

ANTECEDENTS OF ELECTRONIC BUSINESS ADOPTION IN THE GHANAIAN HOTEL INDUSTRY

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ABSTRACT

The current study aims at examining the environmental and organizational factors that drive hotels within Ghana to adopt the use of internet in the performance of their business activities. Assuming the position of a positivist, this study adopted a quantitative methodological approach to empirically test an integrative conceptual model developed after a critical review of e-business adoption studies. Using the stratified sampling technique to select participants, structured questionnaires were self-administered to collect data. A sample of 320 senior managers and employees from 179 two-five star hotel companies in Ghana were included in the study. Data analysis was conducted with the use of Statistical Package for Social Sciences (SPSS) and AMOS v 22. The study hypothesis and measurement scales were assessed using the Structural equation modeling (SEM). The study found that, the antecedent factor of customer orientation had the greatest influence on the intensity of e-business adoption, followed by top management emphasis, competitor orientation and the level of organizational learning. This study is the first of its kind to fill in the knowledge, issue, and context gap on the limited empirical works examining factors that act as antecedents for the adoption of e-business with the hotel industry in Ghana.

Keywords: *Antecedents, Electronic business, SEM, Hotel, Ghana*