (i.e selling online)

	Frequency	Percent	Valid Percent	Cumulative Percent

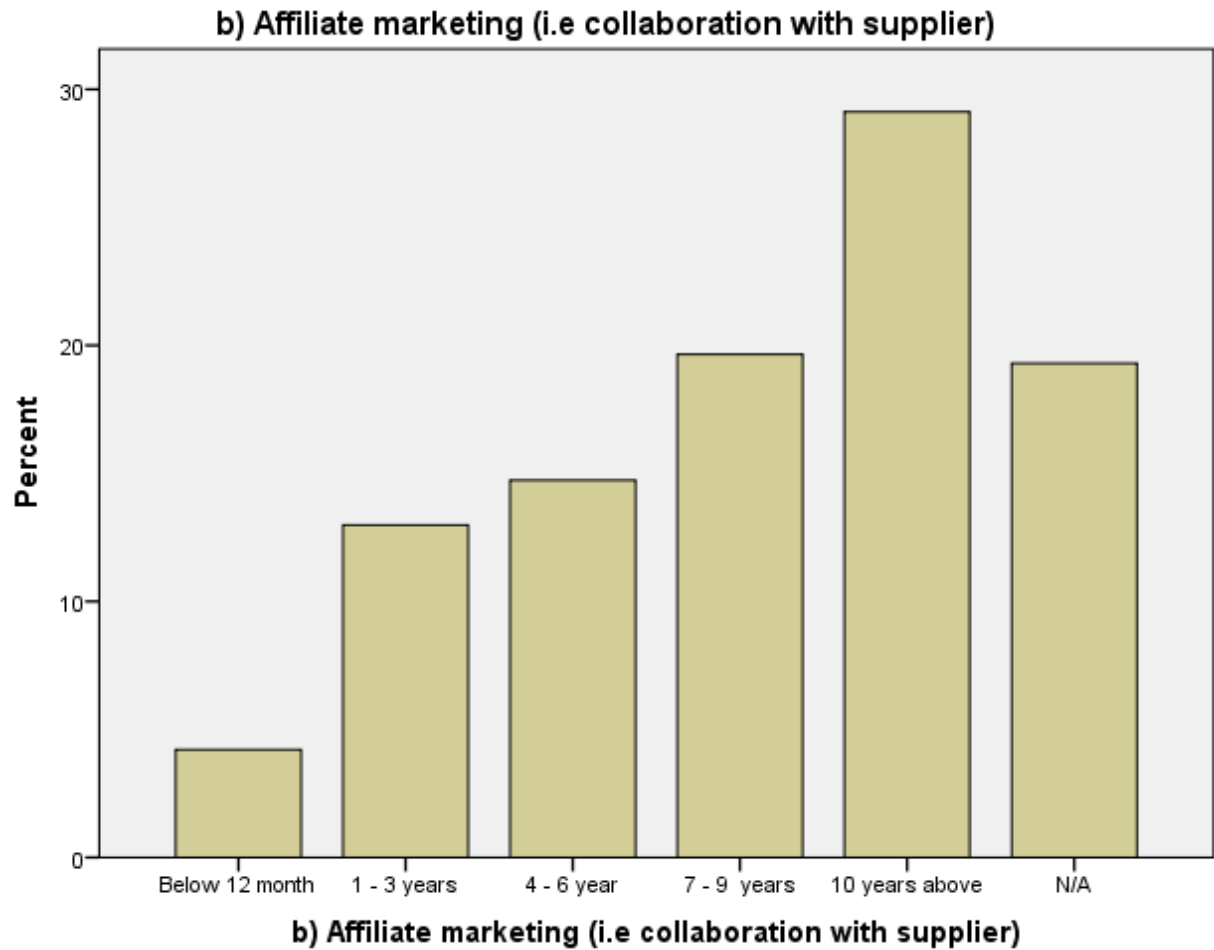|					
Valid	Below 12 month	7	2.5	2.5	2.5
	1 - 3 years	45	15.8	15.8	18.2
	4 - 6 year	53	18.6	18.6	36.8
	7 - 9 years	44	15.4	15.4	52.3
	10 years above	97	34.0	34.0	86.3
	N/A	39	13.7	13.7	100.0
	Total	285	100.0	100.0	
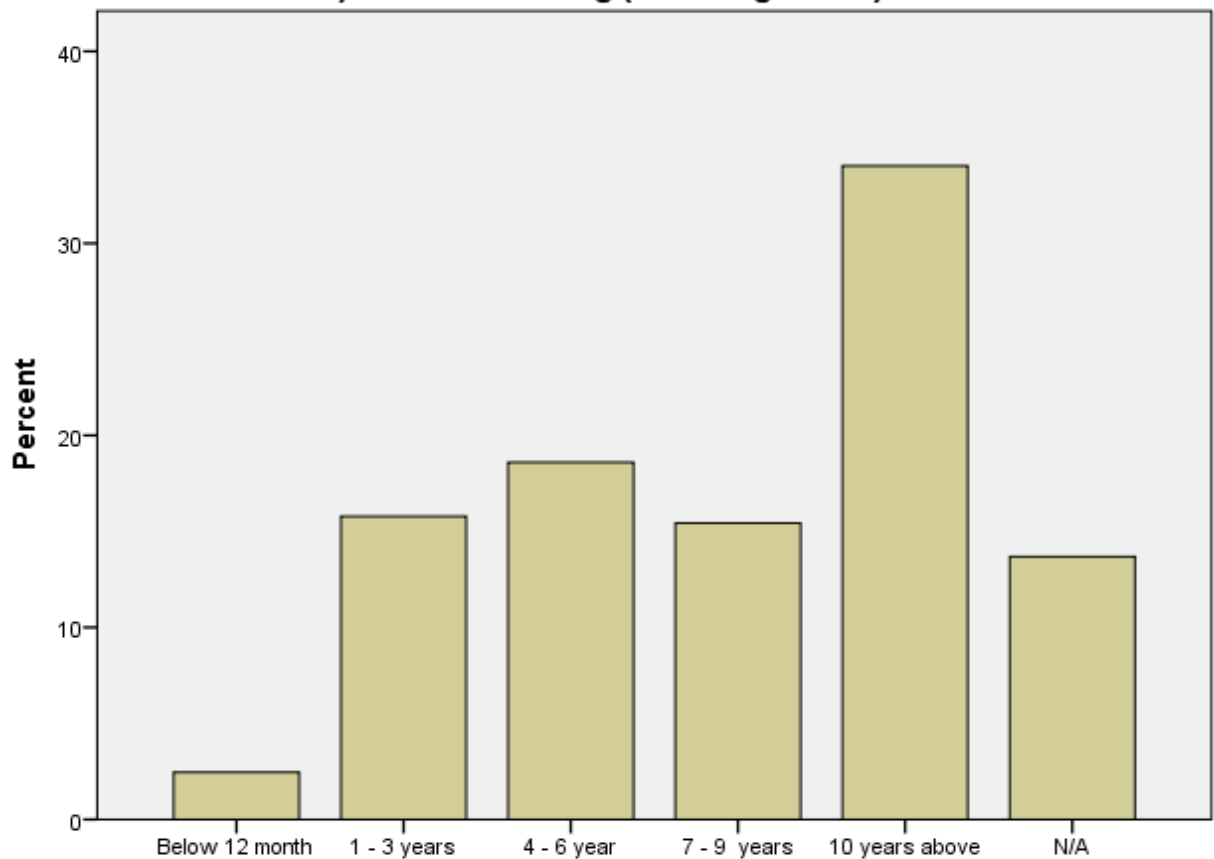
a) Online marketing (i.e selling online)

From the following table, we can observe that about 29.1% of the respondents used affiliated marketing since more than 10 years. Following bar chart also shows taller bar corresponding to the same.

b) Affiliate marketing (i.e collaboration with supplier)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 12 month	12	4.2	4.2	4.2
	1 - 3 years	37	13.0	13.0	17.2
	4 - 6 year	42	14.7	14.7	31.9
	7 - 9 years	56	19.6	19.6	51.6
	10 years above	83	29.1	29.1	80.7
	N/A	55	19.3	19.3	100.0
	Total	285	100.0	100.0	

b) Affiliate marketing (i.e collaboration with supplier)

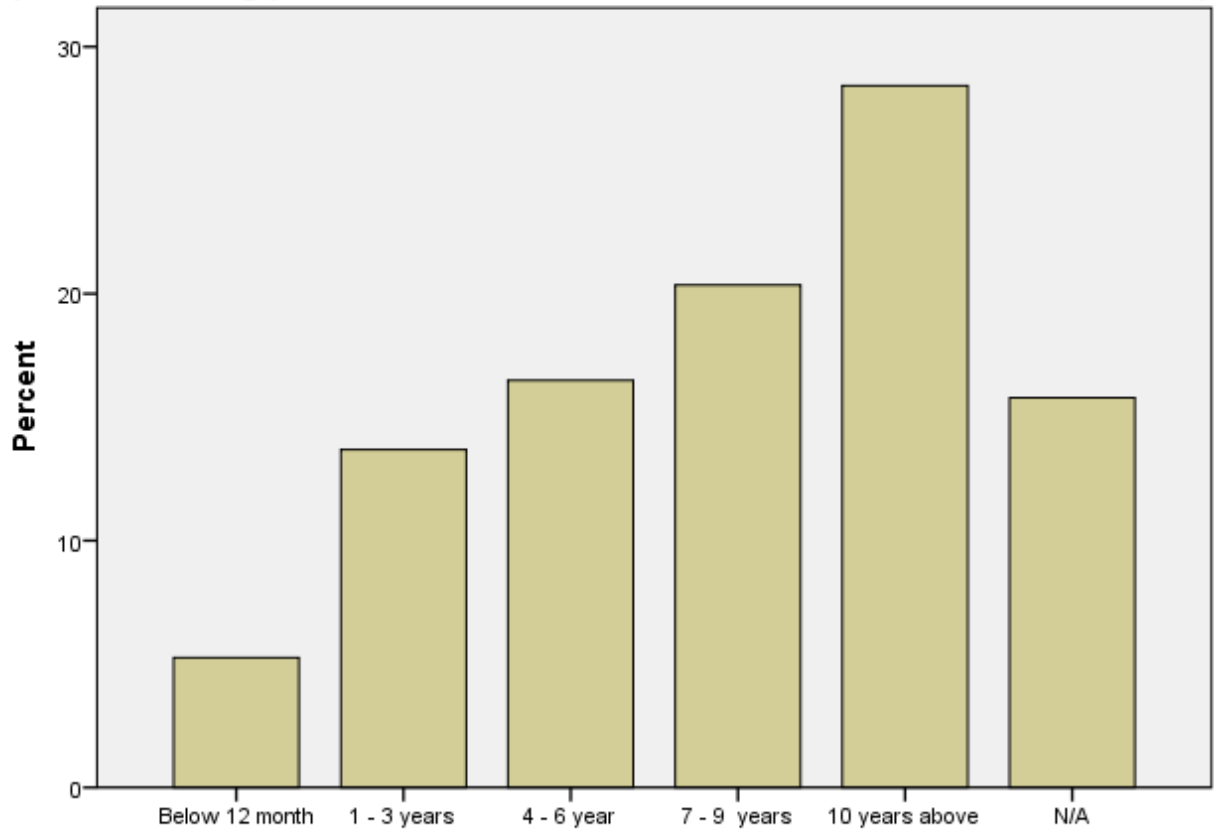b) Affiliate marketing (i.e collaboration with supplier)

From the following table, we can observe that about 28.4% of the respondents used viral marketing for more than 10 years. Following bar chart also shows taller bar corresponding to the same.

c) Viral marketing (i.e receivers of email sent the received email e- word of mouth)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 12 month	15	5.3	5.3	5.3
	1 - 3 years	39	13.7	13.7	18.9
	4 - 6 year	47	16.5	16.5	35.4
	7 - 9 years	58	20.4	20.4	55.8

10 years above	81	28.4	28.4	84.2
N/A	45	15.8	15.8	100.0
Total	285	100.0	100.0	

c) Viral marketing (i.e receivers of email sent the received email e- word of mouth)
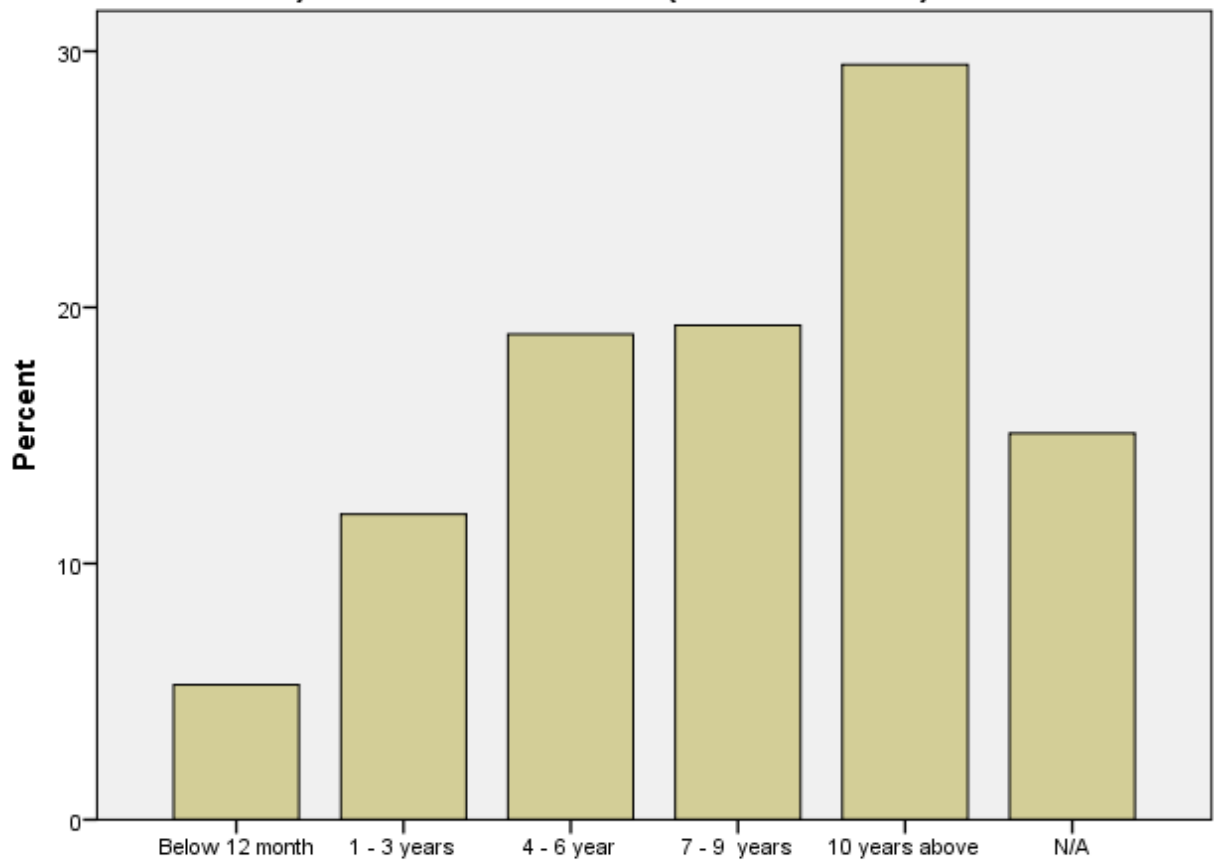
From the following table, we can observe that about 29.5% of the respondents used product customization more than 10 years. Following bar chart also shows taller bar corresponding to the same.

d) Product customization (i.e build to order)

	Frequency	Percent	Valid Percent	Cumulative Percent

	Below 12 month	15	5.3	5.3	5.3
	1 - 3 years	34	11.9	11.9	17.2
	4 - 6 year	54	18.9	18.9	36.1
Valid	7 - 9 years	55	19.3	19.3	55.4
	10 years above	84	29.5	29.5	84.9
	N/A	43	15.1	15.1	100.0
	Total	285	100.0	100.0	

d) Product customization (i.e build to order)

From the following table, we can observe that about 29.8% of the respondents used electronic payment method since more than 10 years. Following bar chart also shows taller bar corresponding to the same.

e) Electronic payment method

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 12 month	9	3.2	3.2	3.2
	1 - 3 years	38	13.3	13.3	16.5
	4 - 6 year	52	18.2	18.2	34.7
	7 - 9 years	56	19.6	19.6	54.4
	10 years above	85	29.8	29.8	84.2
	N/A	45	15.8	15.8	100.0
	Total	285	100.0	100.0	
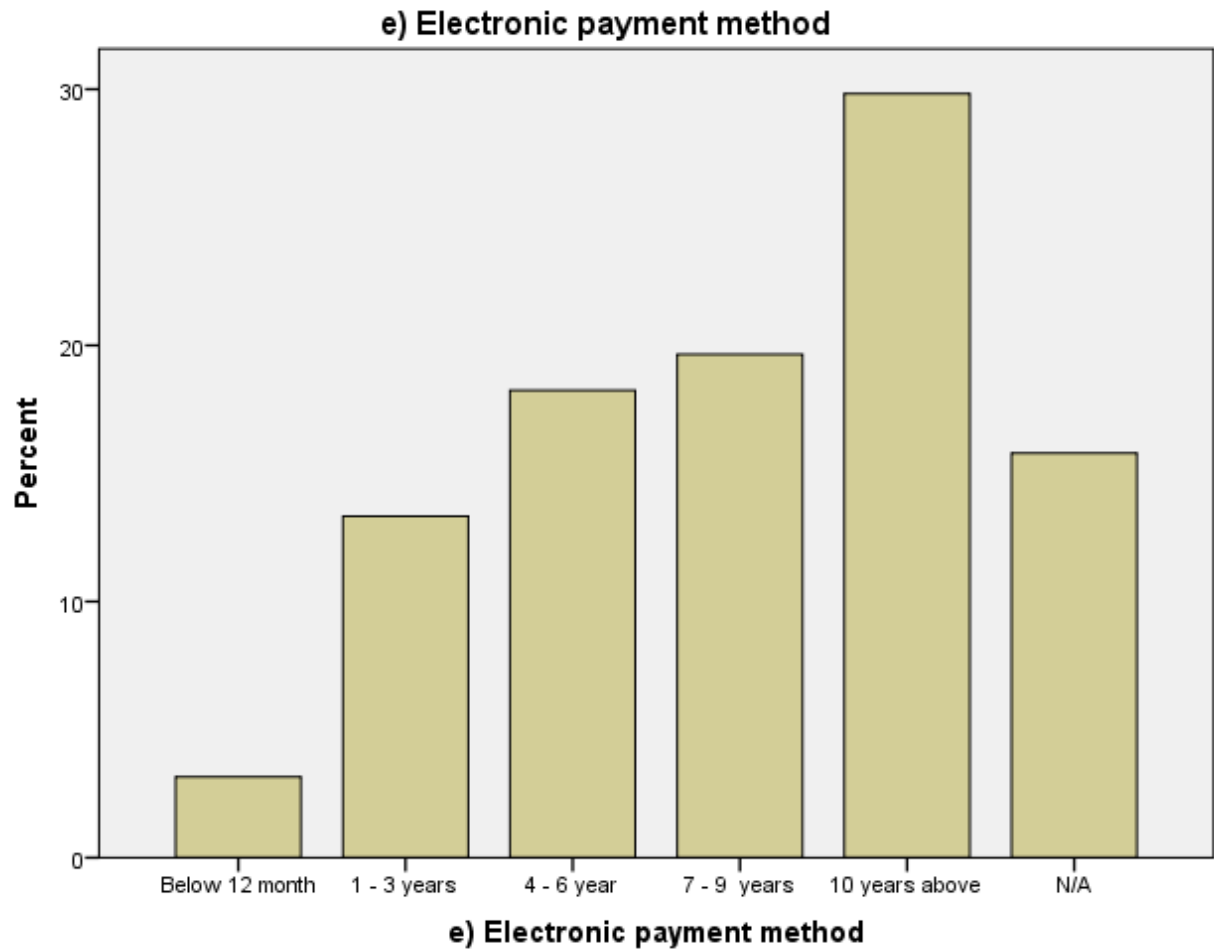
e) Electronic payment method

e) Electronic payment method

From the following table, we can observe that about 28.1% of the respondents used electronic market places and exchange since more than 10 years. Following bar chart also shows taller bar corresponding to the same.
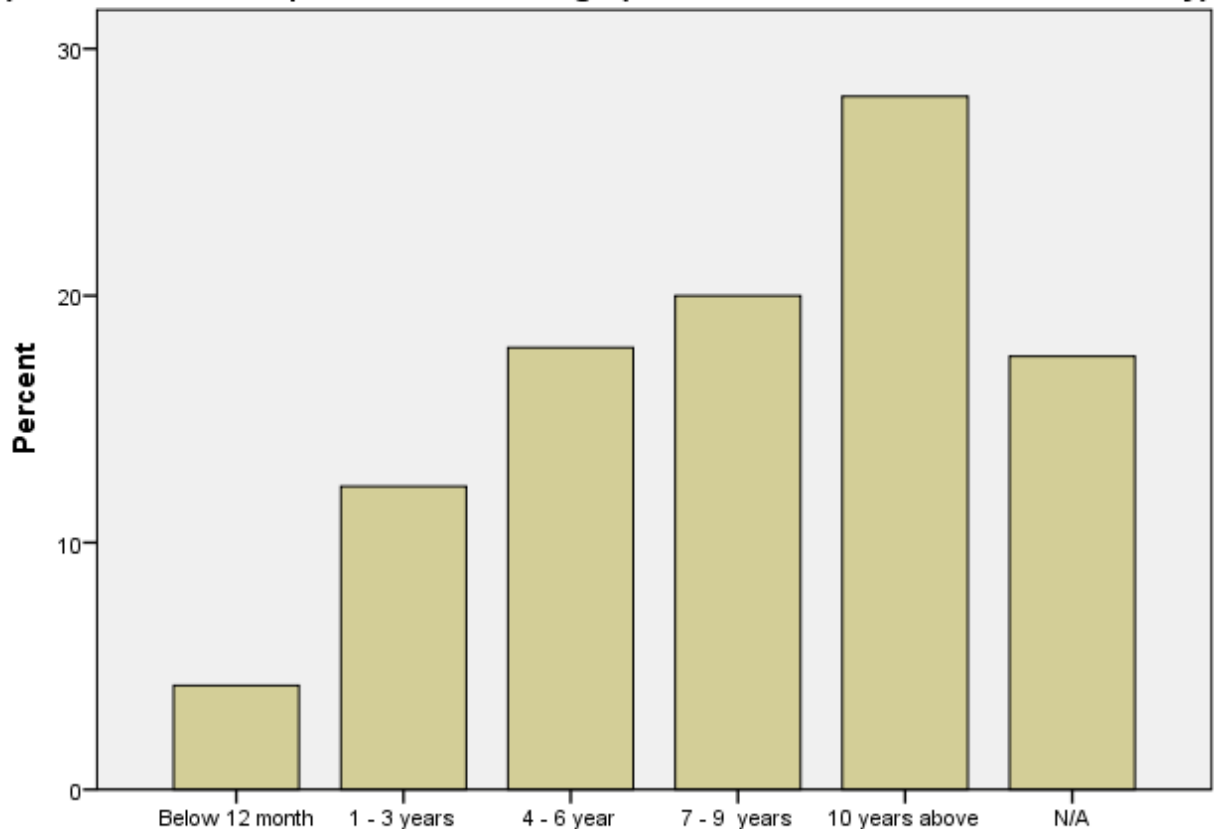
f) Electronic marketplaces and exchange (i.e transactions are conduct efficiently)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 12 month	12	4.2	4.2	4.2
	1 - 3 years	35	12.3	12.3	16.5
	4 - 6 year	51	17.9	17.9	34.4
	7 - 9 years	57	20.0	20.0	54.4

	Frequency	Percent	Valid Percent	Cumulative Percent
10 years above	80	28.1	28.1	82.5
N/A	50	17.5	17.5	100.0
Total	285	100.0	100.0	

f) Electronic marketplaces and exchange (i.e transactions are conduct efficiently)
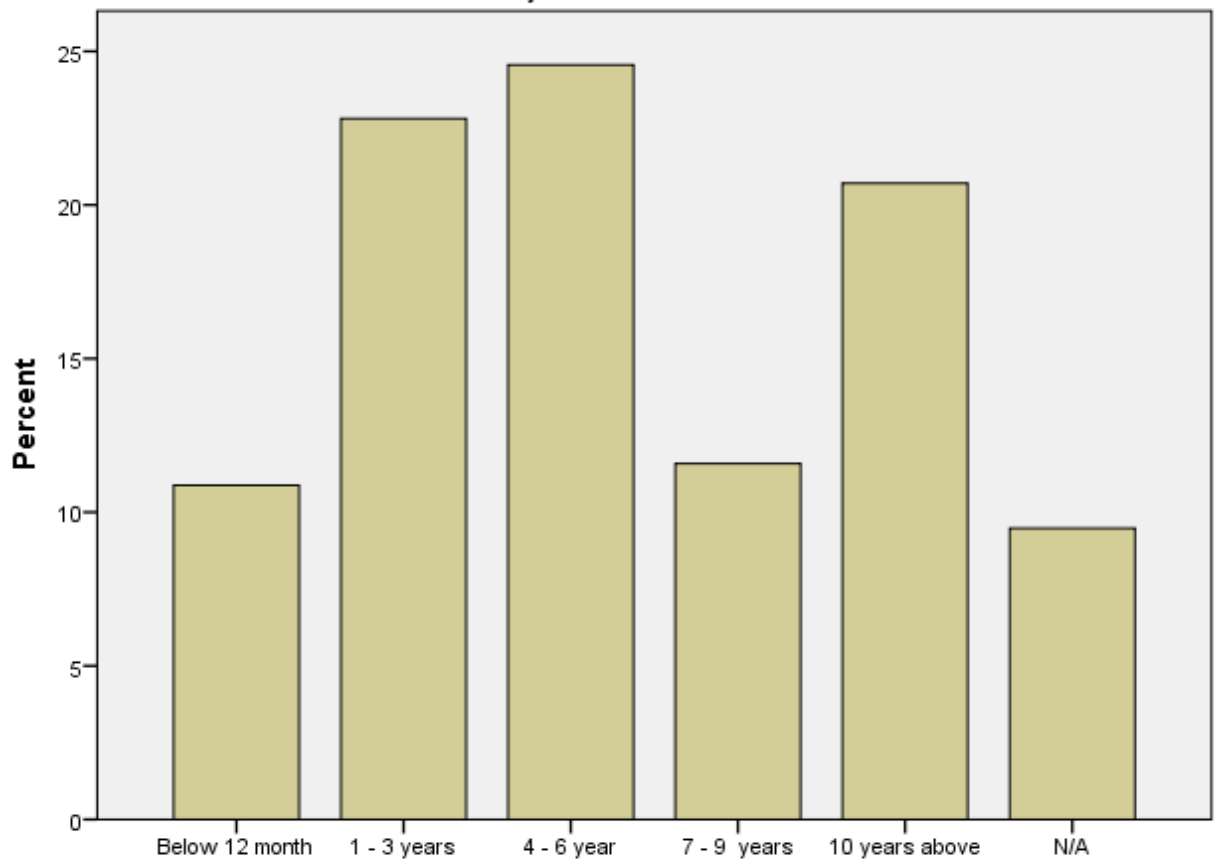

From the following table, we can observe that about 24.6% of the respondents used facebook since 4 – 6 years. Following bar chart also shows taller bar corresponding to the same.

a) Facebook

	Frequency	Percent	Valid Percent	Cumulative Percent

|					
	Below 12 month	31	10.9	10.9	10.9
	1 - 3 years	65	22.8	22.8	33.7
	4 - 6 year	70	24.6	24.6	58.2
Valid	7 - 9 years	33	11.6	11.6	69.8
	10 years above	59	20.7	20.7	90.5
	N/A	27	9.5	9.5	100.0
	Total	285	100.0	100.0	

a) Facebook

From the following table, we can observe that about 24.9% of the respondents used instagram for below 12 month. Following bar chart also shows taller bar corresponding to the same.

b) Instagram

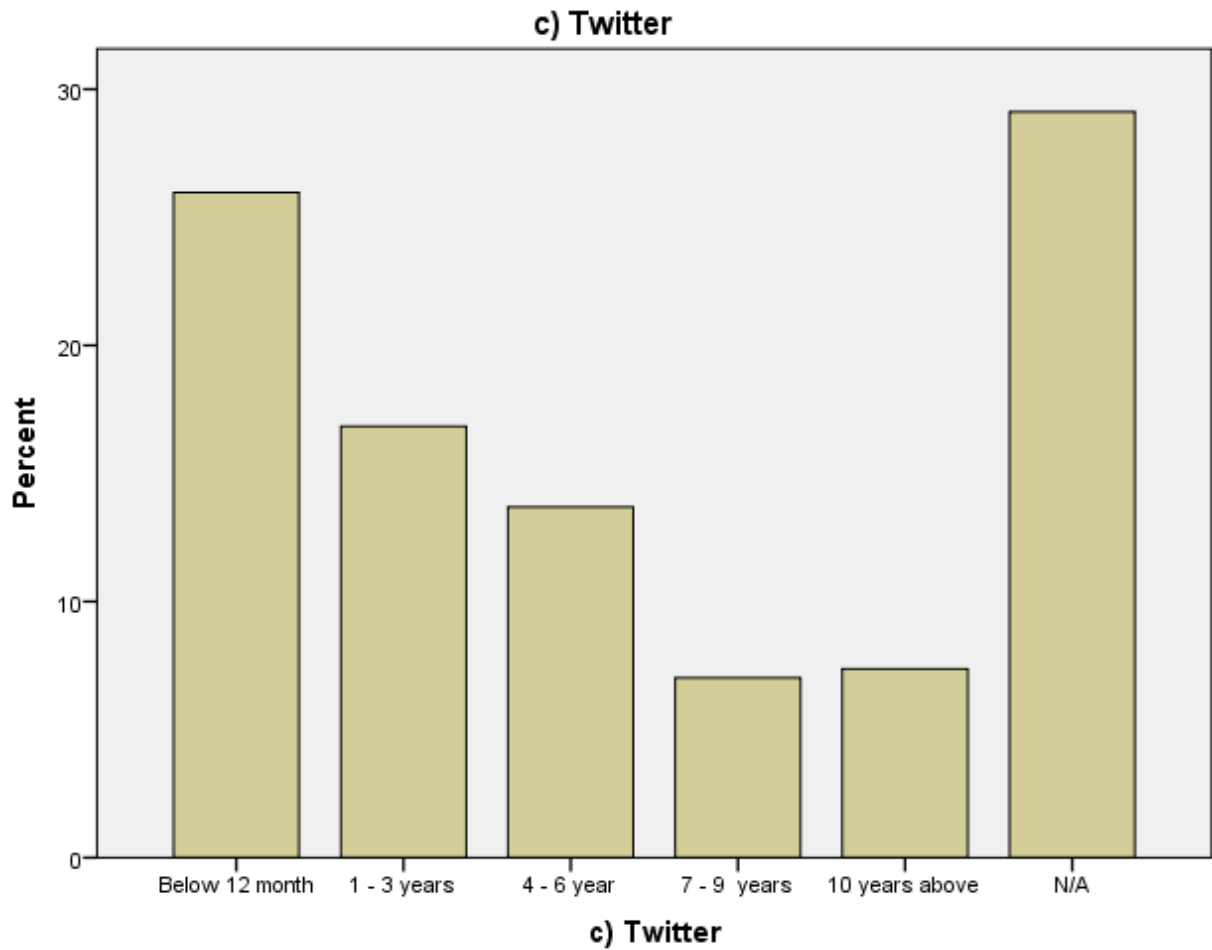|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 12 month	71	24.9	24.9	24.9
	1 - 3 years	54	18.9	18.9	43.9
	4 - 6 year	40	14.0	14.0	57.9
	7 - 9 years	19	6.7	6.7	64.6
	10 years above	32	11.2	11.2	75.8
	N/A	69	24.2	24.2	100.0
	Total	285	100.0	100.0	
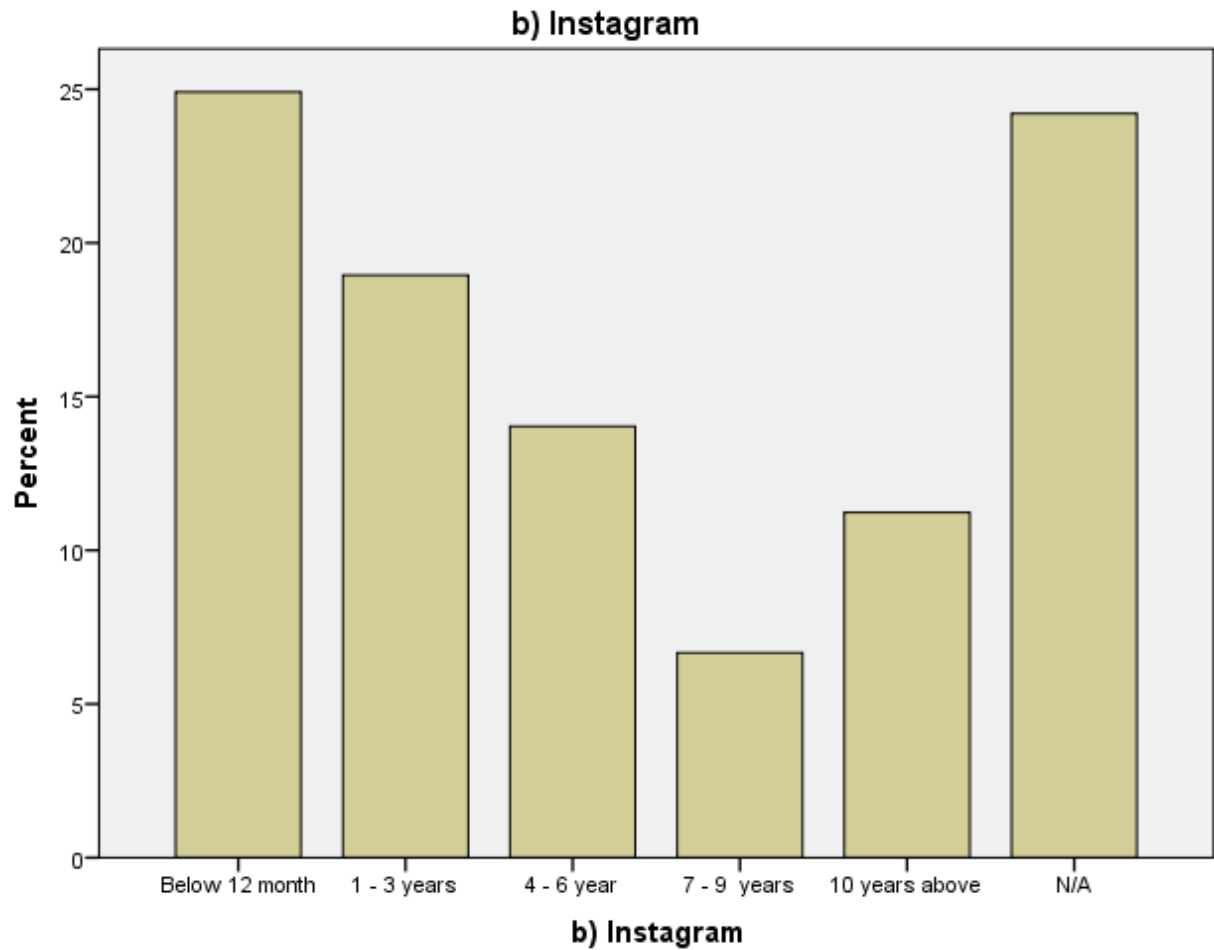
b) Instagram

b) Instagram

From the following table, we can observe that about 29.1% of the respondents were not availing twitter. Following bar chart also shows taller bar corresponding to the same.

c) Twitter

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 12 month	74	26.0	26.0	26.0
	1 - 3 years	48	16.8	16.8	42.8
	4 - 6 year	39	13.7	13.7	56.5
	7 - 9 years	20	7.0	7.0	63.5
	10 years above	21	7.4	7.4	70.9

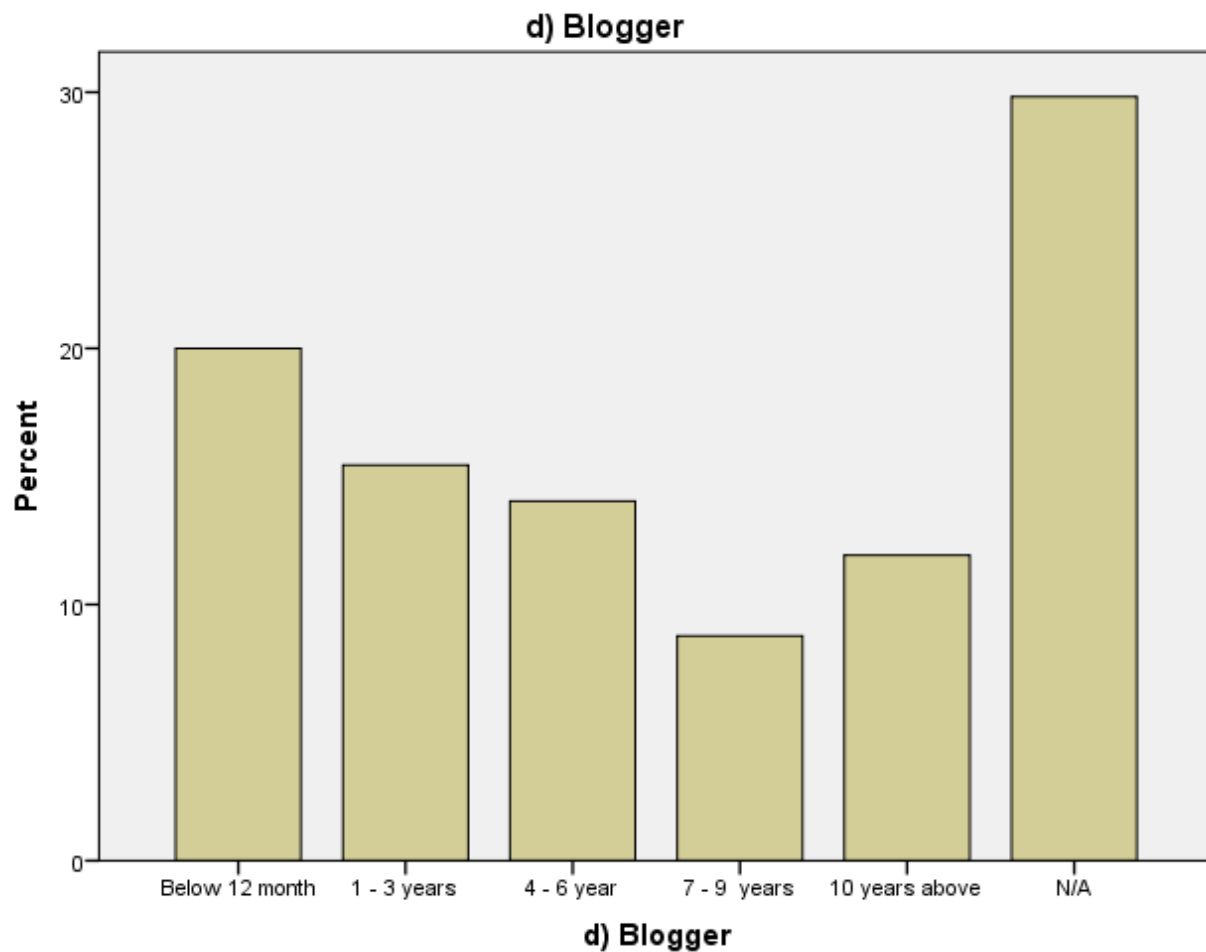|		Frequency	Percent	Valid Percent	Cumulative Percent
	N/A	83	29.1	29.1	100.0
	Total	285	100.0	100.0	

c) Twitter

From the following table, we can observe that about 29.8% of the respondents were not availing blogger. Following bar chart also shows taller bar corresponding to the same.

d) Blogger

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 12 month	57	20.0	20.0	20.0

1 - 3 years	44	15.4	15.4	35.4
4 - 6 year	40	14.0	14.0	49.5
7 - 9 years	25	8.8	8.8	58.2
10 years above	34	11.9	11.9	70.2
N/A	85	29.8	29.8	100.0
Total	285	100.0	100.0	

d) Blogger

From the following table, we can observe that about 30.5% of the respondents were not availing youtube. Following bar chart also shows taller bar corresponding to the same.

e) Youtube

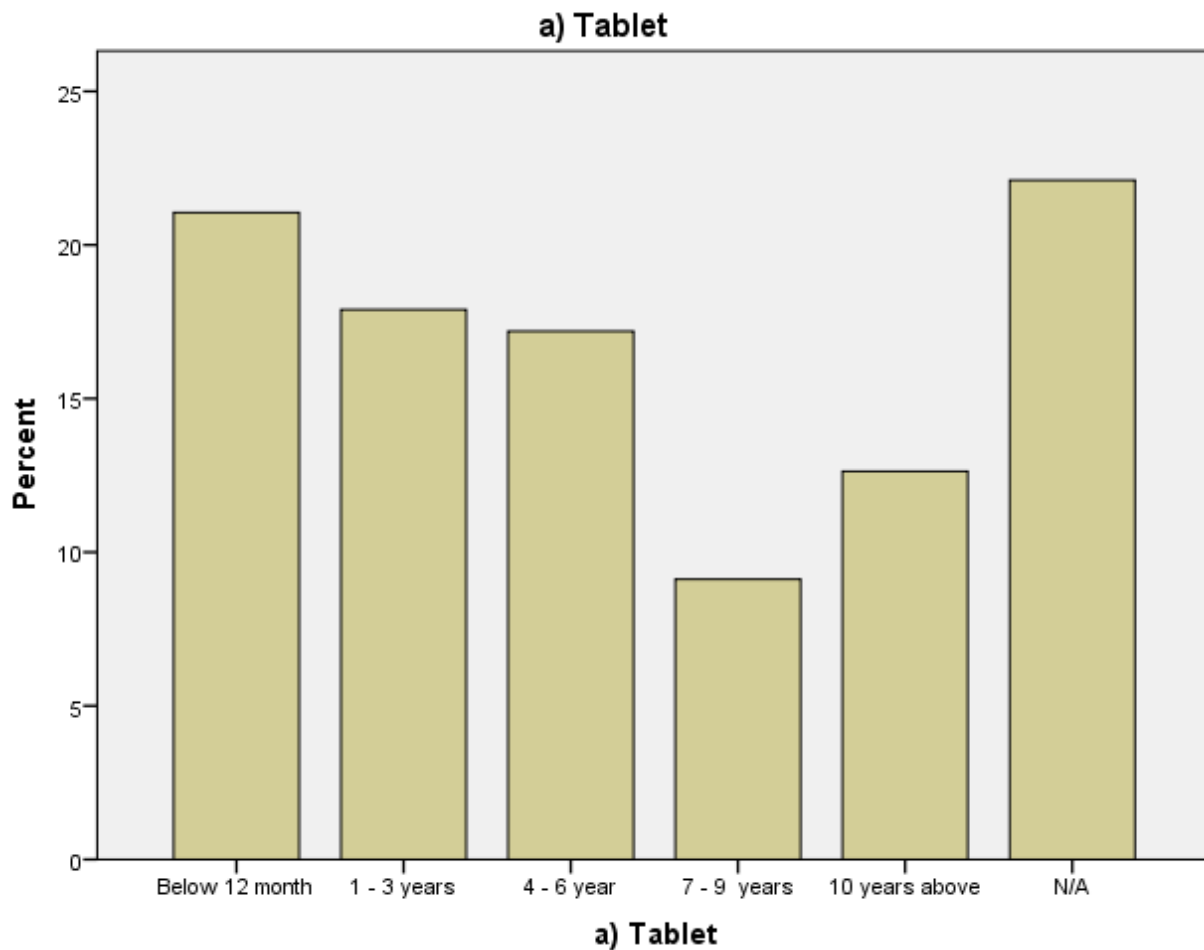|		Frequency	Percent	Valid Percent	Cumulative Percent
	Below 12 month	71	24.9	24.9	24.9
	1 - 3 years	38	13.3	13.3	38.2
	4 - 6 year	46	16.1	16.1	54.4
Valid	7 - 9 years	18	6.3	6.3	60.7
	10 years above	25	8.8	8.8	69.5
	N/A	87	30.5	30.5	100.0
	Total	285	100.0	100.0	

e) Youtube

e) Youtube
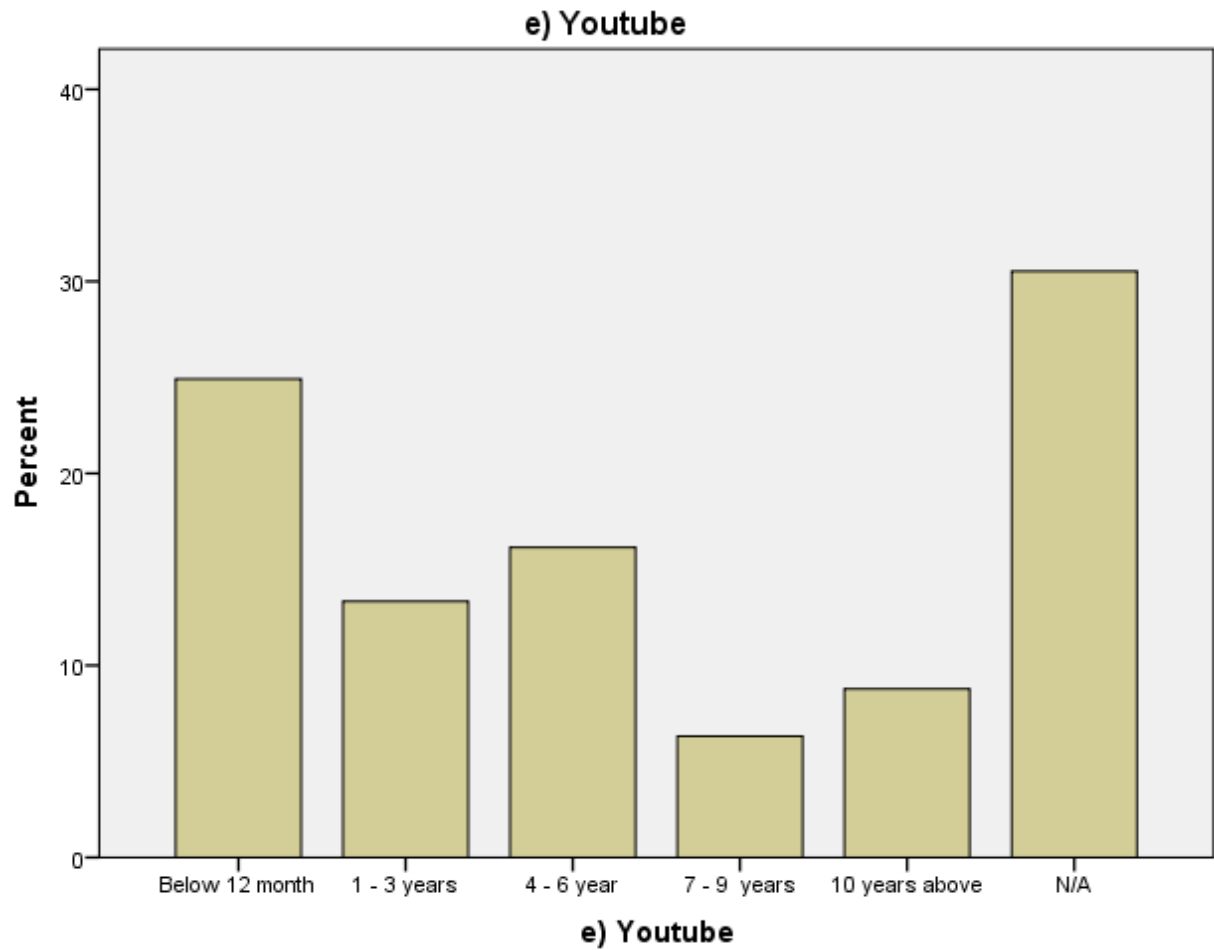
From the following table, we can observe that about 22.1% of the respondents were not using any tablet. Following bar chart also shows taller bar corresponding to the same.

a) Tablet

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 12 month	60	21.1	21.1	21.1
	1 - 3 years	51	17.9	17.9	38.9
	4 - 6 year	49	17.2	17.2	56.1
	7 - 9 years	26	9.1	9.1	65.3
	10 years above	36	12.6	12.6	77.9

|					
	N/A	63	22.1	22.1	100.0
	Total	285	100.0	100.0	

a) Tablet

a) Tablet

From the following table, we can observe that about 34.7% of the respondents were using mobile phone from 10 years and above. Following bar chart also shows taller bar corresponding to the same.

b) Mobile Phone

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 12 month	10	3.5	3.5	3.5

1 - 3 years	33	11.6	11.6	15.1
4 - 6 year	57	20.0	20.0	35.1
7 - 9 years	49	17.2	17.2	52.3
10 years above	99	34.7	34.7	87.0
N/A	37	13.0	13.0	100.0
Total	285	100.0	100.0	

b) Mobile Phone
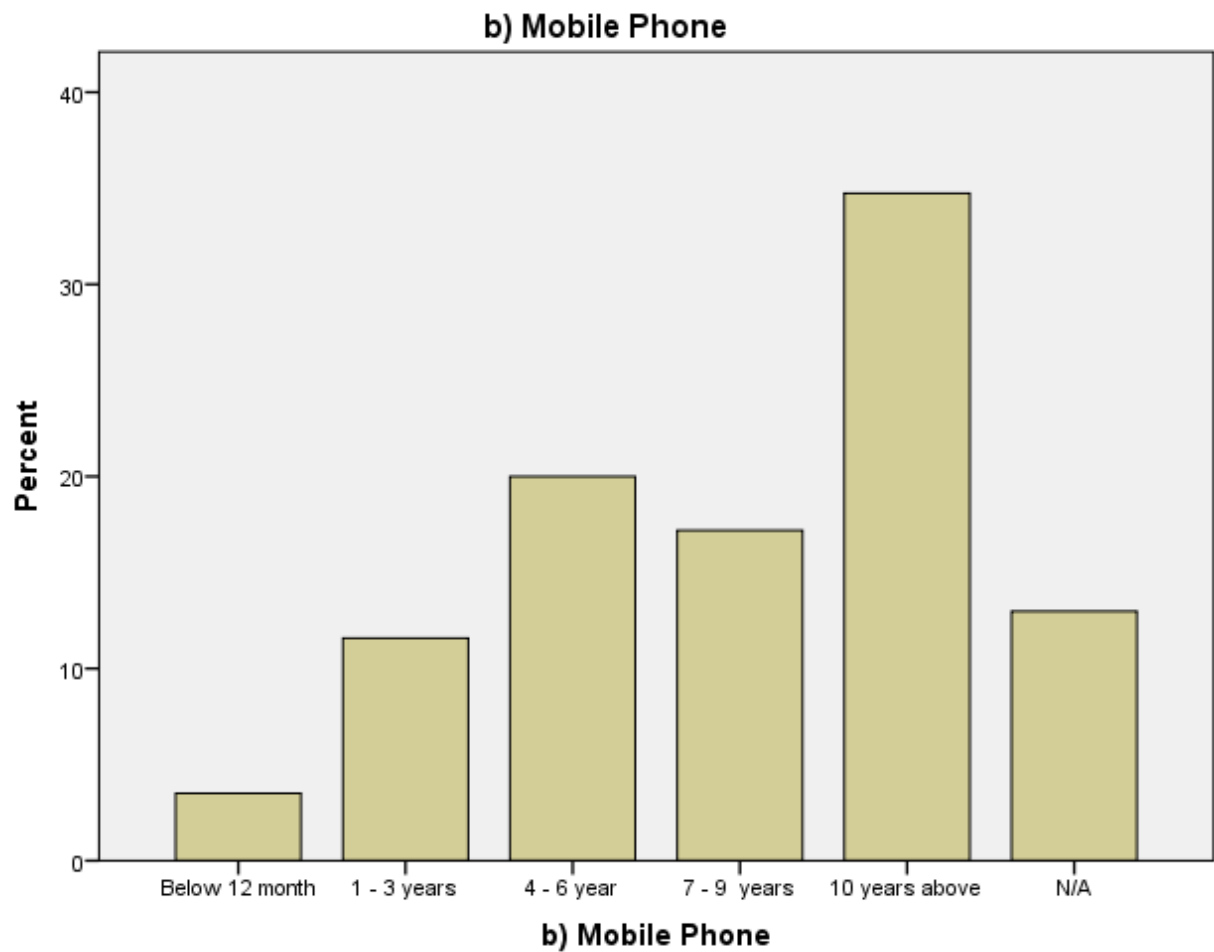
From the following table, we can observe that about 38.9% of the respondents were not using personal digital assistant. Following bar chart also shows taller bar corresponding to the same.

c) Personal digital assistant (PDA)

		Frequency	Percent	Valid Percent	Cumulative Percent
	Below 12 month	41	14.4	14.4	14.4
	1 - 3 years	25	8.8	8.8	23.2
	4 - 6 year	46	16.1	16.1	39.3
Valid	7 - 9 years	23	8.1	8.1	47.4
	10 years above	39	13.7	13.7	61.1
	N/A	111	38.9	38.9	100.0
	Total	285	100.0	100.0	

c) Personal digital assistant (PDA)

c) Personal digital assistant (PDA)
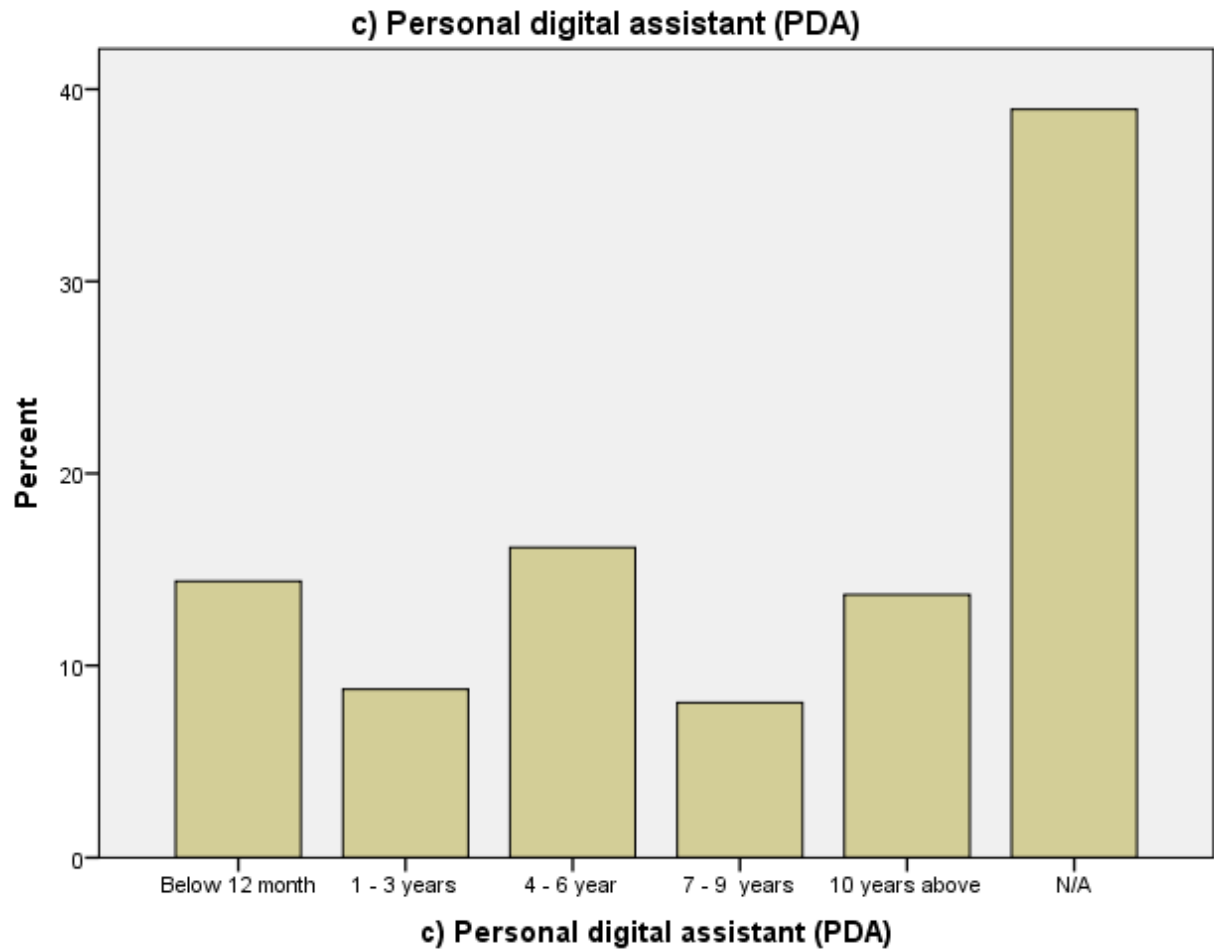
From the following table, we can observe that about 27.0% of the respondents were using smartphonce since 4 – 6 years. Following bar chart also shows taller bar corresponding to the same.

d) Smartphone

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 12 month	5	1.8	1.8	1.8
	1 - 3 years	40	14.0	14.0	15.8
	4 - 6 year	77	27.0	27.0	42.8
	7 - 9 years	51	17.9	17.9	60.7

|		Frequency	Percent	Valid Percent	Cumulative Percent
10 years above		74	26.0	26.0	86.7
N/A		38	13.3	13.3	100.0
Total		285	100.0	100.0	

d) Smartphone

d) Smartphone
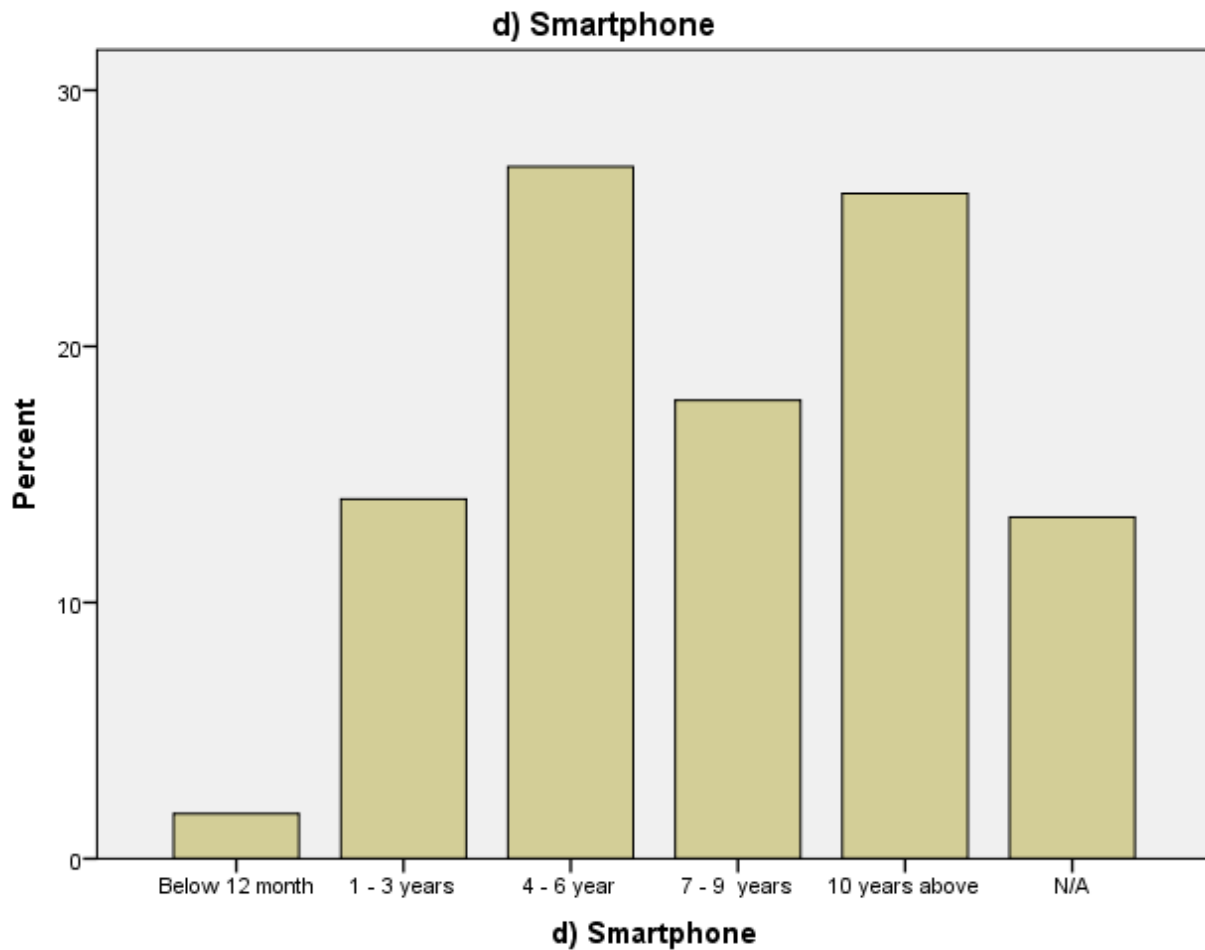
From the following table, we can observe that about 24.2% of the respondents strongly agreed that the staff of this company had high knowledge in ICT. Following bar chart also shows taller bar corresponding to the same.

a) The staff of this company has high knowledge in ICT.

	Frequency	Percent	Valid Percent	Cumulative Percent

	Strongly disagree	4	1.4	1.4	1.4
	2.00	4	1.4	1.4	2.8
	3.00	6	2.1	2.1	4.9
	4.00	13	4.6	4.6	9.5
	5.00	32	11.2	11.2	20.7
Valid	6.00	29	10.2	10.2	30.9
	7.00	42	14.7	14.7	45.6
	8.00	50	17.5	17.5	63.2
	9.00	36	12.6	12.6	75.8
	Strongly Agree	69	24.2	24.2	100.0
	Total	285	100.0	100.0	

a) The staff of this company has high knowledge in ICT.
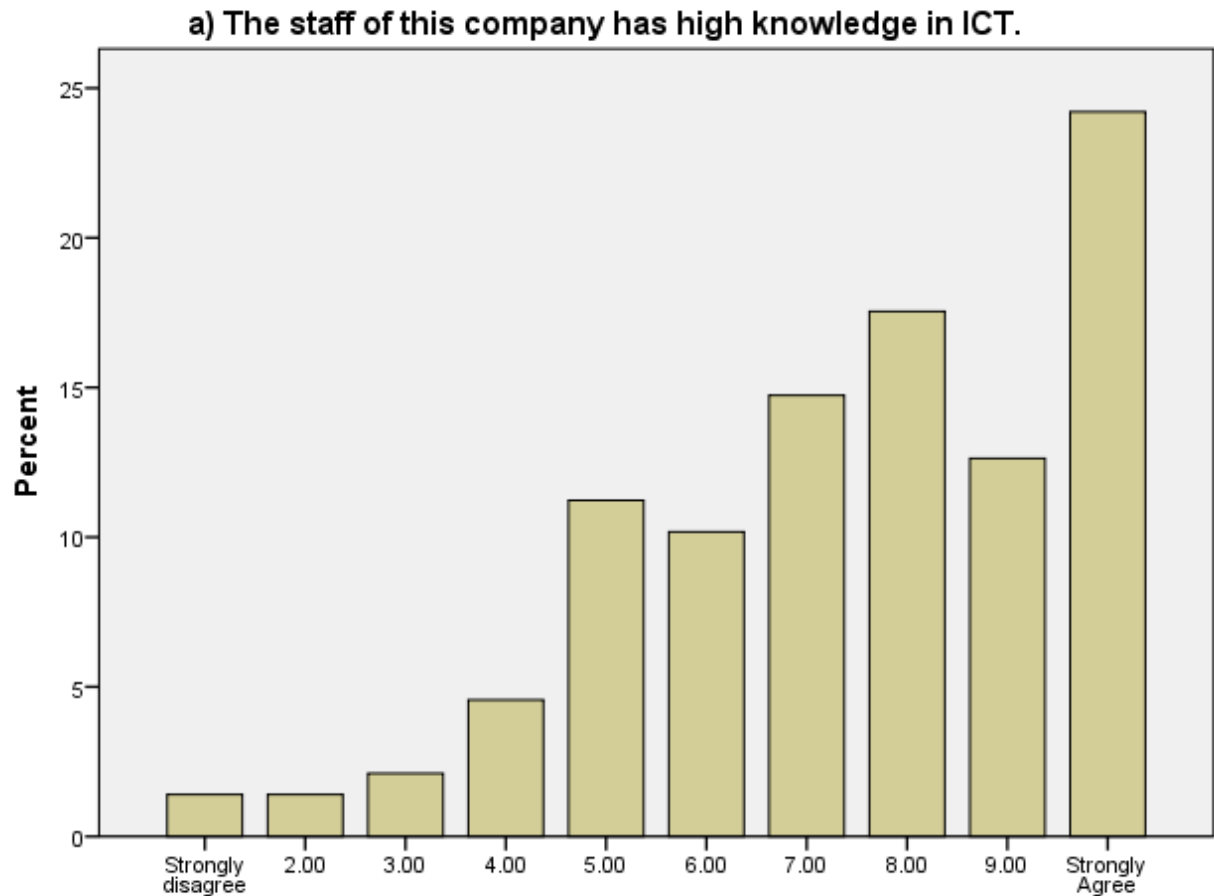
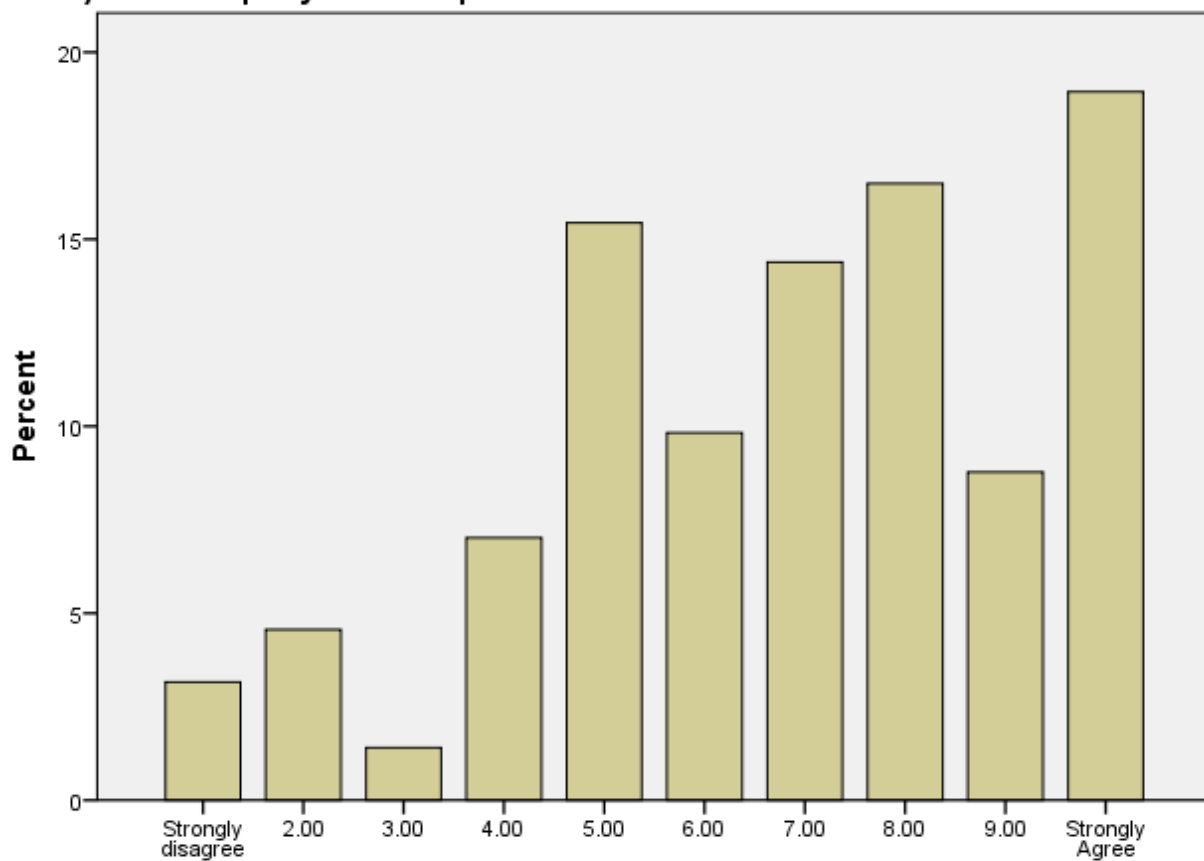a) The staff of this company has high knowledge in ICT.

From the following table, we can observe that about 18.9% of the respondents strongly agreed that this company had adequate financial resources to invest in new ICT. Following bar chart also shows taller bar corresponding to the same.

b) This company had adequate financial resources to invest in new ICT.

		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly disagree	9	3.2	3.2	3.2
	2.00	13	4.6	4.6	7.7
Valid	3.00	4	1.4	1.4	9.1
	4.00	20	7.0	7.0	16.1

5.00	44	15.4	15.4	31.6
6.00	28	9.8	9.8	41.4
7.00	41	14.4	14.4	55.8
8.00	47	16.5	16.5	72.3
9.00	25	8.8	8.8	81.1
Strongly Agree	54	18.9	18.9	100.0
Total	285	100.0	100.0	

b) This company had adequate financial resources to invest in new ICT.

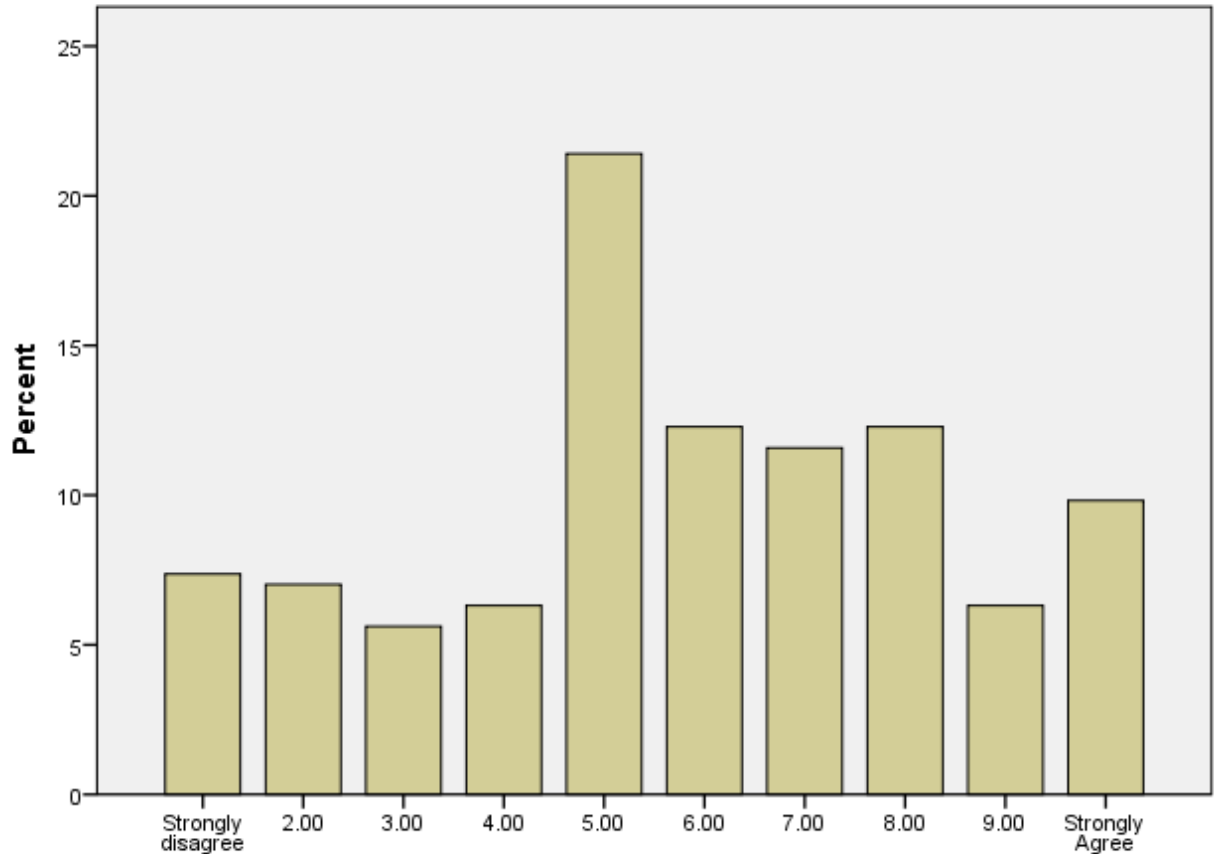b) This company had adequate financial resources to invest in new ICT.

From the following table, we can observe that about 21.4% of the respondents were neutral about the government had provided good ICT infrastructure in their company area. Following bar chart also shows taller bar corresponding to the same.

a) Government had provided good ICT infrastructure in our company area.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	21	7.4	7.4	7.4
	2.00	20	7.0	7.0	14.4
	3.00	16	5.6	5.6	20.0
	4.00	18	6.3	6.3	26.3
	5.00	61	21.4	21.4	47.7
	6.00	35	12.3	12.3	60.0
	7.00	33	11.6	11.6	71.6
	8.00	35	12.3	12.3	83.9
	9.00	18	6.3	6.3	90.2
	Strongly Agree	28	9.8	9.8	100.0
	Total	285	100.0	100.0	

a) Government had provided good ICT infrastructure in our company area.

a) Government had provided good ICT infrastructure in our company area.
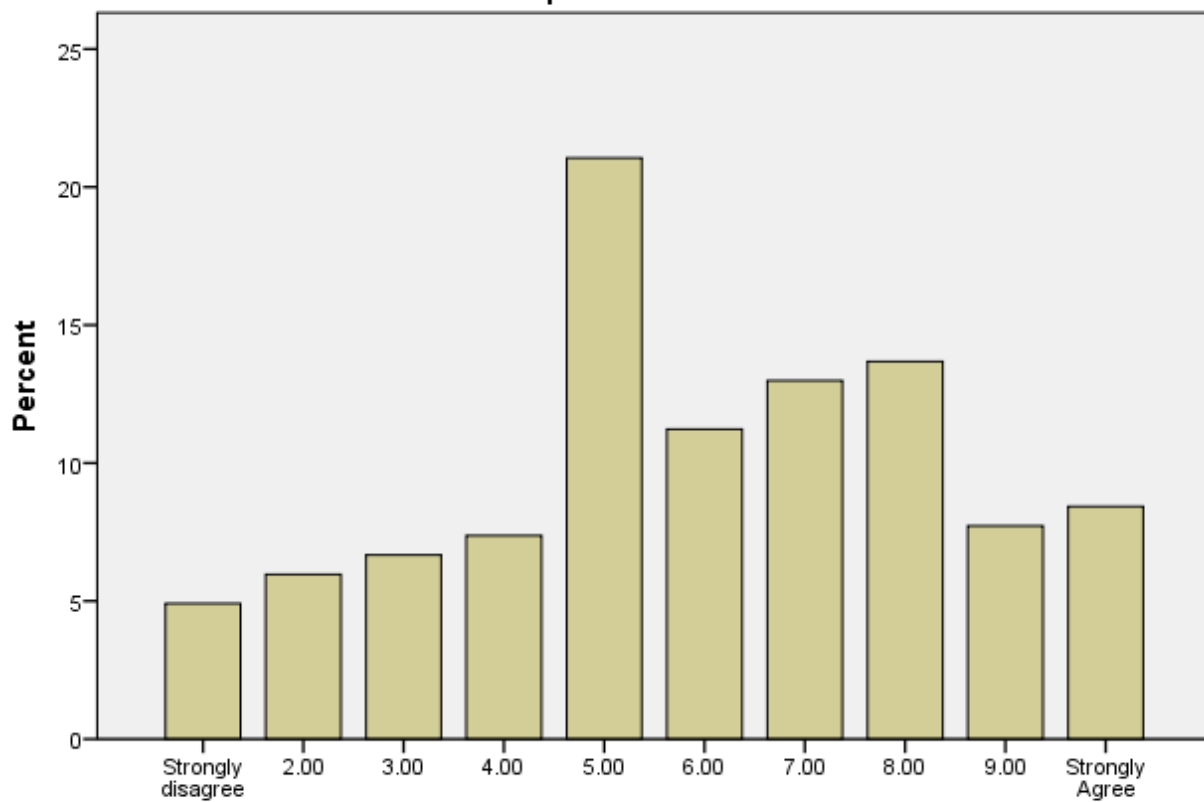
From the following table, we can observe that about 21.1% of the respondents were neutral about the government is very supportive to adapt the changes in ICT tour operators. Following bar chart also shows taller bar corresponding to the same.

b) Government is very supportive to adapt the changes in ICT among tour operators.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	14	4.9	4.9	4.9
	2.00	17	6.0	6.0	10.9
	3.00	19	6.7	6.7	17.5
	4.00	21	7.4	7.4	24.9

5.00	60	21.1	21.1	46.0
6.00	32	11.2	11.2	57.2
7.00	37	13.0	13.0	70.2
8.00	39	13.7	13.7	83.9
9.00	22	7.7	7.7	91.6
Strongly Agree	24	8.4	8.4	100.0
Total	285	100.0	100.0	

**b) Government is very supportive to adapt the changes in ICT among tour operators.**

b) Government is very supportive to adapt the changes in ICT among tour operators.

From the following table, we can observe that about 27.7% of the respondents had average sales of less than 100,000.00. Following bar chart also shows taller bar corresponding to the same.

Please choose the average sales in Ringgit Malaysia (RM) for the last three (3) years.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less tha RM 100,000.00	79	27.7	27.7	27.7
	RM200,000.00 – RM300,000.00	69	24.2	24.2	51.9
	RM400,000.00 – RM500,000.00	45	15.8	15.8	67.7
	RM600,000.00 – RM700,000.00	33	11.6	11.6	79.3
	RM800,000.00 and above / RM800,000.00	59	20.7	20.7	100.0
	Total	285	100.0	100.0	

Please choose the average sales in Ringgit Malaysia (RM) for the last three (3) years.
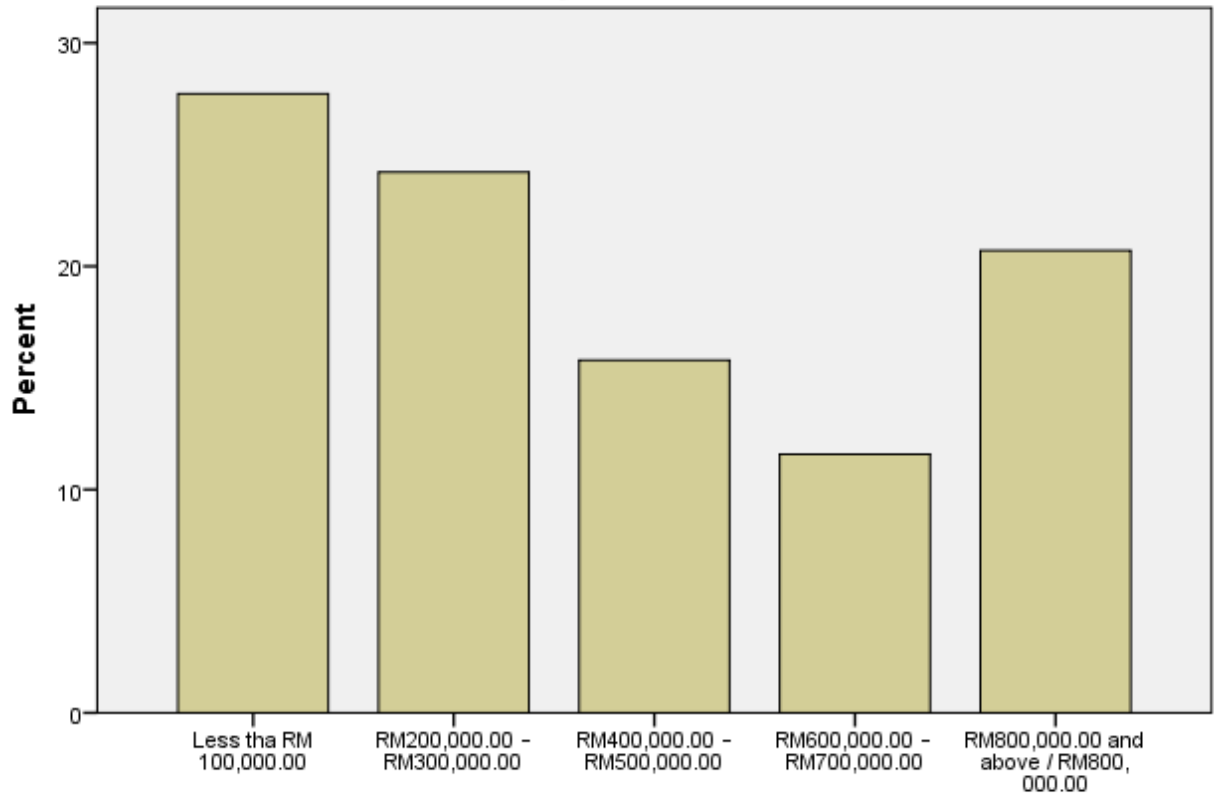
Please choose the average sales in Ringgit Malaysia (RM) for the last three (3) years.
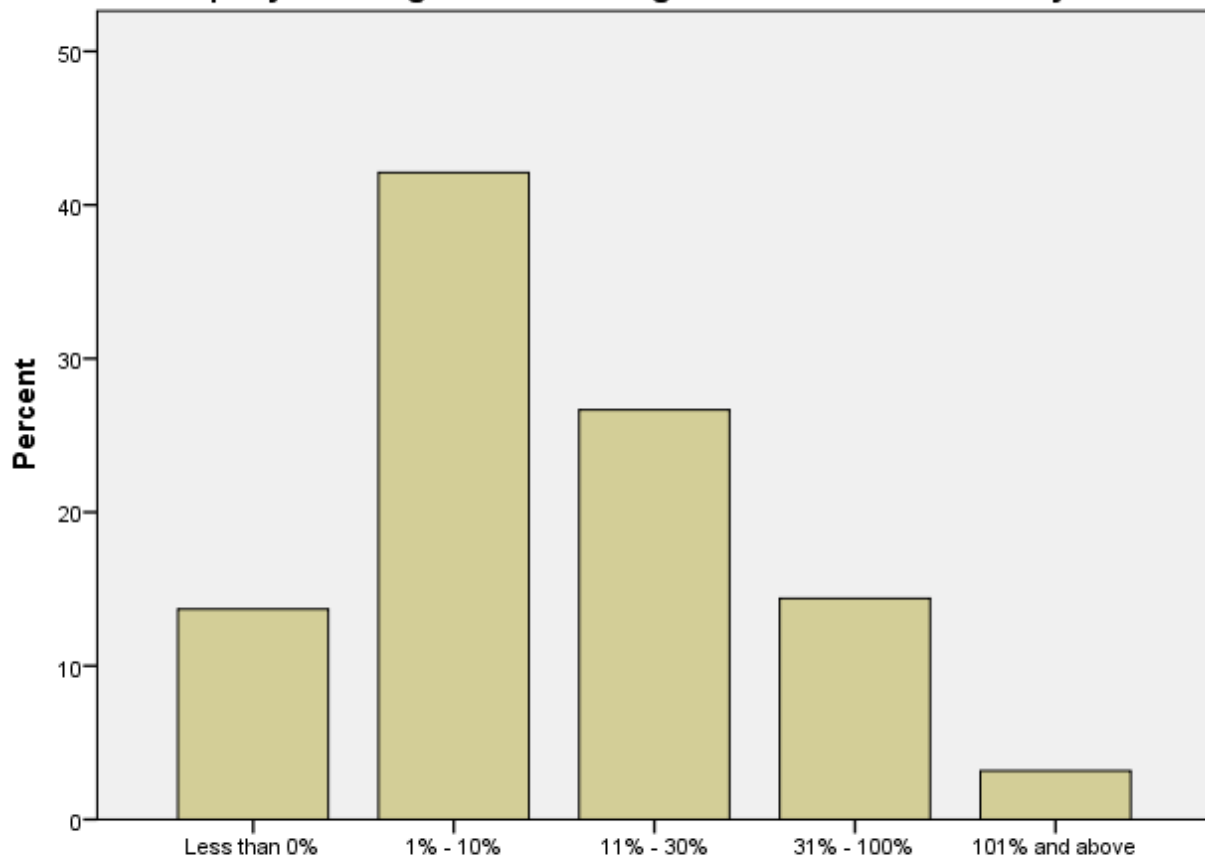
From the following table, we can observe that about 42.1% of the respondents expressed that their company's average annual sales growth rate over the last 5 years was 1 – 10%. Following bar chart also shows taller bar corresponding to the same.

Your company's average annual sales growth rate over the last 5 years.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 0%	39	13.7	13.7	13.7
	1% - 10%	120	42.1	42.1	55.8
	11% - 30%	76	26.7	26.7	82.5
	31% - 100%	41	14.4	14.4	96.8

		Frequency	Percent	Valid Percent	Cumulative Percent
	101% and above	9	3.2	3.2	100.0
	Total	285	100.0	100.0	

Your company's average annual sales growth rate over the last 5 years.

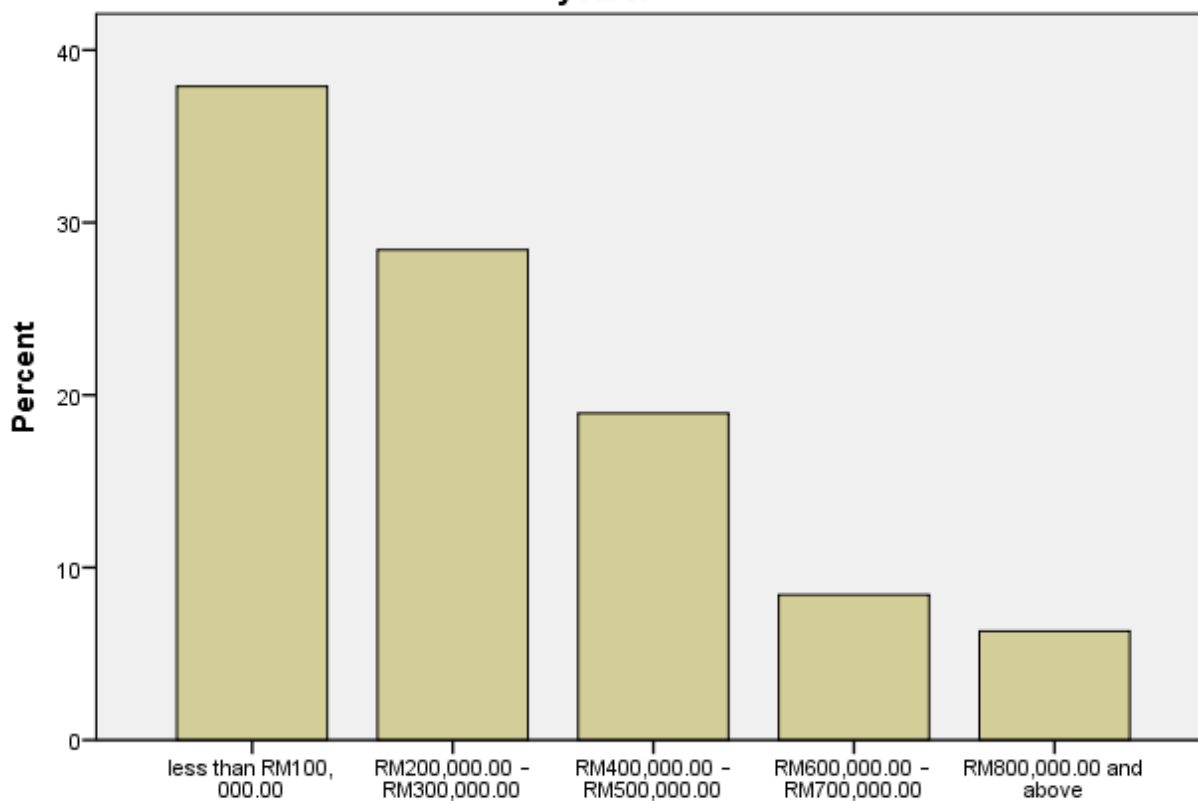Your company's average annual sales growth rate over the last 5 years.

From the following table, we can observe that about 37.9% of the respondents expressed that the average profit in Ringgit Malaysia (RM) for the last three years was less than RM 100,000.00. Following bar chart also shows taller bar corresponding to the same.

Please choose the average profits in Ringgit Malaysia (RM) for the last three (3) years.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than RM100,000.00	108	37.9	37.9	37.9

RM200,000.00 – RM300,000.00	81	28.4	28.4	66.3
RM400,000.00 – RM500,000.00	54	18.9	18.9	85.3
RM600,000.00 – RM700,000.00	24	8.4	8.4	93.7
RM800,000.00 and above	18	6.3	6.3	100.0
Total	285	100.0	100.0	

**Please choose the average profits in Ringgit Malaysia (RM) for the last three (3) years.**

Please choose the average profits in Ringgit Malaysia (RM) for the last three (3) years.

From the following table, we can observe that about 42.5% of the respondents expressed that their company's average profit to sales ratio over the last 5 years was 0 – 5%. Following bar chart also shows taller bar corresponding to the same.

Your company's average profit to sales ratio over the last 5 years

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 0%	28	9.8	9.8	9.8
	0% - 5%	121	42.5	42.5	52.3
	6% - 10%	76	26.7	26.7	78.9
	11% - 20%	37	13.0	13.0	91.9
	21% and above	23	8.1	8.1	100.0
	Total	285	100.0	100.0	

Your company's average profit to sales ratio over the last 5 years

Your company's average profit to sales ratio over the last 5 years
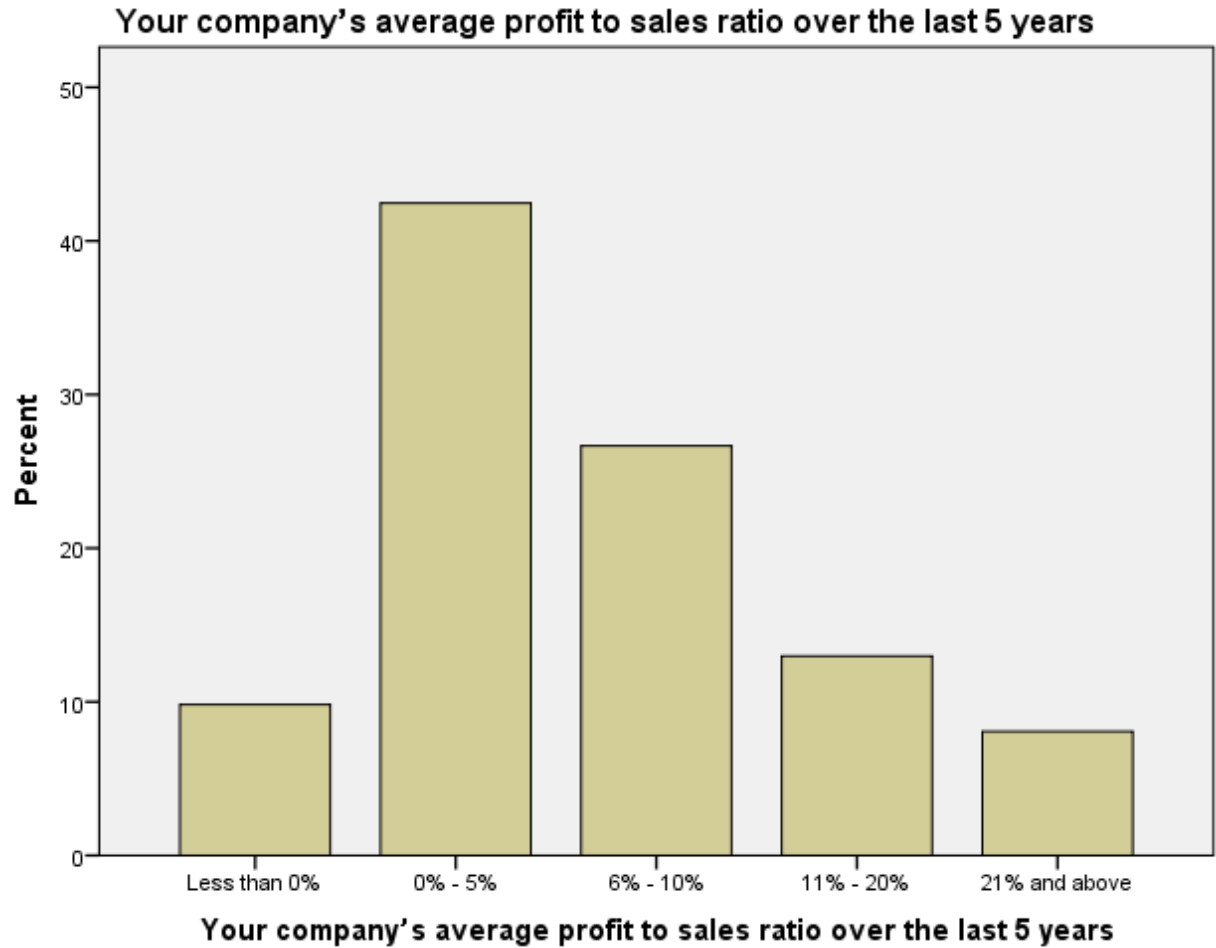
From the following table, we can observe that about 46.0% of the respondents expressed that their organization's average annual return on investment (ROI) over the last 5 years was 0 – 5%. Following bar chart also shows taller bar corresponding to the same.
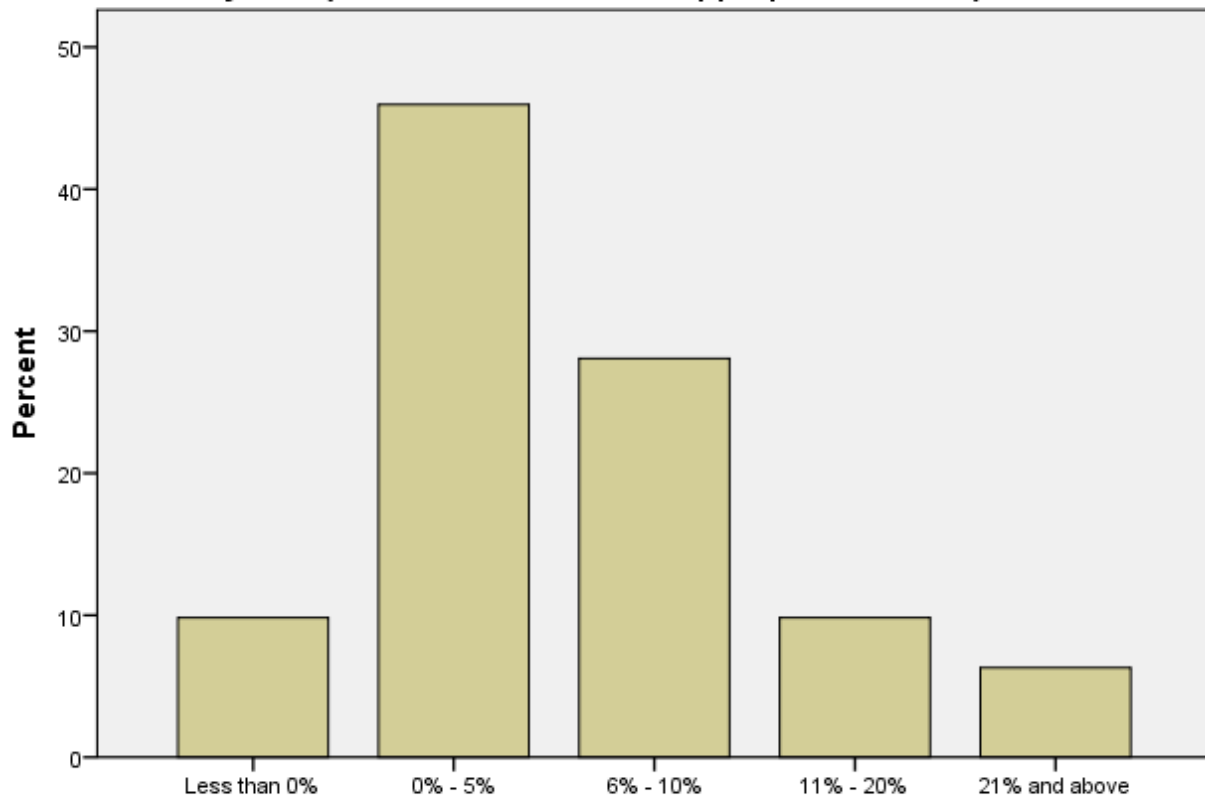
Your organization's average annual return on investment (ROI) over the last 5 years.
(Please select the most appropriate answer)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 0%	28	9.8	9.8	9.8
	0% - 5%	131	46.0	46.0	55.8
	6% - 10%	80	28.1	28.1	83.9

11% - 20%	28	9.8	9.8	93.7
21% and above	18	6.3	6.3	100.0
Total	285	100.0	100.0	

Your organization's average annual return on investment (ROI) over the last 5 years. (Please select the most appropriate answer)

Your organization's average annual return on investment (ROI) over the last 5 years. (Please select the most appropriate answer)
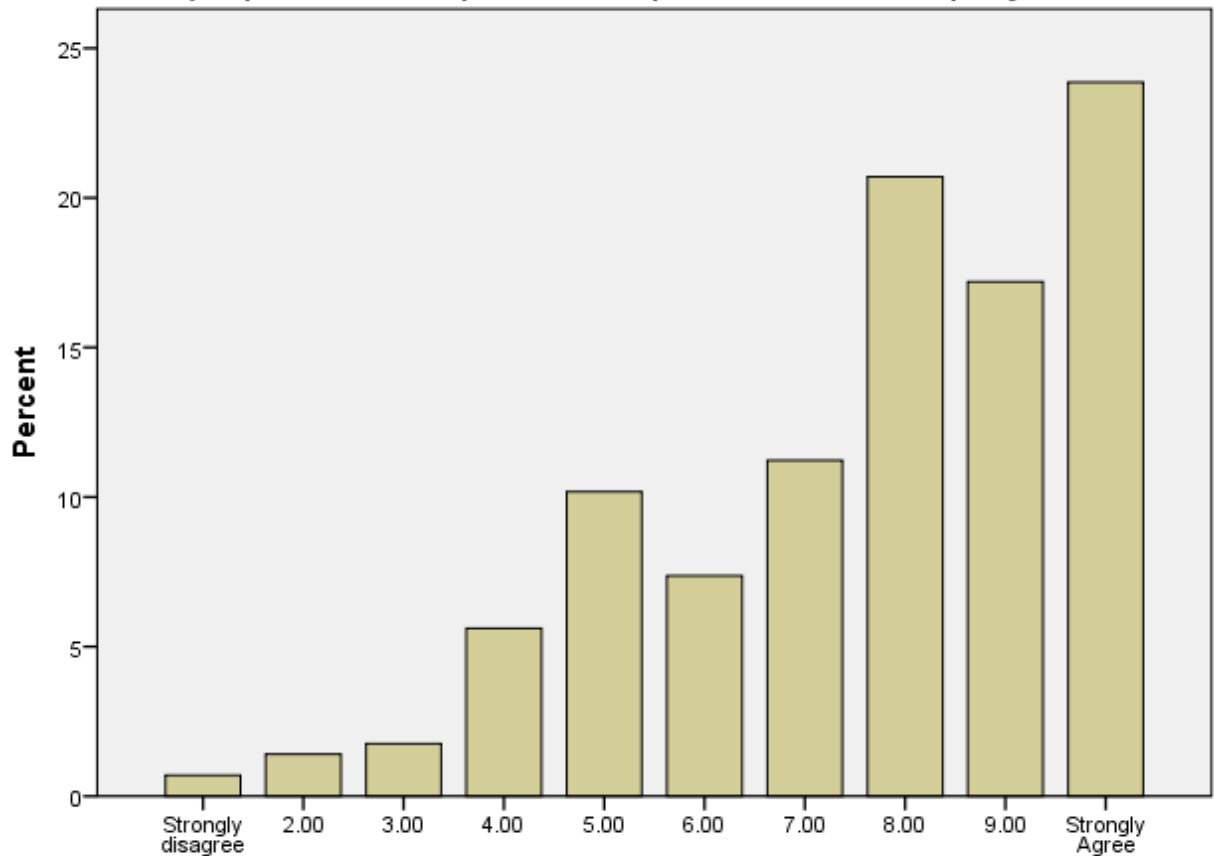
From the following table, we can observe that about 23.9% of the respondents strongly agreed that improve the competitiveness position of this company. Following bar chart also shows taller bar corresponding to the same.

a) Improve the competitiveness position of this company.

	Frequency	Percent	Valid Percent	Cumulative Percent

Valid	Strongly disagree	2	.7	.7	.7
	2.00	4	1.4	1.4	2.1
	3.00	5	1.8	1.8	3.9
	4.00	16	5.6	5.6	9.5
	5.00	29	10.2	10.2	19.6
	6.00	21	7.4	7.4	27.0
	7.00	32	11.2	11.2	38.2
	8.00	59	20.7	20.7	58.9
	9.00	49	17.2	17.2	76.1
	Strongly Agree	68	23.9	23.9	100.0
	Total	285	100.0	100.0	

a) Improve the competitiveness position of this company.

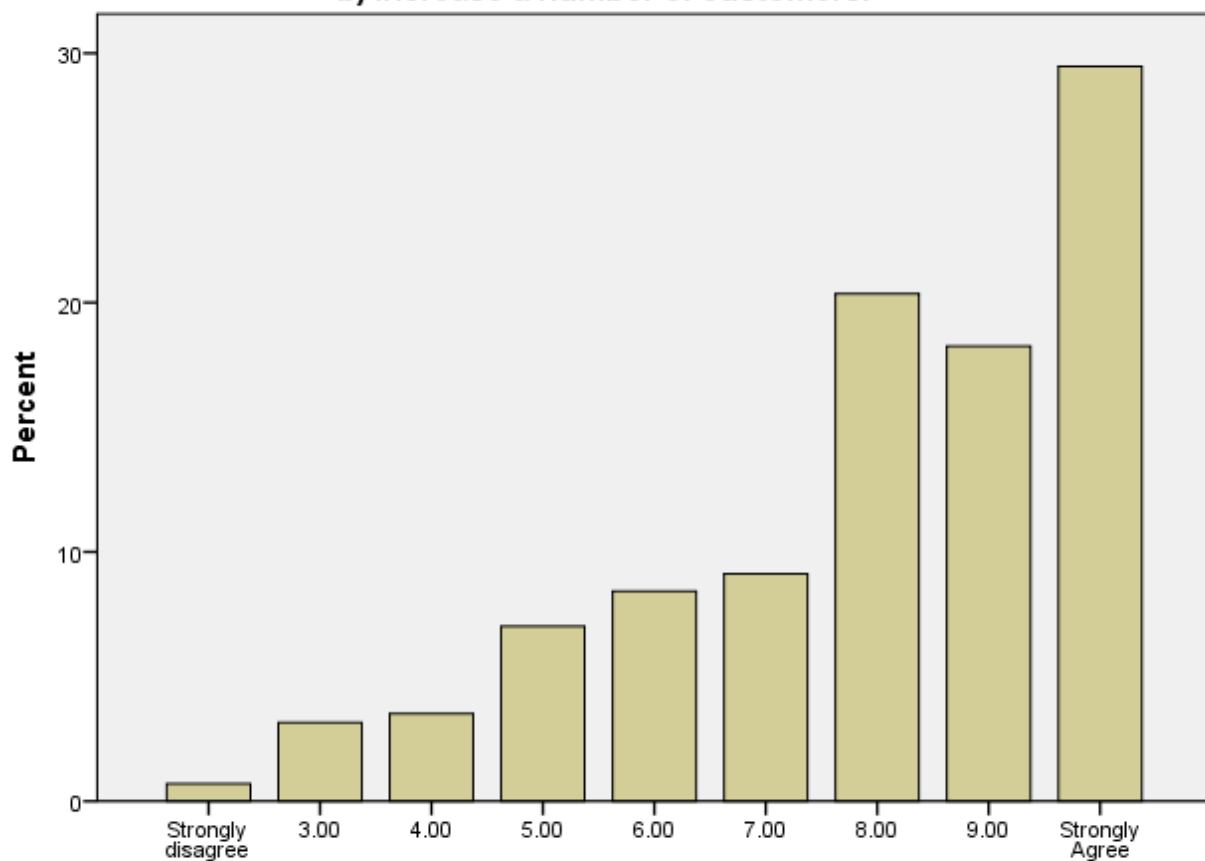a) Improve the competitiveness position of this company.

From the following table, we can observe that about 29.5% of the respondents strongly agreed that increase in number of customers. Following bar chart also shows taller bar corresponding to the same.

b) Increase a number of customers.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	2	.7	.7	.7
	3.00	9	3.2	3.2	3.9
	4.00	10	3.5	3.5	7.4
	5.00	20	7.0	7.0	14.4

|				
6.00	24	8.4	8.4	22.8
7.00	26	9.1	9.1	31.9
8.00	58	20.4	20.4	52.3
9.00	52	18.2	18.2	70.5
Strongly Agree	84	29.5	29.5	100.0
Total	285	100.0	100.0	

b) Increase a number of customers.

From the following table, we can observe that about 32.3% of the respondents strongly agreed that increase in the sales of this company. Following bar chart also shows taller bar corresponding to the same.

c) Increase the sales of this company.

|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	.4	.4	.4
	2.00	3	1.1	1.1	1.4
	3.00	11	3.9	3.9	5.3
	4.00	5	1.8	1.8	7.0
	5.00	23	8.1	8.1	15.1
	6.00	23	8.1	8.1	23.2
	7.00	28	9.8	9.8	33.0
	8.00	55	19.3	19.3	52.3
	9.00	43	15.1	15.1	67.4
	Strongly Agree	93	32.6	32.6	100.0
	Total	285	100.0	100.0	

c) Increase the sales of this company.
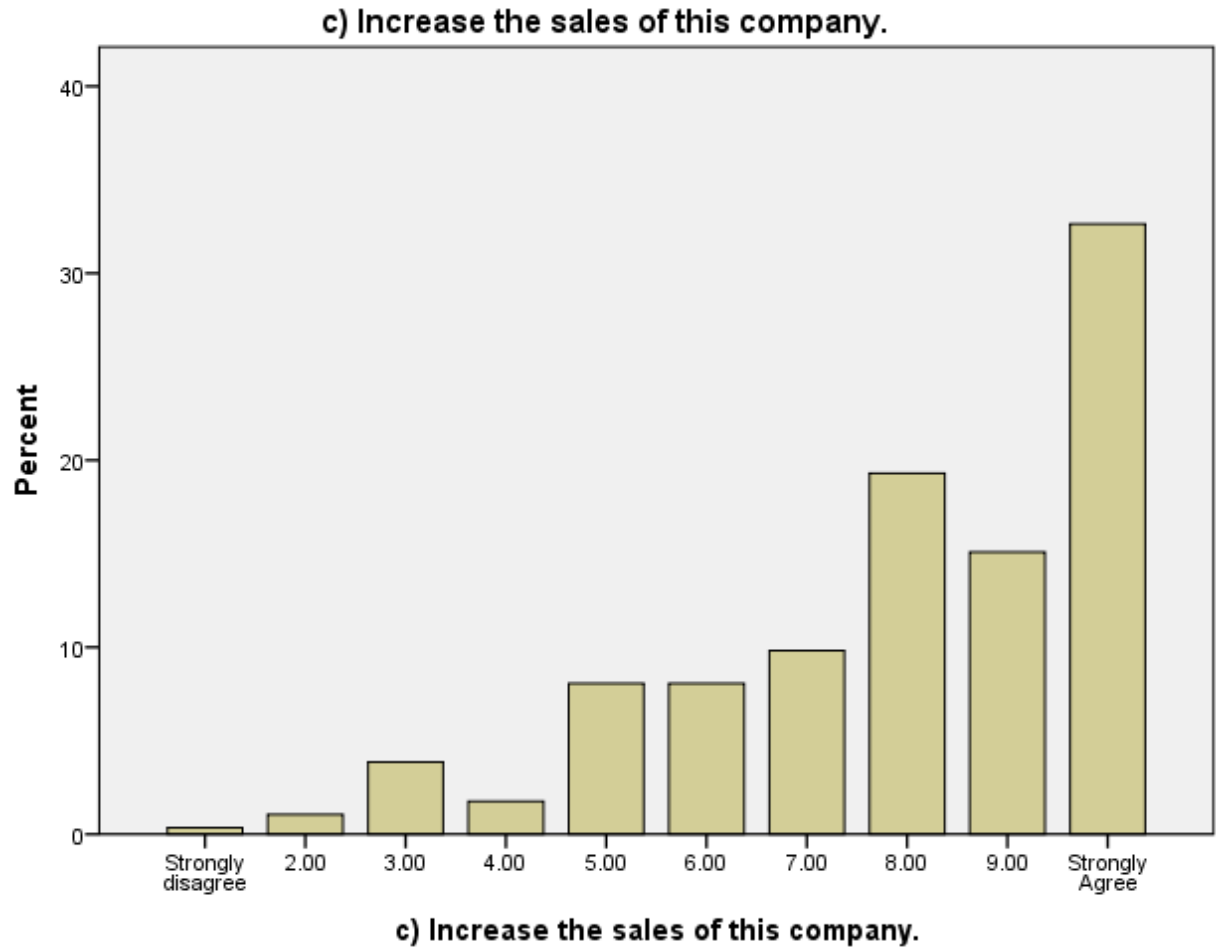
From the following table, we can observe that about 27.4% of the respondents strongly agreed that the increase the market share of this company. Following bar chart also shows taller bar corresponding to the same.

d) Increase the market share of this company.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	3	1.1	1.1	1.1
2.00	4	1.4	1.4	2.5
3.00	5	1.8	1.8	4.2
4.00	10	3.5	3.5	7.7

|				
5.00	23	8.1	8.1	15.8
6.00	21	7.4	7.4	23.2
7.00	28	9.8	9.8	33.0
8.00	55	19.3	19.3	52.3
9.00	58	20.4	20.4	72.6
Strongly Agree	78	27.4	27.4	100.0
Total	285	100.0	100.0	

d) Increase the market share of this company.
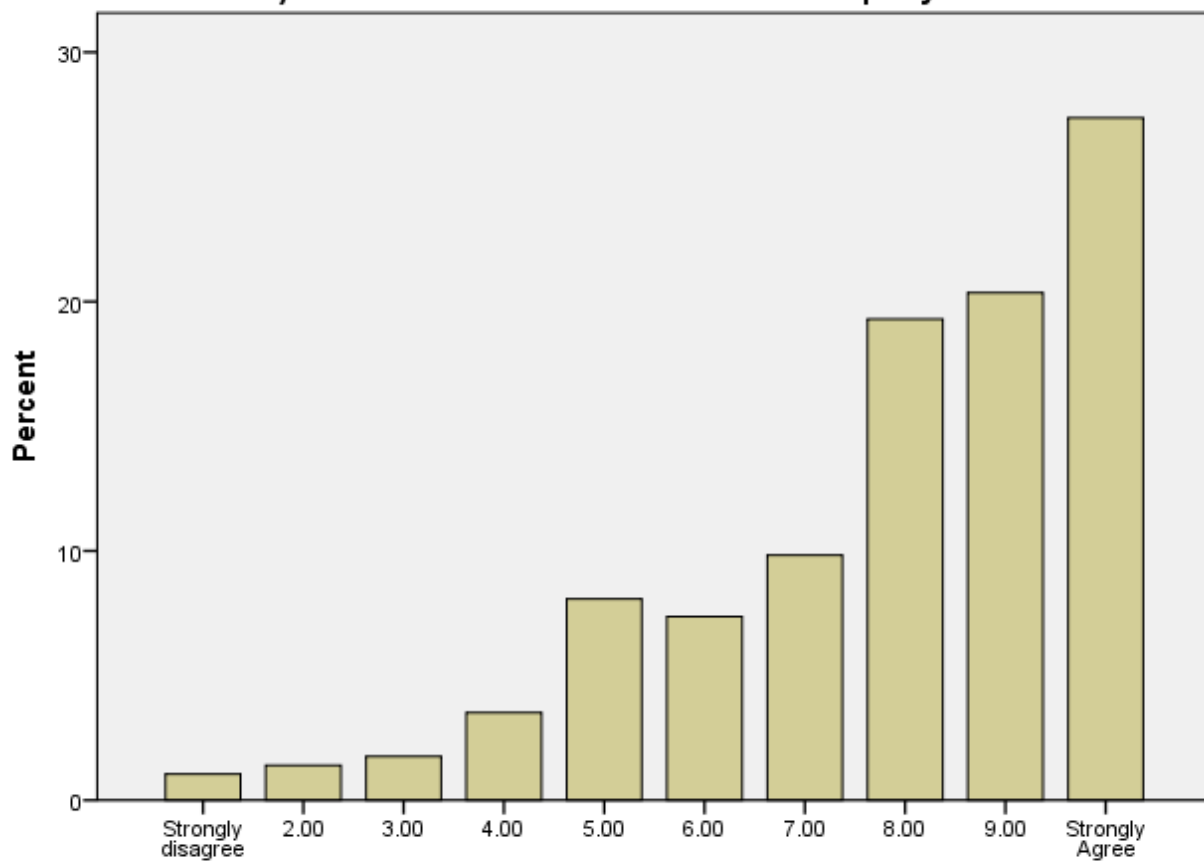
From the following table, we can observe that about 25.6% of the respondents strongly agreed that increase the margin of this company. Following bar chart also shows taller bar corresponding to the same.

e) Increase the margin of this company.

|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	3	1.1	1.1	1.1
	2.00	4	1.4	1.4	2.5
	3.00	10	3.5	3.5	6.0
	4.00	9	3.2	3.2	9.1
	5.00	31	10.9	10.9	20.0
	6.00	22	7.7	7.7	27.7
	7.00	32	11.2	11.2	38.9
	8.00	56	19.6	19.6	58.6
	9.00	45	15.8	15.8	74.4
	Strongly Agree	73	25.6	25.6	100.0
	Total	285	100.0	100.0	
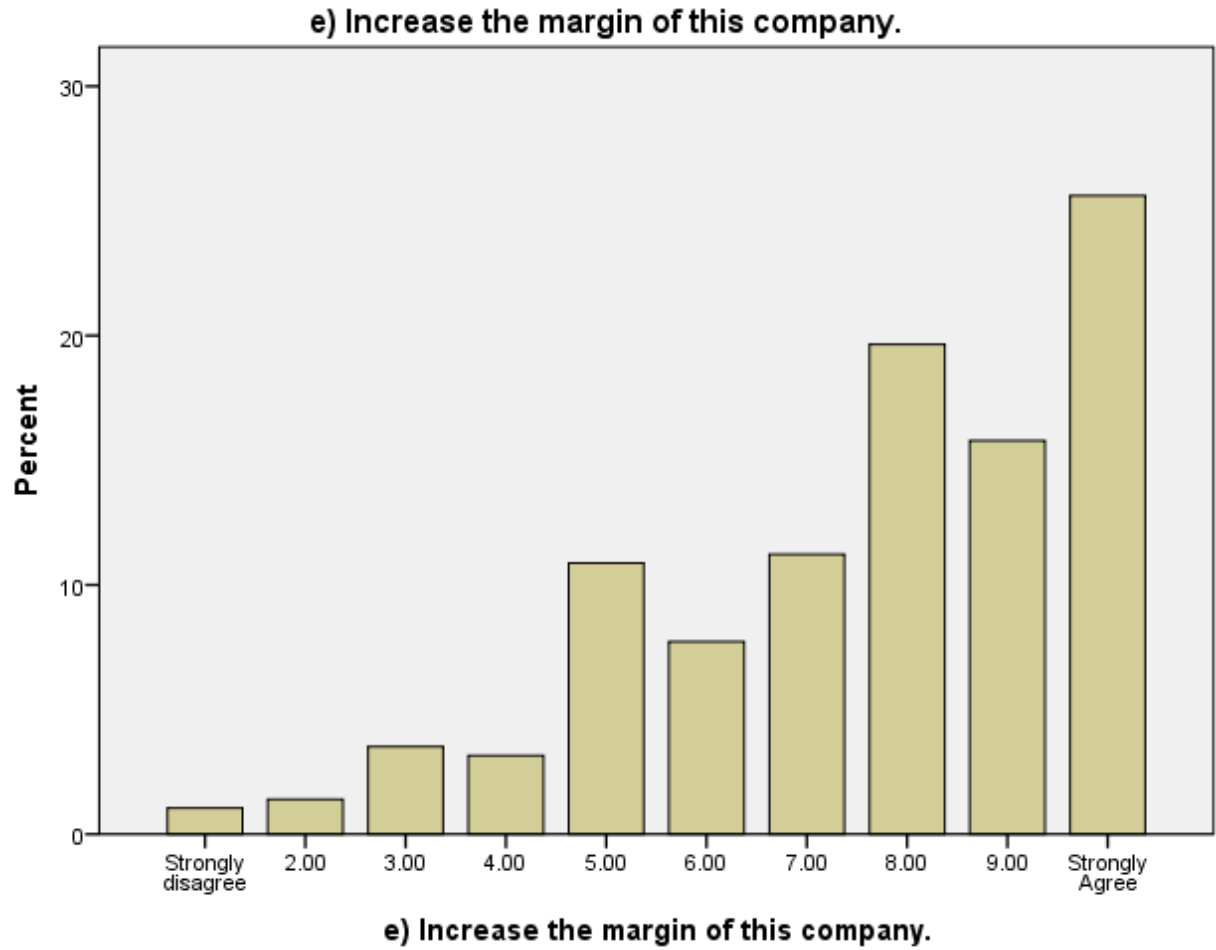
e) Increase the margin of this company.

From the following table, we can observe that about 28.1% of the respondents strongly agreed that increase the profitability of this company. Following bar chart also shows taller bar corresponding to the same.

f) Increase the profitability of this company.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	2	.7	.7	.7
	2.00	4	1.4	1.4	2.1
	3.00	9	3.2	3.2	5.3
	4.00	9	3.2	3.2	8.4

5.00	25	8.8	8.8	17.2
6.00	30	10.5	10.5	27.7
7.00	18	6.3	6.3	34.0
8.00	56	19.6	19.6	53.7
9.00	52	18.2	18.2	71.9
Strongly Agree	80	28.1	28.1	100.0
Total	285	100.0	100.0	
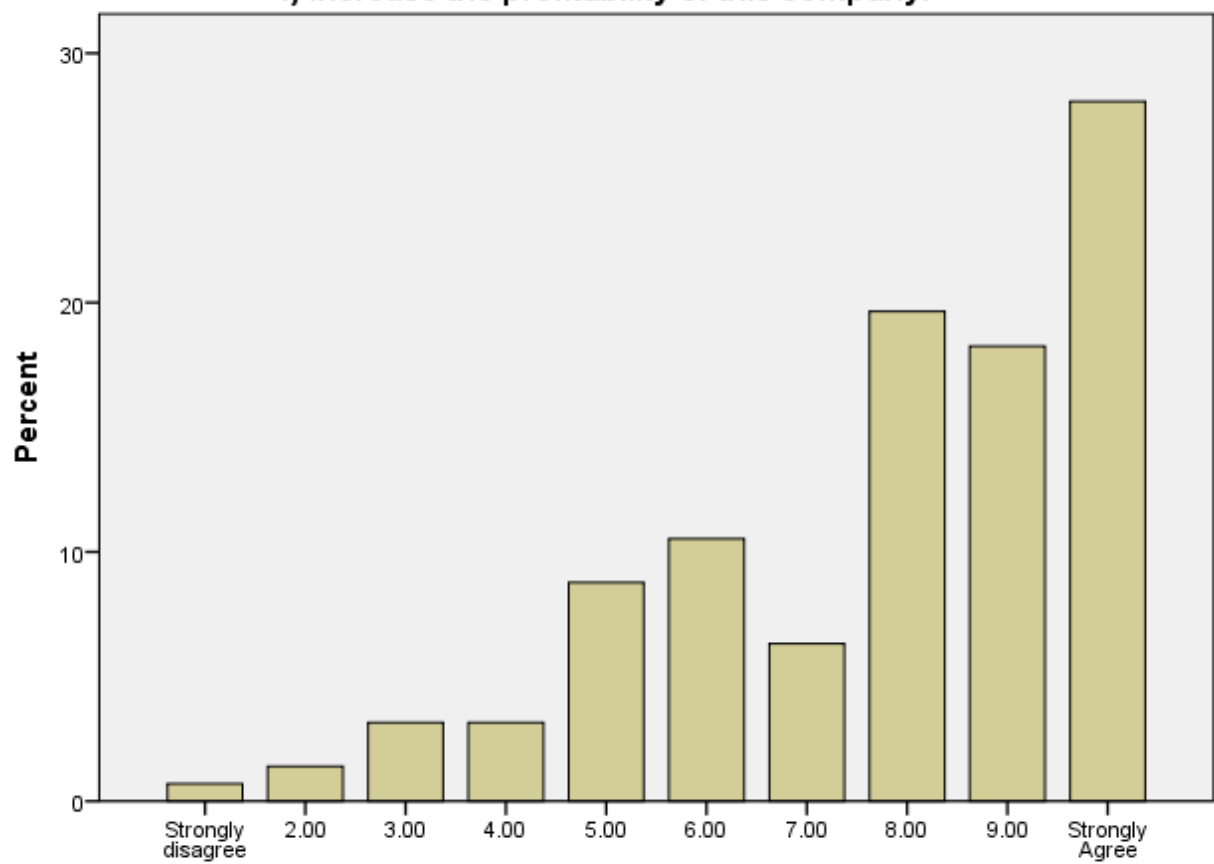
f) Increase the profitability of this company.

Testing of hypothesis

H1: **Company profile** provides a significant relationship on **ICT adoption**

H1.A: Age has strong relationship on **ICT adoption**

In order to test hypothesis 1A, an independent sample t test was applied by using SPSS.

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
									Lower	Upper	
ICT adoption	Equal variances assumed	7.227	.008	.263	283	.793	.06282	.23865	-.40693	.53258
	Equal variances not assumed			.236	96.154	.814	.06282	.26617	-.46552	.59116

The t value corresponding to the difference in ICT adoption between the two age groups was

0.263 and its corresponding p value is 0.793>0.05. Since the p value is more than 0.05, we can

conclude that there was no age had no strong relationship with ICT adoption.

H1.B: **Composition of company equity** has strong relationship on **ICT adoption**

In order to test hypothesis 1B, Analysis of Variance (ANOVA) test was applied by using SPSS.

ANOVA

ICT adoption

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	48.492	2	24.246	8.696	.000
Within Groups	786.224	282	2.788		

Total	834.716	284			

The F value corresponding to the mean difference of ICT adoption between the composition of the company equity was 8.696 and its corresponding p value is 0.000<0.05. Since the p value was less than 0.05, we can conclude that the composition of the company equity had a strong relationship on ICT adoption.

H1.C: **Size of tour operator** has strong relationship on **ICT adoption**

In order to test hypothesis 1C, Analysis of Variance (ANOVA) test was applied by using SPSS.

ANOVA

ICT adoption

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	50.642	3	16.881	6.050	.001
Within Groups	784.074	281	2.790		
Total	834.716	284			

The F value corresponding to the mean difference of ICT adoption between the size of the tour operator was 6.05 and its corresponding p value is 0.001<0.05. Since the p value was less than 0.05, we can conclude that the size of the tour operator had a strong relationship on ICT adoption.

H1.D: **Sales product** has strong relationship on **ICT adoption**

In order to test hypothesis 1D, Analysis of Variance (ANOVA) test was applied by using SPSS.

ANOVA

ICT adoption

	Sum of Squares	df	Mean Square	F	Sig.

Between Groups	40.261	5	8.052	2.828	.016
Within Groups	794.455	279	2.848		
Total	834.716	284			

The F value corresponding to the mean difference of ICT adoption between the sales product was 2.828 and its corresponding p value is 0.016<0.05. Since the p value was less than 0.05, we can conclude that the sales product had a strong relationship on ICT adoption.

H1.E: **Target market** has strong relationship on **ICT adoption**

In order to test hypothesis 1E, Analysis of Variance (ANOVA) test was applied by using SPSS.

ANOVA

ICT adoption

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	30.178	2	15.089	5.289	.006
Within Groups	804.538	282	2.853		
Total	834.716	284			

The F value corresponding to the mean difference of ICT adoption between the target market was 5.289 and its corresponding p value is 0.006<0.05. Since the p value was less than 0.05, we can conclude that the target market had a strong relationship on ICT adoption.

H2: **Company profile** has relationship on business performance.

H2.A: Age has relationship on **business performance**

In order to test hypothesis 2A, Analysis of Variance (ANOVA) test was applied by using SPSS.

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
									Lower	Upper	
Business performance	Equal variances assumed	.901	.343	.542	283	.588	.14862	.27406	-.39083	.68807	
	Equal variances not assumed			.521	105.407	.604	.14862	.28546	-.41738	.71461	

The t value corresponding to the difference in business performance between the two age groups

was 0.542 and its corresponding p value is 0.588>0.05. Since the p value is more than 0.05, we

can conclude that there was no age had no strong relationship with business performance.

H2.B: **Composition of company equity** has relationship on **business performance**

In order to test hypothesis 2B, Analysis of Variance (ANOVA) test was applied by using SPSS.

ANOVA

Business performance

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	81.534	2	40.767	11.270	.000
Within Groups	1020.129	282	3.617		
Total	1101.663	284			

The F value corresponding to the mean difference of business performance between the composition of the company equity was 11.27 and its corresponding p value is 0.000<0.05. Since the p value was less than 0.05, we can conclude that the composition of company equity had relationship on business performance.

H2.C: **Size of tour operator** has strong relationship on **business performance**

In order to test hypothesis 2C, Analysis of Variance (ANOVA) test was applied by using SPSS.

ANOVA

Business performance

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	40.531	3	13.510	3.578	.014
Within Groups	1061.132	281	3.776		
Total	1101.663	284			

The F value corresponding to the mean difference of business performance between the size of tour operator was 3.578 and its corresponding p value is 0.014<0.05. Since the p value was less than 0.05, we can conclude that the size of the tour operator had relationship on business performance.

H2.D: **Sales product** has strong relationship on **business performance**

In order to test hypothesis 2D, Analysis of Variance (ANOVA) test was applied by using SPSS.

ANOVA

Business performance

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	44.135	5	8.827	2.329	.043

	Sum of Squares	df	Mean Square	F	Sig.
Within Groups	1057.528	279	3.790		
Total	1101.663	284			

The F value corresponding to the mean difference of business performance between the sale product was 2.329 and its corresponding p value is 0.043<0.05. Since the p value was less than 0.05, we can conclude that the sales product had relationship on business performance.

H2.E: **Target market** has strong relationship on **business performance**.

In order to test hypothesis 2E, Analysis of Variance (ANOVA) test was applied by using SPSS.

ANOVA

Business performance

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	50.552	2	25.276	6.781	.001
Within Groups	1051.111	282	3.727		
Total	1101.663	284			

The F value corresponding to the mean difference of business performance between the target market was 6.781 and its corresponding p value is 0.001<0.05. Since the p value was less than 0.05, we can conclude that the target market has strong relationship on business performance.

H3: ICT Adoption has relationship on business performance.

H3.A; **Computer Application Skills (CAS)** has strong relationship on business **performance.**

In order to test hypothesis 3A, a regression analysis was applied by using SPSS.

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.010	.371		13.517	.000
Computer Application Skills	.409	.051	.431	8.031	.000

a. Dependent Variable: Business performance

The beta coefficient corresponding to the association between computer applications skills and business performance was 0.431 and its corresponding p value was 0.000<0.05. Since the p value is less than 0.05, we can conclude that the computer application skills had a strong relationship with business performance.

H3.B: **Internet (INT)** has strong relationship on **business performance**.

In order to test hypothesis 3B, a regression analysis was applied by using SPSS.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.847	.336		11.437	.000
Computer Application Skills	.551	.046	.578	11.916	.000

a. Dependent Variable: Internet

The beta coefficient corresponding to the association between internet and business performance was 0.578 and its corresponding p value was 0.000<0.05. Since the p value is less than 0.05, we can conclude that the internet had a strong relationship with business performance.

H3.C: **Ecommerce (ECOM)** has strong relationship on **business performance**.

In order to test hypothesis 3C, a regression analysis was applied by using SPSS.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.693	.363		7.420	.000
	Computer Application Skills	.700	.050	.640	14.016	.000

a. Dependent Variable: E Commerce

The beta coefficient corresponding to the association between E commerce and business

performance was 0.64 and its corresponding p value was 0.000<0.05. Since the p value is less

than 0.05, we can conclude that the E - commerce had a strong relationship with business

performance.

H3.D: **Social Media (SM**) has strong relationship on **business performance**.

In order to test hypothesis 3D, a regression analysis was applied by using SPSS.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.766	.479		3.687	.000
	Computer Application Skills	.433	.066	.364	6.573	.000

a. Dependent Variable: Social Media

The beta coefficient corresponding to the association between social media and business

performance was 0.364 and its corresponding p value was 0.000<0.05. Since the p value is less

than 0.05, we can conclude that the social media had a strong relationship with business performance.

H3.E: **Mobile device (MD)** has strong relationship on **business performance**.

In order to test hypothesis 3E, a regression analysis was applied by using SPSS.

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.531	.377		9.354	.000
Computer Application Skills	.467	.052	.472	9.004	.000

a. Dependent Variable: Mobile device

The beta coefficient corresponding to the association between mobile device and business performance was 0.472 and its corresponding p value was 0.000<0.05. Since the p value is less than 0.05, we can conclude that the mobile device had a strong relationship with business performance.

H4: **High adopter (innovator & early adopter)** moderate the relationship between **ICT adoption** and **business performance**.

In order to test hypothesis 4, a general linear model was applied by using SPSS.

Tests of Between-Subjects Effects

Dependent Variable: Business performance

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	472.615[a]	34	13.900	5.524	.000
Intercept	4009.512	1	4009.512	1593.483	.000
ICTadoption	151.313	8	18.914	7.517	.000
SADOPT	21.861	4	5.465	2.172	.073
ICTadoption * SADOPT	86.218	22	3.919	1.558	.057
Error	629.049	250	2.516		
Total	18723.000	285			
Corrected Total	1101.663	284			

a. R Squared = .429 (Adjusted R Squared = .351)

The f value corresponding to the interaction of high adopter and ICT adoption was 1.558 and its corresponding p value was 0.057>0.05. Since the p value is more than 0.05, we can conclude that High adopter does not moderate the relationship between ICT adoption and business performance.

H5: **Low adopter (early majority, late majority, laggard)** moderate the relationship between **ICT adoption** and **business performance**.

In order to test hypothesis 5, general linear model was applied by using SPSS.

Tests of Between-Subjects Effects

Dependent Variable: Business performance

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	387.127[a]	16	24.195	9.075	.000
Intercept	5001.771	1	5001.771	1876.007	.000
ICTadoption	287.376	8	35.922	13.473	.000
Smedianadopt	1.409	1	1.409	.529	.468
ICTadoption * Smedianadopt	17.694	7	2.528	.948	.470
Error	714.536	268	2.666		
Total	18723.000	285			
Corrected Total	1101.663	284			

a. R Squared = .351 (Adjusted R Squared = .313)

The f value corresponding to the interaction of low adopter and ICT adoption was 0.948 and its corresponding p value was 0.47>0.05. Since the p value is more than 0.05, we can conclude that Low adopter does not moderate the relationship between ICT adoption and business performance.

H5: **Company profile** has significant influence on **ICT adoption**

H5.A: Age has strong significance influence on **ICT adoption**

In order to test hypothesis 5A, an independent sample t test was applied by using SPSS.

Independent Samples Test

	Levene's Test for Equality of Variances	t-test for Equality of Means		

		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
ICT adoption	Equal variances assumed	7.227	.008	.263	283	.793	.06282	.23865	-.40693	.53258
	Equal variances not assumed			.236	96.154	.814	.06282	.26617	-.46552	.59116

The t value corresponding to the difference in ICT adoption between the two age groups was

0.263 and its corresponding p value is 0.793>0.05. Since the p value is more than 0.05, we can

conclude that there was no age had no strong relationship with ICT adoption.

H5.B: **Composition of company equity** has significance influence on **ICT adoption**

In order to test hypothesis 5B, Analysis of variance (ANOVA) was applied by using SPSS.

ANOVA

ICT adoption

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	48.492	2	24.246	8.696	.000
Within Groups	786.224	282	2.788		
Total	834.716	284			

The F value corresponding to the mean difference of ICT adoption between the composition of

the company equity was 8.696 and its corresponding p value is 0.000<0.05. Since the p value

was less than 0.05, we can conclude that the composition of the company equity had a strong

relationship on ICT adoption.

H5.C: **Size of tour operator** has significance influence on **ICT adoption**

In order to test hypothesis 5C, Analysis of variance (ANOVA) was applied by using SPSS.

ANOVA

ICT adoption

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	50.642	3	16.881	6.050	.001
Within Groups	784.074	281	2.790		
Total	834.716	284			

The F value corresponding to the mean difference of ICT adoption between the size of the tour operator was 6.05 and its corresponding p value is 0.001<0.05. Since the p value was less than 0.05, we can conclude that the size of the tour operator had a strong relationship on ICT adoption.

H5.D: **Sales product** has significance influence on **ICT adoption**

In order to test hypothesis 5D, Analysis of variance (ANOVA) was applied by using SPSS.

ANOVA

ICT adoption

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	40.261	5	8.052	2.828	.016
Within Groups	794.455	279	2.848		
Total	834.716	284			

The F value corresponding to the mean difference of ICT adoption between the sales product was 2.828 and its corresponding p value is 0.016<0.05. Since the p value was less than 0.05, we can conclude that the sales product had a strong relationship on ICT adoption.

H5.E: **Target market** has significance influence on **ICT adoption**

In order to test hypothesis 5E, Analysis of variance (ANOVA) was applied by using SPSS.

ANOVA

ICT adoption

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	30.178	2	15.089	5.289	.006
Within Groups	804.538	282	2.853		
Total	834.716	284			

The F value corresponding to the mean difference of ICT adoption between the target market

was 5.289 and its corresponding p value is 0.006<0.05. Since the p value was less than 0.05, we

can conclude that the target market had a strong relationship on ICT adoption.

H6: **Company profile** has significant influence on business performance.

H6.A: Age has significant influence on **business performance**

In order to test hypothesis 6A, an independent sample t test was applied by using SPSS.

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Business performance	Equal variances assumed	.901	.343	.542	283	.588	.14862	.27406	-.39083	.68807
	Equal variances not assumed			.521	105.407	.604	.14862	.28546	-.41738	.71461

The t value corresponding to the difference in business performance between the two age groups was 0.542 and its corresponding p value is 0.588>0.05. Since the p value is more than 0.05, we can conclude that there was no age had no strong relationship with business performance.

H6.B: **Composition of company equity** has significant influence on **business performance**

In order to test hypothesis 6B, Analysis of variance (ANOVA) was applied by using SPSS.

ANOVA

Business performance

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	81.534	2	40.767	11.270	.000
Within Groups	1020.129	282	3.617		
Total	1101.663	284			

The F value corresponding to the mean difference of business performance between the composition of the company equity was 11.27 and its corresponding p value is 0.000<0.05. Since the p value was less than 0.05, we can conclude that the composition of company equity had relationship on business performance.

H6.C: **Size of tour operator** has significant influence on **business performance**

In order to test hypothesis 6C, Analysis of variance (ANOVA) was applied by using SPSS.

ANOVA

Business performance

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	40.531	3	13.510	3.578	.014
Within Groups	1061.132	281	3.776		

Total	1101.663	284			

The F value corresponding to the mean difference of business performance between the size of tour operator was 3.578 and its corresponding p value is 0.014<0.05. Since the p value was less than 0.05, we can conclude that the size of the tour operator had relationship on business performance.

H6.D: **Sales product** has significant influence on **business performance**

In order to test hypothesis 6D, Analysis of variance (ANOVA) was applied by using SPSS.

ANOVA

Business performance

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	44.135	5	8.827	2.329	.043
Within Groups	1057.528	279	3.790		
Total	1101.663	284			

The F value corresponding to the mean difference of business performance between the sale product was 2.329 and its corresponding p value is 0.043<0.05. Since the p value was less than 0.05, we can conclude that the sales product had relationship on business performance.

H6.E: **Target market** has significant influence on **business performance**.

In order to test hypothesis 6 E, Analysis of variance (ANOVA) test was applied by using SPSS.

ANOVA

Business performance

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	50.552	2	25.276	6.781	.001

Within Groups	1051.111	282	3.727		
Total	1101.663	284			

The F value corresponding to the mean difference of business performance between the target market was 6.781 and its corresponding p value is 0.001<0.05. Since the p value was less than 0.05, we can conclude that the target market has strong relationship on business performance.

H7: ICT Adoption has significant influence on **business performance**.

H7.A; **Computer Application Skills (CAS)** has significant influence on **business performance.**

In order to test hypothesis 7A, regression analysis was applied by using SPSS.

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.405	.458		7.442	.000
Business performance	.453	.056	.431	8.031	.000

a. Dependent Variable: Computer Application Skills

The beta coefficient corresponding to the association between computer applications skills and business performance was 0.431 and its corresponding p value was 0.000<0.05. Since the p value is less than 0.05, we can conclude that the computer application skills had a strong relationship with business performance.

H7.B: **Internet (INT)** has significant influence on **business performance**.

In order to test hypothesis 7B, regression analysis was applied by using SPSS.

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.787	.420		9.011	.000
Business performance	.496	.052	.494	9.568	.000

a. Dependent Variable: Internet

The beta coefficient corresponding to the association between internet and business performance

was 0.494 and its corresponding p value was 0.000<0.05. Since the p value is less than 0.05, we

can conclude that the internet had a strong relationship with business performance.

H7.C: **Ecommerce (ECOM)** has significant influence on **business performance**.

In order to test hypothesis 7C, regression analysis was applied by using SPSS.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.456	.457		5.372	.000
Business performance	.650	.056	.565	11.533	.000

a. Dependent Variable: E Commerce

The beta coefficient corresponding to the association between E commerce and business

performance was 0.565 and its corresponding p value was 0.000<0.05. Since the p value is less

than 0.05, we can conclude that the E - commerce had a strong relationship with business

performance.

H7.D: **Social Media (SM)** has significant influence on **business performance**.

In order to test hypothesis 7D, regression analysis was applied by using SPSS.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.076	.594		5.177	.000
	Business performance	.217	.073	.174	2.964	.003

a. Dependent Variable: Social Media

The beta coefficient corresponding to the association between social media and business performance was 0.174 and its corresponding p value was 0.003<0.05. Since the p value is less than 0.05, we can conclude that the social media had a strong relationship with business performance.

H7.E: **Mobile device (MD)** has significant influence on **business performance**.

In order to test hypothesis 7E, regression analysis was applied by using SPSS.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.321	.479		9.022	.000
	Business performance	.314	.059	.301	5.311	.000

a. Dependent Variable: Mobile device

The beta coefficient corresponding to the association between mobile device and business performance was 0.301 and its corresponding p value was 0.000<0.05. Since the p value is less

than 0.05, we can conclude that the mobile device had a strong relationship with business performance.