CUSTOMER ONLINE PURCHASE INTENTION TOWARDS AIRLINE E-TICKETING IN KLANG VALLEY

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BY

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DECLARATION

We hereby declare that:

(1) This undergraduate research project is the end result of our own work and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal.

(2) No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.

(3) Equal contribution has been made by each group member in completing the research project.

(4) The word count of this research report is _____16800 words_____.

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We would like to express their sincere appreciation towards these individuals who have made valuable contributions towards the successful completion of this research.

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Secondly, we would also like to thank all the respondents, who are willing to spend their invaluable time to fill up the questionnaire. During the process of this study, they provided valuable feedbacks about the questionnaire. Furthermore, we would like to specially express their gratitude to their parents and family members who provided endless support and encouragement throughout the study.

Lastly, we are thankful to all the group members, who have spent a lot of effort, time, and innovative ideas to complete this study. The contributions of each member are recognized and appreciated.

DEDICATION

This work is dedicated to our dearest supervisor, Ms. Kang Chye Mei, without whose caring support it would not have been possible. She had never failed to help us when we were having problems and had always been giving us advice throughout the whole process of completing this research project.

Next, this work is also dedicated to our fellow friends and lovely lecturers who had helped us in conducting this research.

Lastly, this research project is lovingly dedicated to our respective parents who have been our constant source of inspiration. They have given us the drive and discipline to tackle any task with enthusiasm and determination. Without their love and support this project would not have been made possible.

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LIST OF ABBREVIATIONS

A	Agree
D	Disagree
E-Ticketing	Electronic Ticketing
ISP	Internet Service Provider
IT	Information Technology
N	Neutral
SA	Strongly Agree
SD	Strongly Disagree
SPSS	Statistical Package for the Social Science
TAM	Technology Acceptance Model
GVU	Graphics, Visualization and Usability Center

LIST OF APPENDICES

PREFACE

First of all, this study is partial requirement for the academic studies of "Bachelor of International Business (HONS)." In addition, the project targets to cultivate the intellectual interest and critical thinking among the undergraduates besides their regular responsibilities. This prohibits the integration of research capability and application of the theoretical elements into group written, oral and discussion ability.

The study is conducted due to the fact that in Malaysia, there is limited research studies conducted regards airline e-ticketing. Besides, the emerging dominance of airline e-ticketing services in the airline industry further increase the attractiveness of this project.

This study is conducted to investigate the significant relationship of the factors that affect the customer purchase intention of the airline e-ticketing. It specifically addresses changing customer intention as the airline industry attempts to meet those needs. Normatively, this work can assist the airline industry in assessing their progress in meeting customer needs and increasing customer satisfaction.

ABSTRACT

Airline e-ticketing continue to grow in recent years. The purpose of the researchers to conduct this study is to collect the data about the customer's purchase intention toward airline e-ticketing and to determine the key components that influence customer to purchase airline e-ticket. The researchers had identified five factors which will influence the customer's purchase intention towards airline e-ticketing, which are the perceived risk, web security, price perception, perceived usefulness and trust.

There are five hypotheses constructed by researchers in order to conduct this study. The researchers used the Pearson's Correlation to analyze the hypothesis I until hypothesis V. The hypotheses were further analyzing using Multiple Regression Analysis. In this study, 250 sets of usable questionnaire were collected in Klang Valley area and the data collected from the respondents were coded and analyzed using the Statiscal Package for Social Science 20 (SPSS).

The results of internal reliability test (Cronbach's Alpha) show that the measurement scales were stable and consistent in measuring the constructs. The results from the Pearson's Correlation shows that the perceived risk , web security ,price perception ,perceived usefulness and trust have a significant relationship with customer purchase intention towards airline e-ticketing. Besides that, the results from Multiple Regression Analysis show that perceived risk is the most important factor that contributes to customer purchase intention. In the last part of this study, the researchers are also discussing the limitation of the study and some recommendations.

CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

This research aims to examine customer purchase intention towards airline e-ticketing in Malaysia. This first chapter outlines the general elements consisting of research background which briefly related to the review industry as well as problem statement, research objectives, research question, hypotheses and justification of study.

1.1 Research Background

Nowadays, the information technology (IT) industry is rapidly growing and changing. Internet is one of the newest inventions that change a lot of our view on media and communication. Internet has become an important medium for commercial activities (Hoffman and Novak, 1996). Internet is extremely powerful, global data communications system making it the greatest invention of science because of its wide range of benefits and uses in the world today. According to internet usage statistics by Miniwatts Marketing Group, the total number of world internet users by 30th June 2012 is 2, 405, 518, and 376. The growth of percentage from 2000 to 2012 is 566.4%. In Malaysia, since the introduction of the first Internet Service Provider (ISP) JARING back in 1990, and later TMNET in 1996, the growth of Internet usage in Malaysia has been steadily growing (Chua, 2006). According to the Malaysia Internet Usage and Telecommunication report, it is 16,902,600 Internet users in 2010, which is 64.6% of the population.

Besides that, IT has created many opportunities for the e-marketers. Marketing through the internet is one such unconventional form of marketing which many

companies have adapted to. This is because e-marketing has allowed company to conduct business more efficiently and economically (Mansour Samadhi et al., 2009). At the same time, it is also enabled Malaysian consumers to connect and interact with marketers. For instance, consumers can purchase products or services and search for any information through the internet.

The concept of transacting business electronically has revolutionized marketing strategy by companies and business ventures (Nikhashem, Farzana, Ahsanul, and Ali, 2011). E-ticketing is a new way of purchasing ticket. E-tickets have replaced traditional paper ticket in the majority of airline industry and have been growing in popularity where it is save time in making reservations. E-tickets have included airline tickets, concert and theaters e-ticketing, movie e-ticketing and public transportation e-ticketing.

According to Comscore, the report found that in the past years, low-cost airline websites have experienced strong growth in visitation as consumers continue to search for the best travel deals online. The concept of e-ticketing was first initiated by AirAsia in 2001 and subsequently followed by Malaysia Airlines in 2005. Airline companies' offer services through electronic infrastructures, it aims to target more customers, expand revenue, and creating reliable database of customers for future customer relationship management plans (Dehbashi and Nahavandi, 2007).

1.2 Problem Statement

There are several past related studies of the airlines industry regarding the airline industry in Malaysia. However, there are still limited studies of customer purchase intention of airline e-ticketing, and a through framework can only be developed with more resources in terms of journal database and time. Additionally, researches on the airlines industry that have been conducted by researchers in foreign countries might

not be applicable for Malaysia due to the different culture and norms. Furthermore, critical understanding of customer behavior in cyberspace towards airline e-ticketing cannot be achieved without a good appreciation of the factors.

Understanding the mechanisms of e-ticketing and the behavior of the online consumer is a priority issue for practitioners competing in the rapid expanding virtual marketplace as they will increase the sales. The interaction between the marketers and online consumers is very important. Hence, the marketers will know the demand in the market in order to improve the services and so forth.

Therefore, this research study is attempting to analyze the following components which are perceived risk, web security, price perception, perceived usefulness and trust of customers. These are the purchase intention of customer towards airlines e-ticketing.

1.3 Research Objectives

The purpose of this research is to study on the customer purchase intention towards airlines e-ticketing in Malaysia:

1.3.1 General Research Objective:

The primary objective of this research is to gain an in-depth understanding of online customers behavior by examine the key components that affects their intention to purchase airline e-ticket.

1) To determine the key components that influence customer to purchase airline e-ticket.

2) To investigate the relationship of the key components that influence customer to purchase airline e-ticket.

1.3.2 Specific Research Objective:

As described in general objective, the specific objective is:

1) To examine the impact of perceived risk on customer purchase intention towards airline e-ticket.

2) To examine the impact of web security on customer purchase intention towards airline e-ticket.

3) To examine the impact of price perception on customer purchase intention towards airline e-ticket.

4) To examine the impact of perceived usefulness on customer purchase intention towards airline e-ticket.

5) To examine the impact of trust on customer purchase intention towards airline e-ticket.

1.4 Research Questions

There are several research questions will be answered.

a) What are the relationships among the key components of perceived risk, web security, price perception, perceived usefulness and trust on customer purchase intention towards airline e-ticketing?

b) Which key components influence the most towards customer intention to purchase airline e-ticket?

1.5 Hypotheses of Study

H_0: There is no significance relationship between perceived risk and customer purchase intention towards airline e-ticketing.
H_1: There is significance relationship between perceived risk and customer purchase intention towards airline e-ticketing.

H_0: There is no significance relationship between web security and customer purchase intention towards airline e-ticketing.
H_2: There is significance relationship between web security and customer purchase intention towards airline e-ticketing.

H_0: There is no significance relationship between price perception and customer purchase intention towards airline e-ticketing.
H_3: There is significance relationship between price perception and customer purchase intention towards airline e-ticketing.

H_0: There is no significance relationship between perceived usefulness and customer purchase intention towards airline e-ticketing.
H_4: There is significance relationship between perceived usefulness and customer purchase intention towards airline e-ticketing.

H_0: There is no significance relationship between trust and customer purchase intention towards airline e-ticketing.
H_5: There is significance relationship between trust and customer purchase intention towards airline e-ticketing.

1.6 Significance of the Study

The purpose of this study is to provide better understanding about the customer purchase intention towards airline e-ticketing in Klang Valley. The results of this study are beneficial to provide useful data to all the airline companies in Malaysia and insights about the past experiences of customer who purchase airline e-ticket.

More efficient marketing strategies will become available for those who intended to penetrate into the market. For instance, company such as Malindo Airways will start operations in May 2013. Therefore, companies are able to meet their customers' needs and wants. Hence, it helps to improve their services and increase customer satisfaction.

Besides that, this study enables the researchers to gain knowledge in the particular field. Due to the e-ticketing market getting more competitive, those companies have to be aware to grab the opportunity in the market. Moreover, this study can generate the key components that will give the impact to the consumers so that the airline companies can focus on the accurate field and target more efficiently. Thus, the companies can develop long term relationship with customers.

Investigated the actual significant of customer purchase intention toward airline e-ticketing is important which is enable the people to understand the dynamic relationship among the dimension of perceived risk, familiarity and confidence, trust, and price perception. In addition, it is also necessary to review the customer purchasing behavior in buying online rather than in traditional way of purchasing.

When the airline companies have better understanding about customer purchase intention, they can improved their overall performances and hence increase the customer satisfaction. Finally, it can increase the company profit.

1.7 Chapter layout

Chapter 1: Introduction

This chapter clearly presents an overview of the research project. It included research background, problem statement, research objective, research question, hypotheses of the study, significance of the study and chapter layout.

Chapter 2: Literature Review

This chapter displays an overview of the literatures to build a theoretical foundation for the research in which relevant to the area of research project. It is consist of the aspect on the customer purchase intention towards airline e-ticketing, the variable consist of perceived risk, web security, price perception, perceived usefulness and trust. The hypotheses are discussed in details at this chapter.

Chapter 3: Methodology

This chapter illustrates an outline of the research methodology by describes the research project that carried out in term of research design, data collection methods, sampling design, research instrument, constructs measurement, data processing and data analysis.

Chapter 4: Data Analysis

This chapter consists of the empirical information that gathered from questionnaires which is related to the research question and hypotheses. Statistical Package of the Social Science (SPSS) was used in the data analysis among the statistical analysis tests tested in the research project include test of descriptive analysis, scale measurement and inferential analysis.

Chapter 5: Discussion, conclusion and Implications

This chapter illustrated the summary of the discussion and statistical analysis. It further discusses on the major findings of the research and the implication of the study. Besides that, the subsequent parts of this chapter included the recommendations for future research.

1.8 Conclusion

Chapter one provides an outline about the foundation of the research study. The background of the research, problem statement, research objectives, research questions, hypotheses of study, significance of study and summary of each chapter were illustrated. Chapter two will further elaborate a review of the related literature which is relevant to the topic of this research project.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

In this chapter, the first section will be the comprehensive review of secondary data on our research topic. Through reviewing the relevant journals and articles, it provides us a foundation to develop a good conceptual and theoretical framework for the research. It also allows the research to proceed with further investigation and hypotheses testing in order to reach our research objectives.

2.1 Review of the Literature

Several studies have been conducted in order to find out the customer online purchase behavior.

2.1.1 Customer Online Purchase Intention

In the context of e-commerce, online buying intentions are customers' intentions to make a purchase via the online retailer (Jarvenpaa et al., 1999). Despite selling through the traditional medium, these online retailers are selling through a virtual medium, the internet. According to Ajzen (1991), intention is assumed to identify motivational factors that affect a person behavior. In addition, the motivational factors are come from social and personal motive. It included the internal and external influence for a person. It shows that motivational factors will have significant impact on the willingness of a person to make online purchase decision.

Besides that, online purchase intention is the degree to which an individual has tendency to purchase a product or service at the Website (Heijden, Verhagen and Creemers, 2001). An individual is willing to purchase product or service through online transaction if he or she perceives benefits from online purchase. The process of information retrieval, information transfer, and product purchase are the activities taken place in an online transaction (Pavlou, 2003). The information retrieval and exchange steps are considered as the intentions to use a website; but product purchase is more applicable to an intention to handle a website (Pavlou, 2003).

The development of internet technology allows the Malaysian consumers to make online purchase from online seller and look for product information through internet. (Kwek, Tan and Lau, 2010). When customers have an intention to purchase in the web-shopping environment, it then determines the strength of their intention to carry out the action. The more they wish to make online purchase, the more likely they will do so (Salisbury, Pearson, Pearson and Miller, 2001).

An advertising endorser's popularity, expertise, and attractiveness can attract consumers' eyesight in a short time as well as increase their purchase intention (Chi, Yeh and Huang, 2009). According to Zeithamal (1988), the more purchase willingness will lead to higher purchase intention. In addition, perceived value will affect purchase intention, therefore when the perceived value increase, it tends to increase purchase intention at the same time. Moreover, customer's perception on benefits and value will influence purchase intention. Thus, it is consider a main key to estimate customer purchase behavior in the market.

2.1.2 Airline e-ticketing

An e-ticket is the electronic version of the conventional paper ticket. It is an electronic record kept in the airline's reservations system. According to Goh (2008), airline e-ticketing is an alternative marketing strategy implemented by airline companies to serve their customers via the Internet Infrastructure. With an e-ticket, details of the passengers' journey are stored in an airline database, and are retrieved using a unique lookup code (Sulaiman, Josephine and Mohezar, 2008).

However, airline e-ticketing is still at its growing stage in Malaysia. The concept of e-ticketing was first started by AirAsia in 2001 and subsequently followed by Malaysia Airlines in 2005 (Lau, Choon and Tan, 2011). Somehow, those airline companies still need time to retain customer's confidence towards airline e-ticketing to succeed in the electronic market place.

The main concept of e-ticketing is to enable the development of self-services technologies and electronic travel innovations (Hoosain, Khan, Kira and Farhoomand, 2000). Online air ticket booking is considered a complex task that might take approximately ten minutes on complete a booking. The booking process included repetitive search in flights database and browsing long lists of flight schedule from different airlines to create an optimal outbound and inbound flights (Ivan, 2008).

One of the reasons that bring the success in airline e-ticketing is because of acceptance by the airline's target customers due to the enhanced customer service and improved travel efficiency (Hoosain, Khan, Kira and Farhoomand, 2000). E-ticketing also eliminates the airline's passenger tension of misplacing a ticket. On the other hand, it benefits the airline companies by reducing costs of printing (Sulaiman, Ng, and Mohezar, 2008).

2.1.3 Perceived Risk

According to Barron's Marketing Dictionary, the term perceived risk is defined as negative or unexpected consequences a consumer fears may occur as a result of making the wrong purchase decision. Theory of perceived risk was first put forward in 1960 by Bauer of Harvard University, since then the application of perceived risk turned from psychology to consumer behavior analysis.

Consumers perceive a higher level of risk when purchasing on the Internet compared with traditional retail formats (Lee and Tan, 2003; Tan, 1999). The Internet, just like any type of non-store shopping, makes it difficult to examine physical goods; consumers must rely upon somewhat limited information and pictures shown on the computer screen (Jarvenpaa and Tractinsky, 1999). Perceived risk is an important hurdle for those who want to have online transaction. Perceived risk has been identified as consumers' belief about the potential uncertain negative outcomes for the transaction.

Since the concept of perceived risk appeared in marketing literature, many types of risks have been identified. Specifically, Jacoby and Kaplan (1972) originally identified five types of risk in a pre-Internet context: financial, physical, psychological, performance and social risk. At the same time, Roselius (1971) identified time loss as a sixth dimension of risk. Kim (2008) had found that three types of perceived risks to be particularly important in the online environment which included financial risk, product risk and information risk (security and privacy).

Privacy risk has found to negatively influence consumer intentions because customers perceive an online environment to be risky and thus, they are less likely to purchase online (Hoffman, Novak and Peralta, 1999).

Type of Risk	Definition
Financial	Relates to the loss of money derived from a poor product choice.
Physical	Relates to the safety or health of the purchaser/consumer.
Psychological	Relates to the disappointment derived from a poor product choice.
Performance	Relates to the functional performance of the selected product/service.
Social	Reflects disappointment in the purchaser among his/her peers.
Time	Relates to the amount of time required to purchase a product including time to get it adjusted, repaired or replaced in the case of a bad purchase.
Security	Relates to the misuse of personal information, especially credit card details, as part of completing an online transaction.

2.1.4 Web Security

"The security of consumers information have become significant public policy concerns in US and abroad, these concern are receiving increased attention by the public" (Gray, 1999). He further reported that consumers have demanding their personal information to be protected and given greater control over the collection and use of such information. Perceived security includes threat that create situation which may cause economic hardship to data such as fraud, disclosure of data, waste and abuse to the internet users (Kalakota and Whinston, 1997 as cited in Goh 2001).

When e-investors perceive that the information provided during the transaction is more secure, they will be more willing to use it (Roca, Garcia and Vega, 2009). The fear of monetary lost and identify thief due to immature website, poor security and news about hackers in the media affect the intention of consumers to shop online (Goh, 2001). The result of Goh's research shown that Malaysia's internet users are concern with online security and only will purchase air ticket online when they have confidence toward the online facility provided by the airlines company.

Web security can be defined as the extent to which one believes that the web is secure for transmitting sensitive information such as credit card or social security number. Consumers will only shop on the World Wide Web only if their sensitive information is safe (Salisbury, Pearson.R, Pearson.A and Miller, 2001). As stated in Flavian and Guinaliu (2006), security also associate with the technical promises that make sure the legal requirements and good practices with regard to privacy will be effectively met. They clarify that companies should handle the issue of security and privacy jointly. Finding also show there is a positive relationship between perceived security and website loyalty.

Airline's website is one of the contact points between customers and the airline. Hence, the quality of the site influences the customers' perceptions and one of the factors that affect website's quality is website's security (Powell, 2009). Besides that, research by Sulaiman, Ng and Mohezar (2008) shows that security and privacy concerns was found to be the largest barriers of online ticketing in Malaysia.

2.1.5 Price Perception

Price plays a critical role in services because variable and demand-based pricing are often experienced in service industries (e.g., hotel, airline). It shows that performances cannot be readily inventoried (Voss, Parasuraman, and Grewal's, 1998). Customers' price perception can have impact on customer satisfaction and retention. Nowadays, online travel industry is thriving and maturing. Therefore, many airline agencies have changed the marketing strategy in which to low cost airline pricing strategies. Airline website offer lower fares of ticket and special deals (Harcar and Yucelt, 2012). Thus, it can attract more customers to purchase airline e-ticket.

A lot of information can be found by consumers about products, price and stores through the internet. This leads to the increasing consumers' awareness toward the

product that turn consumer to be more price sensitive (Dhruv, Krishnan, Julie and Norm, 1999). Inconsistent of information on price tends to motivate price sensitive consumers to visit several agencies before they feel satisfied with the price offered.

Moreover, price information that available online makes it more convenient for consumers. This has encouraged customers to purchase online (Connie, 2009). Price evaluations are important inputs to consumer decisions such as what, when, where, and how much to buy (Alba et al. 1994; Gupta 1988). One major approach to understanding how consumers arrive at such price evaluations involves the concept of a reference price (Blattberg, Briesch, and Fox 1995; Kalyanaram and Winer 1995).

Price judgments are believed to be based on a comparison of market prices to an internal reference price. This internal reference price serves as a norm and also a neutral point for comparison. Prices below the internal reference price are evaluated as low (relatively cheap) and prices above this reference point are evaluated as high (relatively expensive) (Janiszewski and Lichtenstein, 1999). Helson's Adaptation-level theory was often relied on to support the concept of internal reference price. In this Adaptation-level theory the internal reference price then presents the adaptation level which depends on past and present price experiences (Janiszewski and Lichtenstein, 1999).

2.1.6 Perceived Usefulness

The factor that leads to consumer purchase online air ticket is the perceived usefulness. Perceived usefulness as the using a specific application system will increase one's job performance (Davis et al., 1989). People who purchase online is perceived benefit than those purchase products or services through traditional way. One of the reasons is that purchase through internet is considered convenience and ease of use. Technology Acceptance Model (TAM) indicates the perceived usefulness

and ease of use that will affect the consumer intention to using internet (Davis et.al., 1989).

Park and Gretzel (2006) indicated that usefulness, ease of use and reliability are the main keys for determinants of travel meta-search engine adoption. It shows that the consumers who perceive usefulness for travel search engine, he or she will adopt and purchase through the company website. In today's network technologies, consumer can be easier to connect to global networks. Consumers obtain benefits from global market and larger product catalogs from a wider and varied range of sellers (Butler and Peppard, 1998).

The Internet provides two-way communication and also provides speed and quantity of information to users. Customers will develop more confidence in online purchasing due to the improvements of product varieties and complementary service. (Lee, 2009). Besides, the users perceived usefulness toward online purchase intention included save time, cool, fun or enjoyable, excitement, entertainment, companionship, free or flexibility, informative or resourceful, convenience and comparative shopping (Leelayouthayotin, 2004).

2.1.7 Trust

Trust can be defined in many different ways; it is because different people have different perception and different point of views. However, trust is an important factor to facilitate online transactions. In general definition, trust between two parties is the willingness of one of the parties, the trustor, to be vulnerable to the actions of the other party, the trustee (Ristig, 2008).

It is necessary to understand the meaning of trust before proceed to this study. To succeed in growing a business, a company must earn and maintain customer trust in

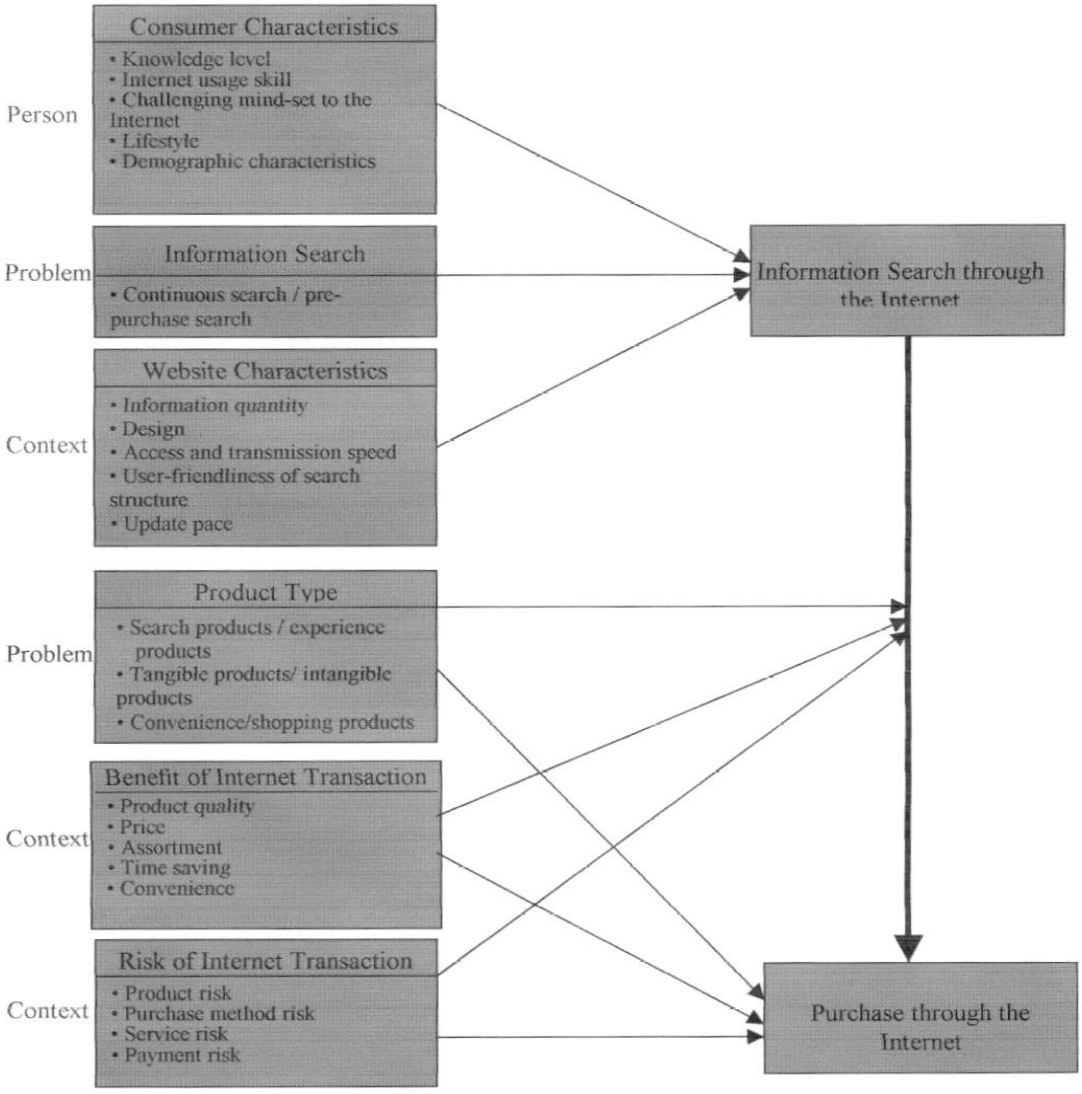
order to build up a good relationship. Thus, the electronic trust could be one of the most important factors for airline industries to succeed in the internet environment to retain loyal customers (Samane, Fahime, Mehdi, Tayebe and Maryam, 2012).

Trust is central to interpersonal and commercial relationships because it is crucial wherever risk, uncertainty, or interdependence exist (Mcknight and Chervany, 2002). Individual firms that can maximize constituents' trust in one another which enable to gain a competitive advantage compare with those who make less effective use of trusting relationships (Hill and O'hara, 2006). Trust can enhance the relationship from short term to long term and beneficial between customers and companies.

Moreover, customers will confident in doing online transaction if they able to get the reliance information from the particular website especially for airline information. A positive experience contributes to a feeling of trust and hence to the perception that the site is reliable and dependable (Thakur and Summey, 2007). In addition, security enables e-Business by establishing one of the foundations for trust where customers can trust that their personal information is being protected and keep in confidential (Thakur and Summey, 2005-6).

2.2 Review of Relevant Theoretical Framework

Figure 2.1: Theoretical Models of Influencing factors of consumer information search and buying behavior through the internet.



Source: Moon, B-J. (2004). 'Consumer adoption of the internet as an information search and product purchase channel: some research hypotheses', *Int. J. Internet Marketing and Advertising*, Vol. 1, No. 1, pp.104–118.

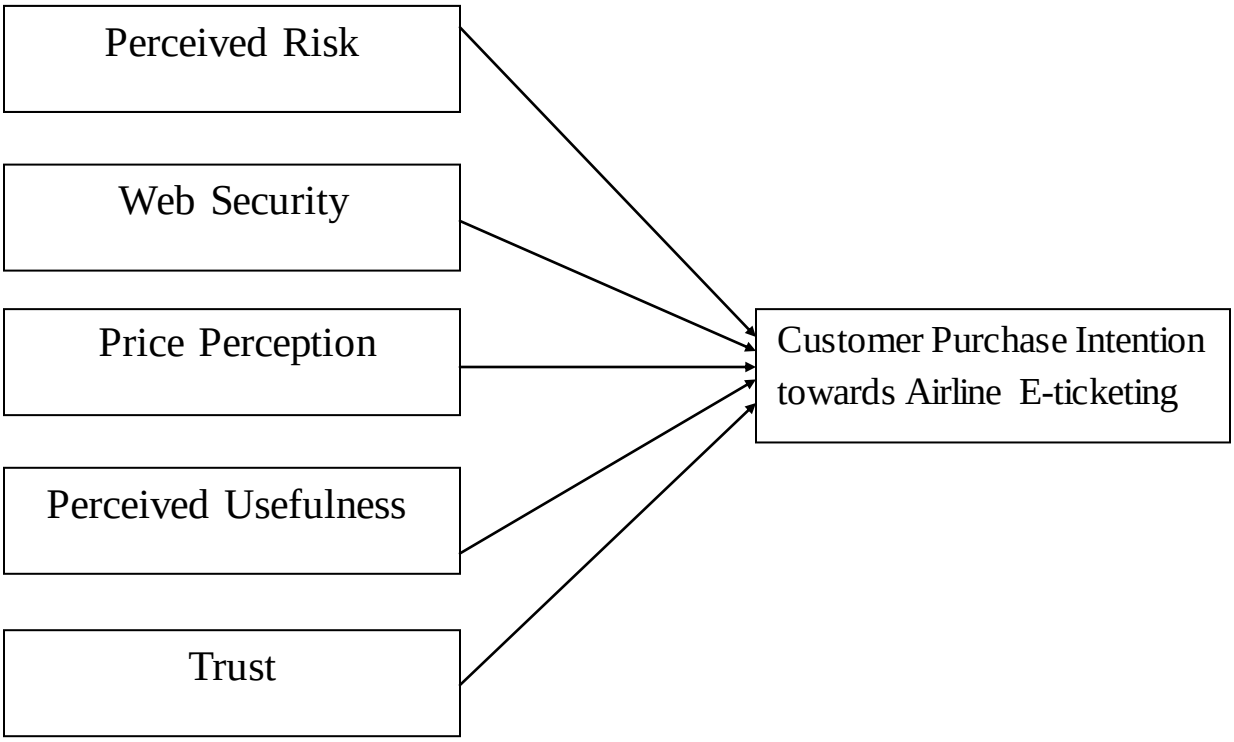
The model of Influencing factors of consumer information search and buying behavior through the internet was developed by Moon, B-J. (2004). This model was developed because the author wants to extract the factors that primarily influence consumer information search and product purchase through the internet. In addition, information search and product purchase are important elements in which to examine the factors that influence consumer choice between the internet and traditional marketing channels.

There have three categories involved in the influencing factors of consumer information search through the internet. It included consumer characteristics, information search objectives, and website characteristics. In consumer characteristics, it involved five factors, which are knowledge level, internet usage skill, challenging mind-set to the internet, lifestyle and demographic characteristic. Besides that, for information search objectives, it included continuous search or pre-purchase search. The website characteristics were included five factors, which are information quantity, design, access and transmission speed, user-friendliness of search structure, and update pace.

The influencing factors of purchase through the internet involved three categories. It included product type, benefits of internet transactions, and risks of internet transactions. In product type, it involved three factors, which are search products or experience products, tangible products or intangible products, and convenience or shopping products. Furthermore, for benefits of internet transactions, it involved five factors, which are product quality, price, assortment, time saving, and convenience. The risks of internet transactions were included four factors, which are product risk, purchase method risk, service risk, and payment risk.

2.3 Conceptual Framework

Figure 2.2: Proposed Model of Customer Purchase Intention towards Airlines E-ticketing



Source: Developed for the research

This proposed research model for the consumer perception towards airlines e-ticketing was shown in Figure 2.2. This model illustrated the proposed conceptual framework that provided by review of theoretical model based on the research works of Moon (2004). It would serve as the basis of our research project. There are one dependent variable and five independent variables towards airlines e-ticketing.

2.4 Hypotheses Development

In this study, perceived risk is the uncertainties regarding possible negative consequences of using e-ticketing. These uncertainties consist of risk of e-payment, website malfunctions, privacy and policy. O'Cass (2002) stated that the risk discussed in online purchasing often refers to financial risk which may lead to financial loss. The results of the Graphics, Visualization and Usability Center [GVU] survey showed that consumers are unwilling to make a purchase in the Internet market because of a perceived high risk about the quality of the product, new payment methods, delivery options, and information content.

According to O' Cass and Fenech, perception of risk is s served as an essential aspect of consumer behavioral intention due to the potential perceived impairment and anxiety which will negatively influence an individual's intention. Perceived risk is acting as an antecedent of behavioral control which influencing the intention to purchase online indirectly (Pavlou, 2002). Furthermore, perceived risk is very influential in the point of explaining consumers' behavior because consumers are more often motivated to avoid mistakes than to maximize utility in purchasing (Mitchell, 1999). Thus, it is hypothesized that:

H_1: There is significance relationship between perceived risk and customer purchase intention towards airline e-ticketing.

According to Adeline, Ali and Hishamuddin (2006), there is positive correlation between consumer online shopping intention and the disclosure of personal information, perception on level of security of credit card payment and perception on the adequacy of consumer protection law and regulations.

Another study by Rehman, Ashfaq and Ansari (2011) concluded that security and privacy are major causes that hesitate customer to purchases online. The study further clarify that the consumers are insecure toward online transaction and cyber hacking. In addition, one of the main concerns of online dealing is the level of security of transaction (Zellweger, 1997).

H_2: There is significance relationship between web security and customer purchase intention towards airline e-ticketing.

In 2000, Yesawich, Pepperdine and Brown indicated that 60% of leisure travelers are always looking for the lowest price offer. Nikhashem, Yasmin, Haque and Khatibi (2011) found out that pricing has a significant positive influence on the consumer perception towards airline e-ticketing.

Normally, the choice of airline e-ticketing is linked with purchasing a new end user such as consumers would consider the cheaper price with same function of the e-ticketing. There are certain consumers would like to purchase airline e-ticketing due to the promotion price as well. Customers perceive that they get a more favorable price online than offline (Shankar et al., 2002).

Customers tend to use price as their primary factor in purchase the products or services. It involved in the search engines, and follow up by buying on price (Shankar et al., 2001). It shows that price is an important factor that causes consumers to buy the products or services.

H_3: There is significance relationship between price perception and customer purchase intention towards airline e-ticketing.

In the Malaysian context, it should be noted that researches on technology use have revealed that the ease of use and usefulness are important predictors on the decision to not only adopt a technology but also to continue to use that technology (Ignatius and Ramayah, 2005). In a simplified manner, usefulness can be said as important factor to make online purchase.

Besides that, Vijayasarathy (2004) identifies the usefulness in which consumer believes that online shopping will provided many benefits. It involved useful information, save time, and facilitate comparison shopping. In addition, Vijayasarathy (2004) support that perceived usefulness significantly influences intentions towards online shopping. It means consumers will purchase airline e-ticketing when they perceive usefulness.

H_4: There is significance relationship between perceived usefulness and customer purchase intention towards airline e-ticketing.

Motlaq, Kazemi and Yaghoubi (2011) found out that consumers' trustiness and consumer perception to purchase online ticketing are closely related and have a positive relationship with each other. Motlaq, Kazemi and Yaghoubi (2011) stated that it is important to understand those factors that will influence consumers trust toward online ticketing and services. It is because consumers trust is one of the most effective factors in decision making process for online purchases. The positive relationship of consumers' trust and consumers' perception to purchase online ticketing might cause consumers tend to repurchase airline e-ticketing in the future and will create customers loyalty as well.

According to (Goh, 2001), it showed that customer trust has direct positive impact on the intention to purchase airline e-ticketing. It is requires more positive perceptions toward the airline companies' website in order to enhance consumers trust and intention to adopt airline e-ticketing.

H_5: There is significance relationship between trust and customer purchase intention towards airline e-ticketing.

2.5 Conclusion

This chapter is provided comprehensive view and understanding of the study. The literature review is focus on customer purchase intention towards airline e-ticketing and the factors that influence customer to purchase online air ticket. Besides that, the hypotheses are discussed in details which are the relationship between the dependent variable and each of the independent variable.

CHAPTER 3 : METHODOLOGY

3.0 Introduction

Chapter three is focusing on the detailed methodology used to collect data in order to test the hypotheses in the previous chapter. Research design, data collection methods, sampling design, research instrument, constructs measurement, data processing and methods of data analysis are all included in this chapter.

3.1 Research Design

Research design can be defined as a framework or blueprint for conducting the marketing research project. It specifies the procedures necessary to obtain the information needed to structure or solve marketing research problem (Malhotra and Peterson, 2006). Quantitative research is used in this chapter to quantify the variables which would affect the customers' purchase intention towards airline e-ticketing. Moreover, descriptive research is also used to test the research's hypotheses and analyze the relationship.

3.1.1 Quantitative Research

Quantitative research seeks to quantify the data and applies some form of statistical analysis (Malhotra, 2004). According to Leedy and Ormrod (2001), quantitative research is specific in its surveying and experimentation, as it builds upon existing theories. Creswell (2003) stated that the methodology of a quantitative research maintains the assumption of an empiricist paradigm. Quantitative researchers gather

information from a much larger number of representative individuals than their qualitative counterparts do. Therefore, they spend less time with each individual. The result from quantitative research can be predictive, explanatory, and confirming.

3.1.2 Descriptive Research Design

This research is conducted using descriptive research design, from which we have chosen to use a survey. Descriptive research design is a type of conclusive research that has its major description of something, usually a market characteristic or their functions (Malhotra and Peterson, pg 76). Hence, this design is useful in describing the customers' purchase intention of airline e-ticket.

3.2 Data Collection Methods

Data collection is a term used to describe a process of preparing and collecting data. In this research, both of primary data and secondary data will be used to answer the hypotheses and research question.

3.2.1 Primary Data

According the Business Dictionary.com, primary data is defined as data observed or collected directly from first-hand experience. It is originated by the researcher for the specific purpose of addressing the research problem (Malhotra, 2006). In this research project, the primary data is obtained through survey method. Surveys are the most common method of primary data collection. A structured questionnaire is given to a sample of a population to elicit specific information from respondent. Survey method is able to accommodate large sample sizes at relative low costs and simple to

administer (Hair et al., 2006). The survey of this research project took place in Klang Valley, Malaysia whereby 300 of questionnaires were distributed to respondents from 15 February 2013 to 28 February 2013.

3.2.2 Secondary Data

Secondary data is defined as historical data structures of variables previously collected and assembled for some research problem or opportunity situation other than the current situation (Hair et al., 2006). Secondary data was used in this research to gain insight and understand customers' purchase intention towards airlines e-ticketing. Taking advantages of the internet, we collected data via electronic journal, articles, presentation as well as the general information of companies that ensure availability, interactivity and accessibility for us. Academic journals were acquired through online database include Emerald insight, ProQuest and EBSCOhost which is subscribed by UTAR. Furthermore, the search engines which are frequently accessed are www.google.com and www.yahoo.com. The internet facilities enable us to search more information in this study.

3.3 Sampling Design

3.3.1 Target Population

Target population is the combination of all the elements which share some common set of characteristics and possess the information the researchers seek for. The target population in this study is focusing on the working adults in Klang Valley, Malaysia.

3.3.2 Sampling Frame and Sampling Location

In this study, the respondents were the working adults in Klang Valley, Malaysia. Therefore, a sampling location will not be adopted and no specific places to conduct the survey for this study. Therefore, questionnaires were then randomly distributed to 300 respondents from various locations in Klang Valley, Malaysia.

3.3.3 Sampling Elements

The respondents that will take part in this survey are referred to those working adults who have actual experience in the airline e-ticketing and who are staying in Klang Valley, Malaysia. The sampling elements are only restricted to working adults due to they are considered mature enough and have their own financial income. Thus, they have the ability to respond to the questionnaire accurately.

3.3.4 Sampling Technique

The sampling technique can be categorized into probability and non-probability. The sampling technique used in this study was non-probability sampling technique. Non-probability sampling technique does not use chance selection procedures but instead relies on the personal judgment of the researcher (Malhotra and Peterson, 2009).

Convenience sampling is one of the non-probability sampling methods where subjects are selected because of the easily accessible and the ease of gaining the statistical data to the researcher. Convenient sampling was used to select the target respondents in this study. The researcher can gather data from the respondents nearby. The advantages of the convenience sampling are inexpensive, time saving and the quickness with which data can be collected.

Besides that, judgmental sampling method was being used in this research. Judgmental sampling can be known as purposive sample and is a form of convenience sampling whereby the sample was being selected based on the knowledge of the population, professional judgment and the purpose of study.

Judgmental sampling can be very useful for certain situations when the researcher want a quick sample. Often, the respondents are selected because they are thought to provide useful information on the research topic. The advantages of judgmental sampling are low cost, convenience, and fast.

3.3.5 Sampling Size

A total of 300 questionnaires were randomly distributed among the working adults based on the judgment process. Questionnaires were distributed outside the shopping malls. Respondents were instructed to answer the questions based on their purchase experience which is regarding to airline e-ticketing. Furthermore, a total of 20 pilot test samples were conducted before the formal survey.

3.4 Research Instrument

In this research project, self-administered questionnaire is used in this study for conducting the survey. Self-administered questionnaires are considered cheaper and quicker way to surveying a large number of respondents than face to face interviews.

In addition, self-administered questionnaire does not require setting up interview appointment as once the questionnaires are delivered; the respondents are answering at their convenient. Besides that, it does not require the training of a large number of interviewers. According to Hair, Black, Babin, Anderson, and Tatham (2006), self-administered survey is a data collection technique in which the respondents read and answer the survey questionnaire by his or her own without a trained interviewer.

The questionnaires were developed based on the literature reviewed and examine the customer purchase intention toward airline e-ticketing. Respondents are responsible for understanding all the questions and follow the instruction given to answer the question. Self-administered questionnaires require careful planning of the instruction and question. The clear instructions are important to guide the respondents to answer the question since the respondents are responsible for answer the questionnaire.

3.4.1 Purpose of Using Questionnaire

There are some reasons of using the questionnaires to conduct the survey. According to Hair, Babin, Money and Samouel (2003), the main function of a questionnaire is to capture people's true thoughts and feelings about different issue or object. In addition, the questionnaire is the perfect choice to conduct the survey as there is generally designed for large number of respondents in the quantitative research method. Besides that, the questionnaire is the only instrument the researcher used to collect the primary data for research as it is more convenient. (Zikmund, 2003).

3.4.2 Questionnaire Design

Closed-ended questions are using in the survey questionnaires. Closed-ended questions are providing multiple-choice answer to the respondents that require the respondents to choose the answer based on the given multiple-choice answer. Hence, this can reduce the amount of thinking and effort required by the respondents. In addition, closed-ended questions take less time for researcher and participants in the large scale of survey. Closed-ended questions are economic way of conduct the survey as it can distribute the questionnaire to a large number of respondents in a short period of time.

Furthermore, closed-ended questions are easy to code and analyze. The question format provides interviewer the opportunity to control the way of respondents answer the questions. The method for storing data is electronically, the interviewer can save time to process the data. Besides that, coder bias can be reduced or even removed as the interviewer does not know the identity of the respondents.

On the other hand, the questionnaire is conducted in English as it is international language. English is the best language to communicate with different region in

Malaysia. The beginning of the questionnaire includes the introduction, title of the research, and purpose for conduct the research study. The questionnaires are divided into three major sections which are Section A (General Information), Section B (General Opinion), and Section C (Demographic Information).

In Section A, the questions are about the respondents' online purchasing experience. The respondents are requiring choosing the answer in the given multiple-choice answer.

In Section B, the questions were designed to gain overall purchase intention of the respondents. It included the perceived risk, web security, price perception, perceived usefulness, and trust.

In Section C, the questions are designed to understand and determine the demographic profile of respondents. It is pertaining to personal information, such as respondents' gender, age, ethnic group, marital status, occupation, education level, and monthly income.

3.4.3 Pilot Test

To test the feasibility of the questionnaire, a pilot test was conducted before the actual survey took place. The pilot test is used to ensure the questionnaire no error or mistake. The twenty respondents have been randomly chosen for this pilot test which consumes 2 days to processing. The twenty set of questionnaires are distribute through online. The respondents chosen are requiring to online answering the question. After complete of collected twenty set of questionnaire, the feedback was gathered on the clarity of the information and statement on how the questionnaire can be improved. If there is a problem or errors exist in the questionnaire, it is needed to manipulate immediately. This action is to make sure the questionnaire will be no

mistake or error from grammar mistake, typing error, unsuitable term, and question irrelevant before the final questionnaire is being distributed to a large number of respondents.

The final version of questionnaire is given in the Appendix A. After the questionnaire is collected, reliability test will be conducted by using SPSS version 20. Cronbach's Alpha was used to examine the internal reliability of the pilot test.

3.5 Construct Measurement (Scale and Operational Definitions)

3.5.1 Origin of Construct

The sources of the construct measurement used in this research project are adapted from few journals. The detailed of the sources for each variable will be listings in Table 3.1 below.

Table 3.1: Origins of Construct

Construct	Adopted from
Perceived Risk	Hassan et al. (2006) Chen and Barnes (2007)
Web Security	Goh, L.P (2001)
Price Perception	Monroe, K.B.(1973) Dodds and Monroe (1985) Cooper, Peter (1969) Scitovszky, Tibor (1945)
Perceived Usefulness	Chen and Barnes (2007) Casalo et al.(2007)
Consumer Trustiness	Chen and Barnes (2007) Fogg, B.J. et al. (2002) Kim, D. J. et al. (2008)
Consumers' Purchase Intention Towards Airline E-Ticketing	Kim and Ahn (2007) Chen and Barnes (2007) Hsu, Yen, Chiu and Chang (2006) Vijayasarathy (2004)

Source: Developed for the Research

Table 3.2: Operational definition of Construct

Construct	Sample Item
Perceived Risk	There is a low risk for purchasing online. Purchase Airline E-ticketing will not cause financial risk. The thought of purchase Airline E-ticketing makes me feel comfortable. I think the purchase transaction and payment is safe and worry-free. I want to be sure before I purchase anything to avoid risky purchase.
Web Security	• Airline E-ticketing website offers personal privacy assurance. • Airline website is keeping its promise and obligations. • As compare to other website, Airline E-ticketing website is secure. • Airline E-ticketing website will not disclosure my personal information to third party. • The infrastructure of Airline E-ticketing website is dependable.
Price Perception	• My perception on price influences my buying decision. • I always search for price promotion when I want to purchase Airline E-ticketing. • I always compare the current offer price of Airline E-ticketing with my previous price. • I will increase purchase frequency of Airline E-ticketing at promotion price. • I always compare the price of Airline E-ticketing offered by all the Airline Companies.

Perceived Usefulness	• The content or information on the website is useful for purchasing Airline E-ticketing. • The information on Airline E-ticketing website facilitates decision-making processes. • Airline E-ticketing website is easy and functional for purchasing online. • Airline E-ticketing website is simple to use, even when using it for the first time. • It is easy to find the information I need from Airline E-ticketing website.
Consumer Trustiness	• I often purchase Airline E-ticketing. • I feel that Airline E-ticketing is trustworthy and honest. • I feel that Airline E-ticketing is dependable. • I have confidence to purchase Airline E-ticketing. • The purchasing of Airline E-ticketing meets my expectation.
Consumers' Purchase Intention Towards Airline E-Ticketing	• I plan to purchase Airline E-ticketing in near future. • I intend to purchase Airline e-ticketing in the future. • It is very likely that I will purchase Airline E-ticketing. • Purchase Airline e-ticketing is something I would do. • I am willing to continue to purchase Airline E-ticketing.

Source: Developed for the Research

3.5.2 Scale of Measurement

For Section A, the questionnaire designed using nominal, ordinal and interval scale. Nominal scale is used to identify the Airline E-ticketing purchase pattern of the respondents. However, ordinal scale is used to rate the respondents' perception of convenience towards the online purchase and the intention to purchase Airline E-ticketing in the future. Besides, interval scale is used to identify how long the consumers using the Airline E-ticketing service.

For Section B, the questionnaire involved the general opinion of the respondents. It included five independent variables which are perceived risk, web security, price perception, perceived usefulness, and customer trustiness. In addition, the dependent variable is purchase intention towards Airline E-ticketing. Besides that, Likert scale is used as the scaling techniques to make the questionnaire more complete. The Likert scale range from (1) "Strongly Disagree" to (5) "Strongly Agree". It shows in the table 3.3 below.

Table 3.3: 5 points Likert scale

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

For Section C, the questionnaire is designed using nominal scale and ordinal scale measurement. Nominal scale is used to measure the gender, ethnic group, marital status, education level and categories of occupation. However, ordinal scale is used to measure the age range and income level of respondents.

3.6 Data Processing

A questionnaire data processing involved converting and translating the answers of respondents into a form that can use to generate statistic. Data processing involved checking, editing, coding, transcribing and data cleaning. The main purpose of data processing was improving the quality of results. Hence, data that undergo processing can produce results that have less error.

3.6.1 Questionnaire Checking

The first step of data processing was checking the questionnaire. Upon completing the questionnaire, it was tested among research's group member. It was done so to detect any initial stage's problems. Besides, another checking was carried out before the distribution of 250 sets of questionnaire to the targeted respondents. The main aim of checking was to rectify the errors. Besides, it helps to eliminate spelling errors, instruction misunderstanding and question difficulty.

3.6.2 Data Editing

According to OECD, data editing can be defined as activity aim at detecting and correcting errors. To identify illegible or incomplete answers, the collected questionnaires were screened. Edited data was free from ambiguous data. No unstructured and open-ended questions include in the questionnaire. Hence, the data collected was consistent.

3.6.3 Data Coding

To enhance and ensure data's accuracy and precision of answers, the data was properly coded. Data coding involved assigning a code for each response of the questions respectively. Codes formulated are simple and easy. For instance, gender of respondents can be assigned as "1" for male and "2" for female. Coding enables easier interpretation of data as compare to lengthy alphabetical descriptions.

3.6.4 Transcribing

Based on oxford dictionaries, transcribe is describe as input a thought, data or speech into a written or printed form of output. Based on book written by Peterson and Malhorta (2006), coded data from questionnaire are transferred onto disks or magnetic tapes or directly into computers by keypunching.

3.6.5 Data Cleaning

Last stage of data processing was data cleaning. During this stage, the checking for questionnaire and data was more extensive as compare to data checking. The purposes for data cleaning were crucial for identifying the out-of-range data, logically inconsistent or extensive values. With the help of SPSS (Statistical Package for the Social Science) software, it smoothen the process of data cleaning because it helped to overcome extensiveness of value. SPSS software is used to maintain the consistency of the data. Any missing responses found will be assigned with missing values.

3.7 Data Analysis

Data analysis is defined as steps involve reducing accumulated data to a manageable size, developing summaries, looking for patterns, and applying statistical techniques. (Cooper and Schindler, 2006) 250 respondents were collected and analyzed. The software used to analyze the data is SPSS, Statistical Package for the Social Science.

3.7.1 Descriptive Analysis

Descriptive analysis is applied to illustrate the characteristic of sample for respondents. It helps to disclose the general pattern of respondents. For Part A and Part C, frequency analysis and percentage counts were used to evaluate the data. Frequency was generally obtained for nominal variables like gender. As for Part B, mean test, ranking, standard deviation and variance analysis were used to measure the data that had been collected as interval or ratio scale.

3.7.2 Scale Measurement

Scale measurement is used to check the reliability and validity of the data. Hair et al. (2003) explained reliability as the degree to which the design and its procedures can be replicated and achieved similar conclusion about hypothesized relationships.

Reliability was a characteristic of measurement concerning with accuracy, precision and consistency. Cronbach's alpha reliability coefficient is used to assess the reliability of constructs, which including perceived risk, perceived security, price perception, perceived usefulness and customer's trustiness. Cronbach's alpha was calculated by averaging the coefficients that result from all possible combination of

split halves. A correlation coefficient value ranging from 0 to 1. The higher the coefficient value the more reliable the data measurement. Value of 0.6 or less indicated unsatisfactory internal consistency reliability.

Table 3.4: Rules of Thumb of Cronbach's Alpha Coefficient Size

Alpha Coefficient Range	Strength of Associations
<0.6	Poor
0.6 to < 0.7	Moderate
0.7 to < 0.8	Good
0.8 to < 0.9	Very Good
0.9	Excellent

Sources: Hair et.al (2003) Essential of Business Research Method. United State of America: John Wiley and Sons.p.172

3.7.3 Inferential Analysis

Inferential analysis is used to test the hypotheses for the study.

3.7.3.1 Pearson's Correlation Analysis

Pearson's correlation coefficient was used to measure the degree of linear association between two variables (Hair et al, 2003). In this research, it was used to measure the strength of relationship between independent variables such as perceived risk, web security, price perception, perceived usefulness and trust. The Pearson correlation coefficient varies over the value of +1.00 through 0 to -1.00. The higher the correlation coefficient indicated the stronger the relationship between the variables.

The absence of a relationship is expressed by a coefficient of approximately zero. (Cooper and Schindler,2006). Pearson's correlation analysis was used due to the variables available were measured using interval or ratio scales. Both the dependant variables and independent variables were measured by likert scale method that is an interval scale.

3.7.3.2 Multiple Regression Analysis

According to Mark, Philip and Adrian (2009), multiple regressions are measure of linear association that investigates a straight-line relationship. Standard coefficient (Beta) indicates the relative importance of the independent variables. The higher value in Beta indicates a higher impact of the predictor on the dependent variable. Multiple regression method was adopted because there is only one metric dependent variable and five metric independent variables .In addition , it is appropriate to use multiple regression given all the independent variables can be measured by using the same scale.

Multiple regression equation:

$Y = a + bX1 + bX2 + bX3 + \cdots$

Y= dependent variable

X(s) = independent variable(s)

a, b = constants to be estimated

3.8 Conclusion

The Chapter 3 discussed about the methodology used in conduct the research study. The research project has targeted on the respondents around the area of Klang Valley, Malaysia. The survey method was in questionnaire and distributes it through online. The Statistical Package for the Social Science (SPSS) software was used for data analysis. The next chapter will examine the data analysis due to gain the result for research project.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

Chapter 4 will discuss the findings of the study, which is obtained through the questionnaire. We analyze data and summarize all of the results by using SPSS 20 student version. Firstly, descriptive statistical analysis is used to describe the results of respondents' demographic profile and central tendency measurement of the constructs. It will be followed by scale measurement to test the reliability of the outcome. Meanwhile, inferential analysis is used to provide the generation of conclusion regarding the characteristics of the population based on the sample data. It also aims to examine the individual variables and its relationships with other variables.

4.1 Descriptive Analyses

In this research, 300 sets of questionnaires were distributed to the respondents. Only 250 completed sets of questionnaires were received and usable.

4.1.1 Respondent Demographic Profile

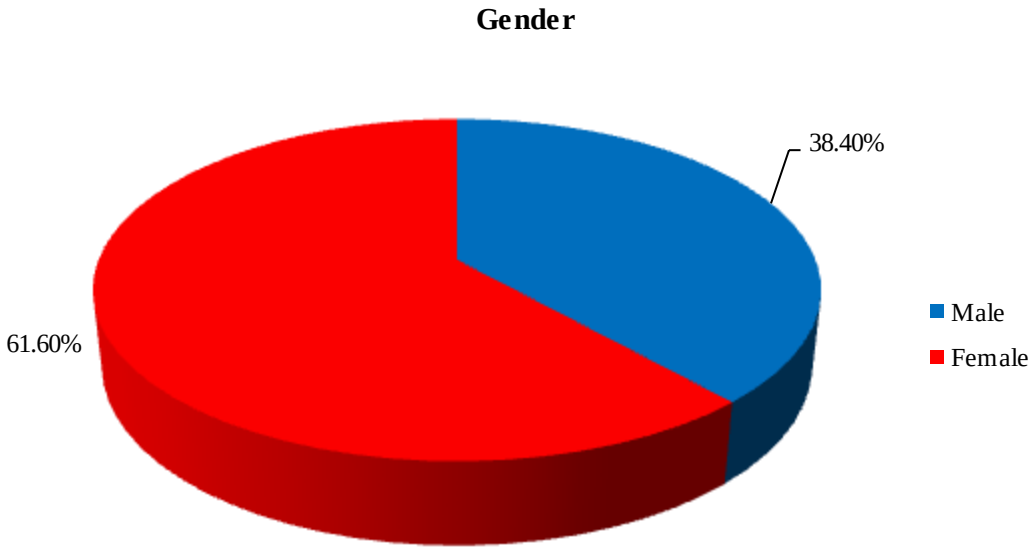
This study consists of a series of 7 questions for the respondents to answer. The questions are gender, age, ethnic group, marital status, highest education level, occupation and gross income.

4.1.1.1 Gender

Table 4.1: Frequency Table: Gender

		Frequency (N)	Percent (%)	Cumulative Percent
Valid	Gender			
	Male	96	38.4	38.4
	Female	154	61.6	100
	Total	250	100.0	

Figure 4.1: Percentage of Respondent Based on Gender



Source: Developed for the research

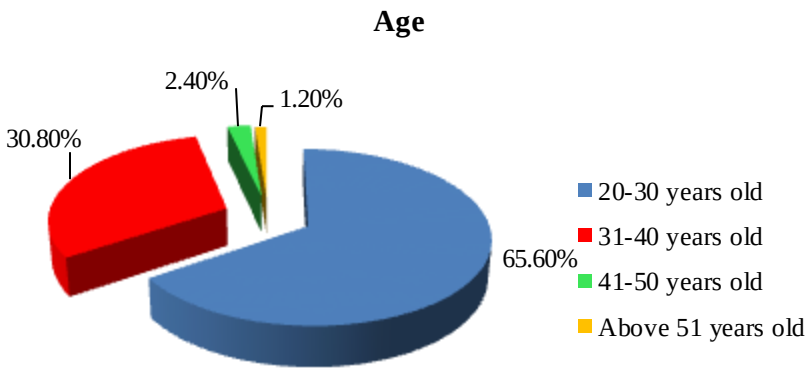
According to Figure 4.1, result shows that the majority of the respondents are female. Female made up of 154 respondents which is 61.6% of the total respondents. The remaining 96 respondents are male.

4.1.1.2 Age

Table 4.2: Frequency Table: Age

		Frequency	Percent	Cumulative Percent
Valid	Age			
	20-30 years old	164	65.6	65.6
	31-40 years old	77	30.8	96.4
	41-50 years old	6	2.4	98.8
	Above 51 years old	3	1.2	100.0
	Total	250	100.0	

Figure 4.2: Percentage of Respondent Based on Age



Source: Developed for the research

Based on Figure 4.2, majority of the respondents are between 20 to 30 years old. They represent 65.60% out of the 250 respondents. 77 out of 250 respondents are from age 31 to 40 years old, which accounted for 30.80%. This is followed by the age group of 41 to 50 years old with 2.40% which accounted for 6 out of 250 respondents.

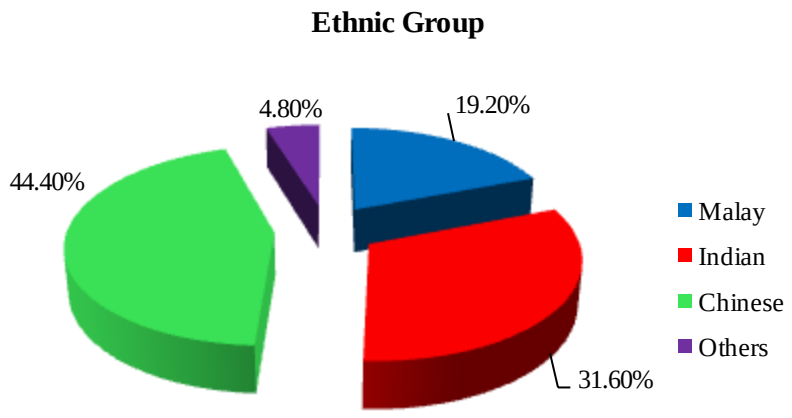
Minority of the respondents are made up of respondents whom age above 51 years old.

4.1.1.3 Race

Table 4.3: Frequency Table: Ethnic Group

		Frequency	Percent	Cumulative Percent
Valid	Ethnic Group Malay	48	19.2	19.2
	Indian	79	31.6	50.8
	Chinese	111	44.4	95.2
	Others	12	4.8	100.0
	Total	250	100.0	

Figure 4.3: Percentage of Respondent Based on Ethnic Group



Source: Developed for the research

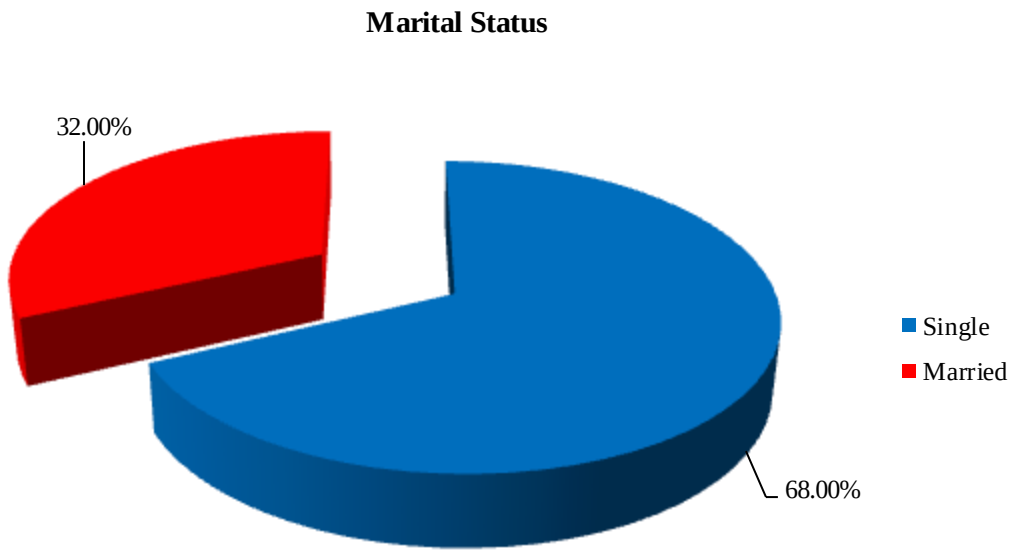
From the Figure 4.3, there are 111 respondents who are Chinese. It represented the highest proportion among the other with 44.4% out of 250 respondents. Meanwhile, there are 48 (19.2%) and 79 (31.60%) respondents for Malay and Indian respectively. Others races made up a small portion of the respondents which accounted for 4.80% or 12 respondents out of the total number of respondents.

4.1.1.4 Marital Status

Table 4.4: Frequency Table: Marital Status

		Frequency	Percent	Cumulative Percent
Valid	Marital Status			
	Single	170	68.0	68.0
	Married	80	32.0	100.0
	Total	250	100.0	

Figure 4.4: Percentage of Respondent Based on Marital Status



Source: Developed for research

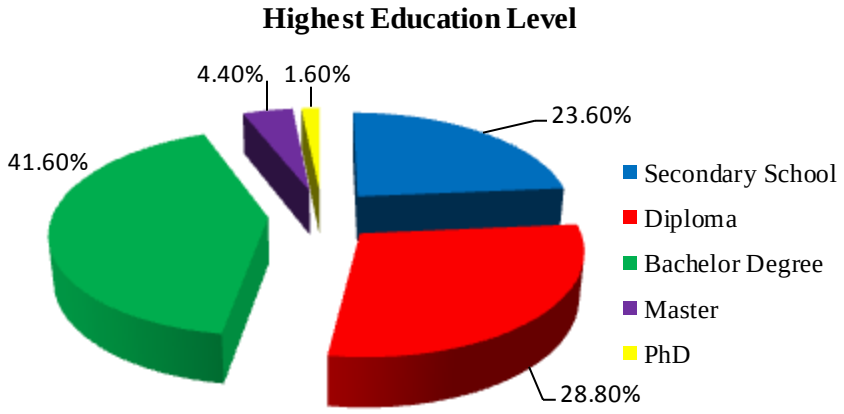
As shown in Table 4.4, there are 68% of the respondents were single and 32% of the respondents were married. The 170 respondents made up the 68% of single respondents. Meanwhile, there is none of respondents were in other marital status.

4.1.1.5 Highest Education Level

Table 4.5: Frequency Table: Highest Education Level

		Frequency	Percent	Cumulative Percent
	Highest Education Level			
	Secondary School	59	23.6	23.6
	Diploma	72	28.8	52.4
Valid	Bachelor Degree	104	41.6	94.0
	Master	11	4.4	98.4
	PhD	4	1.6	100.0
	Total	250	100.0	

Figure 4.5: Percentage of Respondents Based on Highest Education Level



Source: Developed for research

Figure 4.5 shown that majority of the respondents' highest education level are Bachelor Degree, which account for 41.60% of the respondents. Next, 72 out of 250 of the respondents are diploma holder, followed by 59 respondents with Secondary

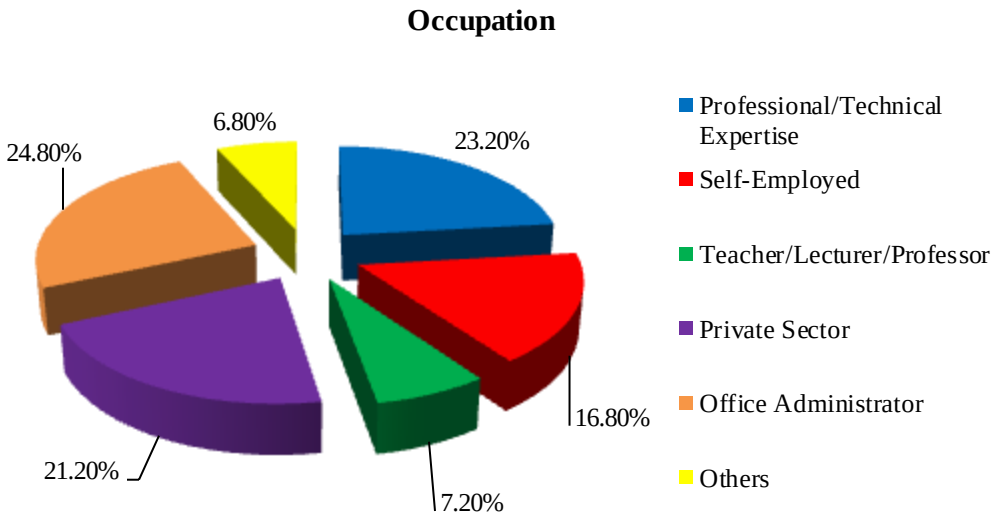
School as their highest education level. 4.4% of the respondents are Master Degree holder and only 1.6% of the respondents are PhD holder.

4.1.1.6 Occupation

Table 4.6: Frequency Table: Occupation

		Frequency	Percent	Cumulative Percent
Valid	Occupation			
	Professional/Technical Expertise	58	23.2	23.2
	Self-Employed	42	16.8	40.0
	Teacher/Lecturer/Professor	18	7.2	47.2
	Private Sector	53	21.2	68.4
	Office Administrator	62	24.8	93.2
	Others	17	6.8	100.0
	Total	250	100.0	

Figure 4.6: Percentage of Respondents Based on Occupation



Source: Developed for research

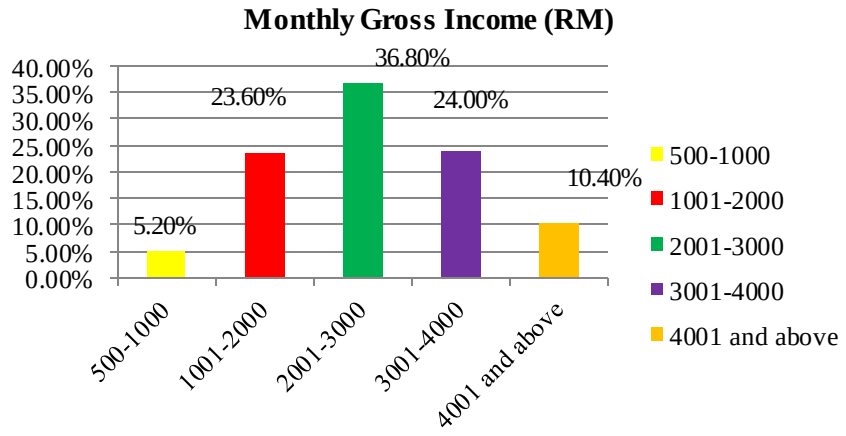
Based on the tabulated results, it shown that majority of the respondents work as Office Administrator (24.8%), followed by Professional or Technical Expertise (23.2%) and Private Sector (16.8%). 18 respondents work in education field and teaching field and another 17 respondents are from Others category. Lastly, 16.8% or 42 respondents out of 250 are self-employed.

4.1.1.7 Monthly Gross Income

Table 4.7: Frequency Table: Monthly Gross Income

		Frequency	Percent	Cumulative Percent
Valid	Monthly Gross Income(RM)			
	500-1000	13	5.2	5.2
	1001-2000	59	23.6	28.8
	2001-3000	92	36.8	65.6
	3001-4000	60	24.0	89.6
	4001 and above	26	10.4	100.0
	Total	250	100.0	

Figure 4.7: Percentage of Respondents Based on Monthly Gross Income



Source: Developed for research

As shown in Table 4.7 and Figure 4.7, 36.8% of the respondents obtain a salary range from RM2001 to RM3000. 23.6% and 24% of the respondents earn between RM1001

to RM2000 and RM3001 to RM4000 respectively. 10.4% of respondents are earning above RM4001 and 5.2% of respondents are earning a salary between RM500 to RM1000.

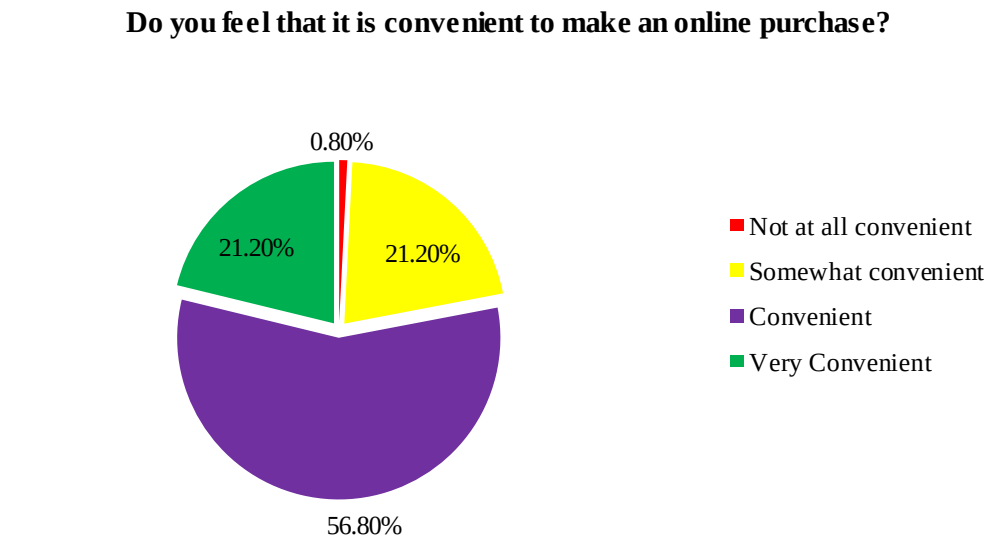
4.1.2 General Information

4.1.2.1 Convenient of Online Purchase

Table 4.8: Frequency Table: Convenient of Online Purchase

		Frequency	Percent	Cumulative Percent
Valid	Convenient of Online Purchase Not at all convenient	2	.8	.8
	Somewhat convenient	53	21.2	22.0
	Convenient	142	56.8	78.8
	Very Convenient	53	21.2	100.0
	Total	250	100.0	

Figure 4.8: Percentage of Respondents Based on Convenient of Online Purchase



Source: Developed for research

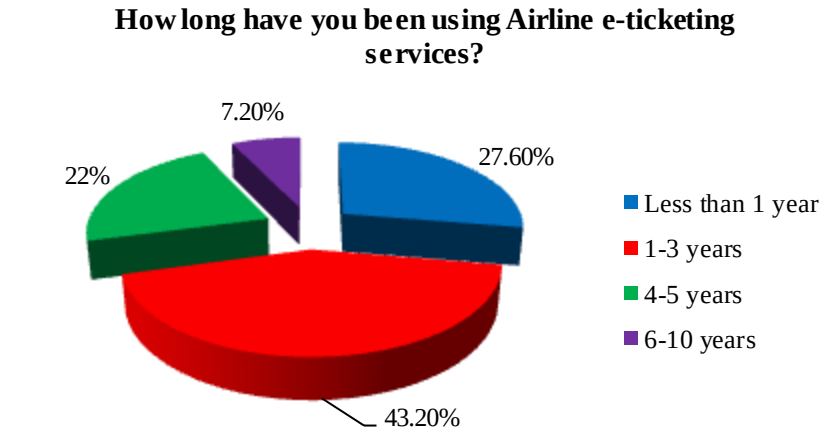
Based on Figure 4.8, 56.8% of the respondents perceived it is convenient to make an online purchase. Another 21.2% respondents feel that it is very convenient and somewhat convenient to purchase online. Only small amount of respondents feel that it is not at all convenient to make an online purchase, which accounted for 0.8% out of 250 respondents.

4.1.2.2 Period of Using Airline E-Ticketing

Table 4.9: Frequency Table: Period of Using Airline E-Ticketing

		Frequency	Percent	Cumulative Percent
	Period of Using Airline E-Ticketing			
Valid	Less than 1 year	69	27.6	27.6
	1-3 years	108	43.2	70.8
	4-5 years	55	22.0	92.8
	6-10 years	18	7.2	100.0
	Total	250	100.0	

Figure 4.9: Percentage of Respondents Based on Period of Using Airline E-Ticketing



Source: Developed for research

According to Figure 4.9, 43.2% (108) of the respondents have been using airline e-ticketing services for 1 to 3 years. 27.6% of the respondents have been using airline e-ticketing services less than 1 year and 22% of the respondents have been using it for 4

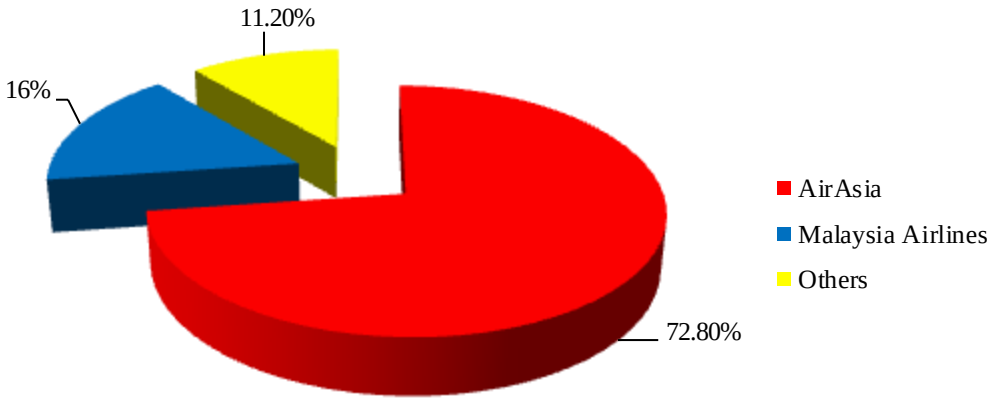
to 5 years time. Minority of respondents, which accounted for 7.2% (18) out of 250 have been using this service for 6 to 10 years.

4.1.2.3 Airline Company

Table 4.10: Frequency Table: Airline Company

		Frequency	Percent	Cumulative Percent
	Airline Company			
Valid	AirAsia	182	72.8	72.8
	Malaysia Airline	40	16.0	88.8
	Others	28	11.2	100.0
	Total	250	100.0	

Figure 4.10: Percentage of Respondents Based on Airline Company



Source: Developed for research

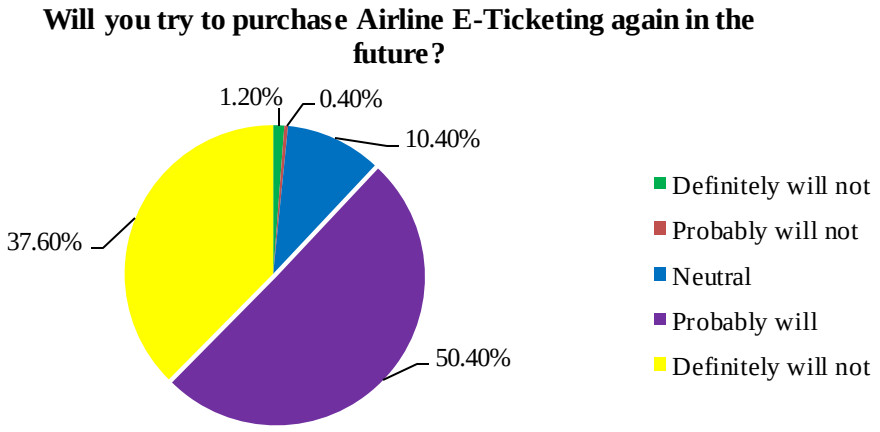
As shown in the Table 4.10 and Figure 4.10, 72.8% of the respondents have been using AirAsia airline e-ticketing service. 16% or 40 out of 250 respondents have been using Malaysia airline e-ticketing service followed by 11.2 % or 28 out of 250 respondents that have been using both AirAsia and Malaysia airlines e-ticketing service, or other airlines e-ticketing services.

4.1.2.4 Repurchase Intention

Table 4.11: Frequency Table: Repurchase Intention

		Frequency	Percent	Cumulative Percent
Valid	Repurchase Intention Definitely will not	3	1.2	1.2
	Probably will not	1	.4	1.6
	Neutral	26	10.4	12.0
	Probably will	126	50.4	62.4
	Definitely will	94	37.6	100.0
	Total	250	100.0	

Figure 4.11: Percentage of Respondents Based on Repurchase Intention



Source: Developed for research

Through the results tabulated in Table 4.11 and Figure 4.11, 37.6% of respondents confirm their repurchase intention for the Airline E-Ticketing. Meanwhile, 50.4% of

respondents probably will repurchase Airline E-Ticket followed by 10.4% of respondents who are neutral on this question. Only little respondents will not perceived that they probably will not or definitely will not repurchase Airline E-Ticket in the future, which account for 0.4% and 1.2% of the respondents respectively.

4.1.3 Central Tendencies Measurement of Constructs

In this section, measure of central tendencies is to disclose the means score for the 6 interval scaled, it consists of purchase intention, perceived risk, web security, price perception, perceived usefulness and trust. All the constructs are measured on 5 point likert scale from strongly disagree to strongly agree.

4.1.3.1 Customer Purchase Intention towards Airline E-ticketing

Table 4.12: Statement of Purchase Intention

Statement	SD	D	N	A	SA	Mean	Rank
1. I plan to purchase airline e-ticket in near future.	0.4	1.2	24.0	58.4	16.0	3.884	2
2. I intend to purchase airline e-ticket in the future.	0	31.2	19.2	32.0	17.6	3.36	4
3. It is very likely that I will purchase airline e-ticket.	5.6	9.2	33.2	35.2	16.8	3.484	3
4. Purchase airline e-ticket is something I would do.	32.8	7.2	6.8	38.0	15.2	2.956	5
5. I am willing to continue to purchase airline e-ticket.	0.8	2.4	18.8	60.8	17.2	3.912	1

Source: Development for the research

SD = Strongly Disagree
D = Disagree
N = Neutral
A = Agree
SA = Strongly Agree

Based on the table 4.12, it illustrated the purchase intention towards airlines e-ticketing. There are 5 statements involved. The highest rank is fall on statement "I am willing to continue to purchase airline e-ticket" which acquired 3.912. The most highest percentage is 60.8% out of 100% of the respondents rated as agree for the statement, further followed by 18.8% rated neutral, 17.2% rated strongly agree, 2.4% rated disagree and 0.8% strongly disagree with the statement.

The second rank among the other statement is "I plan to purchase airline e-ticket in near future". The mean of this statement is 3.884. Most of the respondents are agree with the statement, it recorded the highest percentage of 58%. It followed by 24% are neutral, 16% are strongly agree, 1.2% disagree and 0.4% are strongly disagree.
The third rank statement is "It is very likely that I will purchase airline e-ticket". The mean of the statement is 3.484. There are 35.2% of respondents agree with the statement, followed by 33.2% are neutral, 16.8% are strongly agree, 9.2% are disagree and 5.6% are strongly disagree.

The forth rank statement is "I intend to purchase airline e-ticket in the future", it has a mean of 3.36. There are 32% of respondents rated as agree towards the statement, followed by 31.2% are disagree, 19.2% are neutral and 17.6% are strong agree.
The statement with last ranking is "Purchase airline e-ticket is something I would do", which has a mean of 2.956. There are 38%of respondents agree with the statement,

32.8% are strongly disagree, 15.2% are strongly agree, 7.2% are disagree and 6.8% are neutral.

4.1.3.2 Perceived risk

Table 4.13: Statement of Perceived Risk

Statement	SD	D	N	A	SA	Mean	Rank
1. There is a low risk for purchasing online.	12.0	31.2	10.4	40.0	6.4	2.976	5
2. Purchase airline e-ticket will not cause financial risk.	1.2	10.0	29.2	51.2	8.4	3.556	3
3. The thought of purchase airline e-ticket makes me feel comfortable.	0.4	11.2	20.8	56.8	10.8	3.664	2
4. I think the purchase transaction and payment is safe and worry-free.	0	19.2	29.6	45.2	6.0	3.38	4
5. I want to be sure before I purchase anything to avoid risky purchase.	0	8.4	27.2	53.2	11.2	3.672	1

Source: Development for the research

SD = Strongly Disagree
D = Disagree
N = Neutral
A = Agree
SA = Strongly Agree

Table 4.13 is the customers' perceived risk towards airlines e-ticketing, 5 statements are included in the table. The statement of "I want to be sure before I purchase anything to avoid risky purchase" is ranked at the top which has a mean of 3.672. Majority of the respondents selected agree with the statement, which are 53.2%. It followed by 27.2% selected neutral, 11.2% selected strongly agree and 8.4% selected disagree.

The statement of "The thought of purchase airline e-ticket makes me feel comfortable" is ranked at the second top with a mean of 3.664. There are 56.8% of respondents are agree with this statement. Then it followed by 20.8% are neutral, 11.2% are disagree, 10.8% are strongly agree and 0.4% of respondents are strongly disagree.

The third ranking statement is "Purchase airline e-ticket will not cause financial risk". It has a mean of 3.556. There are 51.2% of the respondents are agree, 29.2% are neutral, 10% are disagree, 8.4% are strongly agree and 1.2% are strongly disagree.

The forth ranking statement is "I think the purchase transaction and payment is safe and worry-free" which has a mean of 3.38. There are 45.2% of respondents marked agree and 29.6% of them marked neutral. It followed by 19.2% are disagree and 6.0% are strongly agree.

The statement of "There is a low risk for purchasing online" is at the last ranking. It has a mean of 2.976. There are 40% of the respondents are agree with this statement, 31.2% are disagree, 12% are strongly disagree, 10.4% are neutral and 6.4% are strongly agree.

4.1.3.3 Web Security

Table 4.14: Statement of Web Security

Statement	SD	D	N	A	SA	Mean	Rank
1. Airline e-ticketing website offers personal privacy assurance.	0.4	4.8	18.4	55.2	21.2	3.92	2
2. Airline Website is keeping its promise and obligations.	0	0.8	16.8	50.8	31.6	4.132	1
3. As compare to other website, airline e-ticketing website is secure.	0.4	3.2	23.2	59.2	14.0	3.832	4
4. Airline e-ticketing website will not disclosure my personal information to third party.	0	2.0	24.4	57.2	16.4	3.88	3
5. The infrastructure of airline e-ticketing Website is dependable.	0	2.8	24.8	58.8	13.6	3.832	4

Source: Development for the research

SD = Strongly Disagree

D = Disagree

N = Neutral

A = Agree

SA = Strongly Agree

Table 4.14 is relating the web security towards purchase intention, the table comprised 5 statements. The mean score for the statement of "Airline Website is keeping its promise and obligations" is 4.132; it indicated the top rank among others. There are 50.8% of the respondents are agree with the statement, followed by 31.6% are strongly agree, 16.8% are neutral and 0.8% of the respondents are disagree.

The statement of "Airline e-ticketing website offers personal privacy assurance", it ranks at the second top with a mean of 3.92. There are 55.2% of respondents are agree with the statement. It followed by 21.2% are strongly agree, 18.4% are neutral, 4.8% are disagree and 0.4% are strongly disagree.

The third rank of the statement is "Airline e-ticketing website will not disclose my personal information to third party". It has a mean of 3.88. Large proportions of the respondents are agreed on the statements, which is 57.2%. 24.4% of the respondents classified neutral as their choice. It followed by 16.4% of respondents are strongly agree and 2% are disagree.

The forth rank of the statement is "As compare to other website, Airline e-ticketing website is secure" with the mean of 3.832. Vastly of the respondents with 59.2% are agree with the statement, followed by 23.2% are neutral, 14% are strongly agree, 3.2% are disagree and 0.4% are strongly disagree.

The statement of "The infrastructure of Airline e-ticketing website is dependable" is at the same ranking with the previous statement, which is 3.832. There are 58.8% of the respondents agree with the statement. Then followed by 24.8% is neutral, 13.6% are strongly agree and 2.8% are disagree.

4.1.3.4 Price Perception (PP)

Table 4.15: Statement of Price Perception

Statement	SD	D	N	A	SA	Mean	Rank
1. My perception on price influences my buying decision.	0.4	2.4	20.8	52.4	24	3.97	5
2. I always search for price promotion when I want to purchase airline e-ticket.	0	0.4	14.8	51.2	33.6	4.18	2
3. I always compare the current offer price of airline e-ticketing with my previous price.	1.6	0.4	12.0	47.6	38.4	4.21	1
4. I will increase purchase frequency of airline e-ticket at promotion price.	0	2.8	21.2	42.0	34.0	4.07	3
5. I always compare the price of airline e-ticketing offered by all the Airline Companies.	0.8	2.4	19.2	50.8	26.8	4.00	4

Source: Developed for the research

SD = Strongly Disagree
D = Disagree
N = Neutral
A = Agree
SA = Strongly Agree

Table 4.15 shows the Price Perception towards airline e-ticketing. The highest ranking overall of the statement is "I always compare the current offer price of airline e-ticketing with my previous price." This statement receives a mean score of 4.21.

There are 47.6% of the respondents are agree towards this statement, followed by 38.4% are strongly agree, 12% are neutral, 1.6% are strongly disagree, and 0.4% are disagree towards this statement.

The second ranking overall of the statement is "I always search for price promotion when I want to purchase airline e-ticket." This statement receives a mean score of 4.18. There are 51.2% of the respondents are agree towards this statement, followed by 33.6% are strongly agree, 14.8% are neutral, and 0.4% are disagree towards this statement.

The third ranking overall of the statement is "I will increase purchase frequency of airline e-ticket at promotion price." This statement receives a mean score of 4.07. There are 42% of the respondents are agree towards this statement, followed by 34% are strongly agree, 21.2% are neutral, and 2.8% are disagree towards this statement.

The fourth ranking overall of the statement is "I always compare the price of airline e-ticketing offered by all the Airline Companies." This statement receives a mean score of 4.00. There are 50.8% of the respondents are agree towards this statement, followed by 26.8% are strongly agree, 19.2% are neutral, 2.4% are disagree, and 0.8% are strongly disagree towards this statement.

The fifth ranking overall of the statement is "My perception on price influences my buying decision." This statement receives a mean score of 3.97 There are 52.4% of the respondents are agree towards this statement, followed by 24% are strongly agree, 20.8% are neutral, 2.4% are disagree, and 0.4% are strongly disagree towards this statement.

4.1.3.5 Perceived Usefulness (PU)

Table 4.16: Statement of Perceived Usefulness

Statement	SD	D	N	A	SA	Mean	Rank
1. The content or information on the website is useful for purchasing airline e-ticket.	0	2.8	7.6	67.6	22.0	4.09	3
2. The information on airline e-ticketing website facilitates decision-making processes.	0	1.6	10.0	65.6	22.8	4.10	2
3. Airline e-ticketing website is easy and functional for purchasing online.	0	2.4	10.8	65.6	21.2	4.06	4
4. Airline e-ticketing website is simple to use, even when using it for the first time.	0	2.0	8.4	66.8	22.8	4.10	2
5. It is easy to find the information I need from airline e-ticketing website.	0	1.2	7.6	67.6	23.6	4.14	1

Source: Developed for the research

SD = Strongly Disagree

D = Disagree

N = Neutral

A = Agree

SA = Strongly Agree

Table 4.16 shows the Perceived Usefulness towards airline e-ticketing. The highest ranking overall of the statement is "It is easy to find the information I need from Airline E-Ticketing website." This statement receives a mean score of 4.14. There are 67.6% of the respondents are agree towards this statement, followed by 23.6% are strongly agree, 7.6% are neutral, and 1.2% are disagree towards this statement.

The second ranking overall of the statement is "Airline e-ticketing website is simple to use, even when using it for the first time" and "The information on airline e-ticketing website facilitates decision-making processes." These statements receive a mean score of 4.10. For the statement "Airline e-ticketing website is simple to use, even when using it for the first time" There are 66.8% of the respondents are agree towards this statement, followed by 22.8% are strongly agree, 8.4% are neutral, and 2.0% are disagree towards this statement. Besides that, for the statement "The information on airline e-ticketing website facilitates decision-making processes" There are 65.6% of the respondents are agree towards this statement, followed by 22.8% are strongly agree, 10.0% are neutral, and 1.6% are disagree towards this statement.

The third ranking overall of the statement is "The content or information on the website is useful for purchasing airline e-ticket." This statement receives a mean score of 4.09. There are 67.6% of the respondents are agree towards this statement, followed by 22.0% are strongly agree, 7.6% neutral, and 2.8% are disagree towards this statement.

The fourth ranking overall of the statement is "Airline e-ticketing website is easy and functional for purchasing online." This statement receives a mean score of 4.06. There are 65.6% of the respondents are agree towards this statement, followed by

21.2% are strongly agree, 10.8% are neutral, and 2.4% are disagree towards this statement.

4.1.3.6 Trust (T)

Table 4.17: Statement of Trust

Statement	SD	D	N	A	SA	Mean	Rank
1. I often purchase airline e-ticket.	7.2	14.8	8.0	47.2	22.8	3.64	5
2. I feel that airline e-ticketing is trustworthy and honest.	0.8	6.8	17.6	52.8	22.0	3.88	3
3. I feel that airline e-ticketing is dependable.	0.4	4.4	12.8	59.2	23.2	4.00	1
4. I have confidence to purchase airline e-ticket.	0	11.6	15.2	52.8	20.4	3.82	4
5. The purchasing of airline e-ticket meets my expectation.	0	4.0	19.2	52.8	24.0	3.97	2

Source: Developed for the research

SD = Strongly Disagree
D = Disagree
N = Neutral
A = Agree
SA = Strongly Agree

Table 4.17 shows the trust towards airline e-ticketing. The highest ranking overall of the statement is "I feel that airline e-ticketing is dependable." This statement receives a mean score of 4.00. There are 59.2% of the respondents are agree towards this statement, followed by 23.2% are strongly agree, 12.8% are neutral, and 4.4% are disagree, and 0.4% are strongly disagree towards this statement.

The second ranking overall of the statement is "The purchasing of airline e-ticket meets my expectation." This statement receives a mean score of 3.97. There are 52.8% of the respondents are agree towards this statement, followed by 24% are strongly agree, 19.2% are neutral, and 4.0% are disagree towards this statement.

The third ranking overall of the statement is "I feel that airline e-ticketing is trustworthy and honest." This statement receives a mean score of 3.88. There are 52.8% of the respondents are agree towards this statement, followed by 22% are strongly agree, 17.6% are neutral, and 6.8% are disagree, and 0.8% are strongly disagree towards this statement.

The fourth ranking overall of the statement is "I have confidence to purchase airline e-ticket." This statement receives a mean score of 3.82. There are 52.8% of the respondents are agree towards this statement, followed by 20.4% are strongly agree, 15.2% are neutral, 11.6% are disagree towards this statement.

The fifth ranking overall of the statement is "I often purchase airline e-ticket." This statement receives a mean score of 3.64. There are 47.2% of the respondents are agree towards this statement, followed by 22.8% are strongly agree, 14.8% are disagree, 8% are neutral, and 7.2% are strongly disagree towards this statement.

4.2 Scale Measurement

4.2.1 Internal Reliability Test

Table 4.18: Reliability Statistics

No.	Construct	Cronbach's Alpha	Number of Item
1	Customer Purchase Intention	0.869	5
2	Perceived Risk	0.861	5
3	Web Security	0.842	5
4	Price Perception	0.835	5
5	Perceived Usefulness	0.911	5
6	Trust	0.897	5

Source: Developed for the research

The value of alpha coefficient is range from 0 to 1. According to Malhotra (2004), the alpha coefficient below 0.6 portrays weak reliability of the variables. As for alpha coefficient that is range from 0.6 to 0.8 is considered as moderate strong. If the coefficient alpha is in the range of 0.8 to 1, it is considered very strong.

In this study, it illustrates the reliability of 6 variables. Cronbach's Alpha was employed to examine the internal reliability of the 30 items and used to measure the 6 constructs.

According to Table 4.18, the results have revealed that the internal reliability of each construct has ranged from 0.835 to 0.911. The Cronbach's alpha of all the construct are more than 0.6, this indicated that the measurement scale were stable and

consistent in measuring the constructs. Out of the 6 constructs, Price Perception has the lowest alpha coefficient which is 0.835. Perceived Risk and Web Security have the alpha coefficient of 0.861 and 0.842 respectively. As for Customer Purchase Intention and Trust, the alpha coefficients are 0.869 and 0.897 separately. Perceived Usefulness has the highest internal reliability among the 6 constructs. It has alpha coefficient of 0.911.

The strength of association for Price Perception is considered excellent according to rules of thumb of Cronbach's Alpha coefficient size. On the other hand, Perceived Risk, Web Security, Perceived Usefulness and Trust have very good internal reliability.

4.3 Inferential Analyses

The third objective of data analysis is based on inferential analysis to test the hypotheses. Burns and Bush (2003) indicated that "inferential analysis is used to generate conclusion about the population's characteristic of sample data". In this study, the five hypotheses are measured along Pearson Correlation to show how each independent variable will correlate with customer purchase intention.

4.3.1 Pearson Correlation Analysis

Pearson correlation analysis was used to measure the strength of the linear relationship between two variables. According to correlation coefficient's rule of thumb, the larger coefficient will show the stronger relationship between the variables being examined.

Table 4.19: Rules of Thumb about Correlation Coefficient Size

Strength of Association	Coefficient Range
Very high positive (negative) correlation	.90 to 1.00 (-.90 to –1.00)
High positive (negative) correlation	.70 to .90 (-.70 to -.90)
Moderate positive (negative) correlation	.50 to .70 (-.50 to -.70)
Low positive (negative) correlation	30 to .50 (-.30 to -.50)
Little if any correlation	00 to .30 (.00 to -.30)

Table 4.20: Pearson Correlation Analysis

	Perceived Risk	Web Security	Price Perception	Perceived Usefulness	Trust	Customer purchase Intention
Perceived Risk	1					
Web Security	0.536(**)	1				
Price Perception	0.516(**)	0.461(**)	1			
Perceived Usefulness	0.047	-0.041	0.061	1		
Trust	0.318(**)	0.107	0.201(**)	0.112	1	
Customer purchase Intention	0.729(**)	0.344(**)	0.588(**)	0.141(*)	0.338(**)	1

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

*. Correlation is significant at the 0.05 level (2-tailed).

N= 250

As refer to Table 4.20, the correlation of perceived risk, web security, price perception and trust is significant at 0.01 levels (2-tailed) with customer purchase intention. However, the correlation of perceived usefulness is significant at 0.05 levels (2-tailed) with customer purchase intention. The result shows that there is positive association among all the variables except for the correlation between web security and perceived usefulness because both of it have a negative correlation between each other. Based on Table 4.20, the correlation coefficients shows that perceived risk (r=0.729), web security (r= 0.344), price perception (r=0.588), perceived usefulness (r= 0.141) and trust (r= 0.338) have a positive significant relationship with customer purchase intention.

In additional, perceived risk (r=0.729) is the strongest significant association with the consumer purchase intention. However, perceived usefulness (r=0.141) is the weakest significant association towards customer purchase intention.

4.3.2 Multiple Regression Analysis

Table 4.21: Multiple Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	-4.568	1.964		-2.326	.021
	Perceived Risk	.716	.061	.608	11.724	.000
	Web Security	-.207	.075	-.134	-2.769	.006
	Price Perception	.453	.069	.313	6.575	.000
	Perceived Usefulness	.132	.064	-.081	2.051	.041
	Trust	.099	.047	.087	2.077	.039

a. Dependent Variable: Consumer Purchase Intention

Source: Developed for research

4.3.2.1 Test of Significant

First Hypothesis

H_0: There is no significance relationship between perceived risk and customer purchase intention towards online air ticket.

H_1: There is significance relationship between perceived risk and customer purchase intention towards online air ticket.

Reject H_0 if $p>0.05$

From table 4.21, the significance value for perceived risk is 0.000. This value is less than the p value of 0.05. Therefore, H_1 is accepted, which mean that perceived risk has significance relationship to Customer purchase intention.

Second Hypothesis

H_0: There is no significance relationship between web security and Customer purchase intention towards online air ticket.

H_2: There is significance relationship between web security and Customer purchase intention towards online air ticket.

Reject H_0 if $p>0.05$

From table 4.21, the significance value for web security is 0.006. This value is less than the p value of 0.05. Therefore, H_2 is accepted, which mean that web security has significance relationship to Customer purchase intention.

Third Hypothesis

H_0: There is no significance relationship between price perception and Customer purchase intention towards online air ticket.

H_3: There is significance relationship between price perception and Customer purchase intention towards online air ticket.

Reject H_0 if $p>0.05$

From table 4.21, the significance value for price perception is 0.000. This value is less than the p value of 0.05. Therefore, H_3 is accepted, which mean that price perception has significance relationship to Customer purchase intention.

Forth Hypothesis

H_0: There is no significance relationship between perceived usefulness and Customer purchase intention towards online air ticket.

H_4: There is significance relationship between perceived usefulness and Customer purchase intention towards online air ticket.
Reject H_0 if $p>0.05$

From table 4.21, the significance value for perceived usefulness is 0.041. This value is less than the p value of 0.05. Therefore, H_4 is accepted, which mean that perceived usefulness has significance relationship to Customer purchase intention.

Fifth Hypothesis

H_0: There is no significance relationship between trust and Customer purchase intention towards online air ticket.
H_5: There is significance relationship between trust and Customer purchase intention towards online air ticket.
Reject H_0 if $p>0.05$

From Table 4.21, the significance value for trust is 0.039. This value is less than the p value of 0.05. Therefore, H_5 is accepted, which mean that trust has significance relationship to customer purchase intention.

Table 4.22: Model Summary between perceived risk, web security, price perception, perceived usefulness, trust and Customer purchase intention

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	.789[a]	.622	.615	2.68340	.622	80.416

a.) Predictors: (Constant), perceived risk, web security, price perception, perceived usefulness, trust

b.) Dependent Variable: customer purchase intention

Source: Developed from research

Table 4.23: ANOVA of perceived risk, web security, price perception, perceived usefulness, trust and Customer purchase intention

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2895.236	5	579.047	80.416	.000[b]
	Residual	1756.960	244	7.201		
	Total	4652.196	249			

a.) Predictors: (Constant), perceived risk, web security, price perception, perceived usefulness, trust

b.) Dependent Variable: Customer purchase intention

Source: Developed from research

As refer to Table 4.22, the model summary table shows R-square indicates that the regression of our research is 0.622. This means that 62.2% of the variation in customer purchase intentions towards Airline E-ticketing can be explained from the five independent variables. The ANOVA table shows overall model is significant with F ration= 80.416 and P = 0.000 as shown in Table 4.23.

Hence, the following equation is created. **Customer purchase intention = -4.568 + 0.716 perceived risk + 0.453 price perception + 0.132 perceived usefulness + 0.099 trust – 0.207 web security**. Based on the linear equation above, there is a significance positive relationship between perceived risk, price perception, perceived usefulness and trust. According to the linear equation above, perceived risk was the most powerful antecedent in influencing the overall customer purchase intention because the value of regression coefficient is + 0.716. This means that one unit increase in perceived risk will increase customer purchase intention by 0.716 units.

Next, price perception (0.453) was ranked in second and perceived usefulness (0.132) is third important antecedents in affecting the overall customer purchase intention and followed by trust (0.099).

Besides, the standardized Coefficients (Beta) is indicated that which variable is most and least influential to the consumer's purchase intention when the five variables are computed together. As the Table 4.21 stated, perceived risk has the highest Beta value among others which is 0.608 and also is the most influential variable that affects the customer purchase intention. However, web security value obtains the lowest value at (-0.134) which is negatively to the customer purchase intention and has the weakest impact on customer purchase intention.

4.4 Conclusion

In Chapter 4, descriptive analysis, scale measurement and inferential analysis are being discussed. All these analyses are used to analyze the outcome of the data collected and generate results for further discussion. The following chapter will provide a detailed discussion of the major findings and conclusion of the project.

CHAPTER 5: DISCUSSIONS, CONCLUSION AND IMPLICATIONS

5.0 Introduction

In the previous chapter, questionnaires were handed out and the collected information was analyzed using SPSS. Multiple tests were carried out with the collected information and the results of the test will be further elaborated in this chapter. Followed by the limitation of the study during the progress have been stated in order to provide platforms for future research. Lastly, suggestions for future research are provided.

5.1 Summary of Statistical Analysis

In this section, a summary description of the entire descriptive and inferential analyses that were generated and discussed in chapter four will be provided.

5.1.1 Descriptive Analysis

Under the respondents demographic profile, majority of the respondents are female (61.6%, 154 persons), 65.6 %(154 persons) of the total respondents are from the age group of 20 to 30 years old. Besides that, most of them are Chinese (44.4%, 111 persons). Majority of the respondents are single (68%, 170 persons) and the highest education level of the total respondents is Bachelor Degree which accounted for 41.6 %

or 104 persons out of 250 of respondents. In addition, most of the respondents work as Office Administrator (24.8%, 62 persons). Among the respondents, the highest percentage for monthly gross income level ranged from RM2001 to RM3000 (36.8%, 92 persons).

Continually, all the respondents have purchase airline e-ticket before (100%) and most of them perceived it is convenient to use purchase online (56.8%, 142 persons). Majority of the respondents have been using airline e-ticketing service for the period of 1 to 3 years, it accounted for 43.2% of the total respondents. (108 persons) 72.8%, which is 182 persons out of 250 respondents, have been purchasing Air Asia airline e-ticket. More than half of the respondents (50.4%, 126 persons) probably will try to purchase airline e-ticket in the future.

The results for central tendencies measurement shows that under the purchase intention, the statement "I am willing to continue to purchase airline e-ticket" scored the highest mean of 3.912. Meanwhile, the variable of perceived risk with the statement of "I want to be sure before I purchase anything to avoid risky purchase." scored the highest mean of 3.672. As for the web security, the statement "Airline website is keeping its promise and obligations" scored the highest mean of 4.132.While for the statement "I always compare the current offer price of airline e-ticket with my previous price." under the variable of price perception, scored the highest mean of 4.21. The variable perceived usefulness scored the highest mean of 4.14 for the statement "It is easy to find the information I need from airline e-ticketing website." Lastly, the statement "I feel that airline e-ticketing website is dependable." under trust constituted the highest mean of 4.00.

5.1.2 Scale Measurement

The scale measurement is based on the internal reliability test. Cronbach's alpha is used to examine the reliability among six constructs that consists of 30 items. Among the six constructs, Perceived usefulness have the highest alpha coefficient at 0.911 followed by trust (0.897), customer purchase intention (0.869), perceived risk (0.861), web security (0.842) and the lowest alpha coefficient of price perception at 0.835. All the variable appeared to be reliable with alpha coefficient that are greater than 0.6.

5.1.3 Inferential Analysis

5.1.3.1 Pearson Correlation Analysis

Pearson correlation coefficient analysis is used to measure the association among 6 constructs. Based on the result generated, all constructs indicate the significant positive associations among the key constructs. The highest correlation is between perceived risk and customer intention to purchase airline e-ticket (0.729).The lowest correlation is between perceived usefulness and customer intention to purchase airline e-ticket.

5.1.3.2 Multiple Regression Analysis

In the regression analysis, the researcher have develop a regression equation to reveal the relationship between perceived risk, web security, price perception, perceived usefulness, trust and customer purchase intention. One regression equation was established for this study. The estimated regression equation is show as follow:

Customer purchase intention = -4.568 + 0.716 perceived risk + 0.453 price perception + 0.132 perceived usefulness + 0.099 trust – 0.207 web security.

Based on the linear equation above, the results showed that there are positive relationships among the 4 construct except 1 construct having negative relationship which is perceived web security. Five hypotheses were tested. All were supported with significant level less than 0.05. In sum, H_1, H_2, H_3, H_4 and H_5 were supported.

5.2 Discussion of the Major Findings

Five hypotheses had been tested in this research project. The result in Table 5.1 clearly stated that all the five hypotheses have been accepted.

Table 5.1: Summary of the Results of Hypotheses Testing

Hypotheses	Accepted/Rejected	Sig. Level
H_1: There is significant relationship between perceived risk and customer purchase intention towards airline e-ticketing.	Accepted	0.000
H_2: There is significant relationship between web security and customer purchase intention towards airline e-ticketing.	Accepted	0.006
H_3: There is significant relationship between price perception and customer purchase intention towards airline e-ticketing.	Accepted	0.000
H_4: There is significant relationship between perceived usefulness and customer purchase intention towards airline e-ticketing.	Accepted	0.041

H_5: There is significant relationship between trust and consumer purchase intention towards airline e-ticketing.	Accepted	0.039

Source: Developed for the research

5.2.1 Perceived Risk

H_1: There is significance relationship between perceived risk and customer purchase intention towards airline e-ticketing.

Based on our research outcome, there is a significance relationship between perceived risk and customer purchase intention towards airline e-ticketing. The significance value for perceived risk is 0.000. This value is less than the p value of 0.05. This indicate that most of the respondents in Klang Valley, under their purchase intention, risk associated with online purchasing is an essential factor to focus and perceived it is risky to purchase online.

The result generated from this study is aligned with the result of Strategies for Reducing Consumers' Risk Aversion in Internet Shopping (1999) whereby respondents who were engaging in online purchase have higher level of perceived risk than those who were engaging in-store shopping. The result supports the first hypothesis of this study.

Based on this positive coefficient of the perceived risk, this study concludes that there is a significant positive effect to build customer purchase intention towards airline e-ticketing. Perceived risk (r=0.729) is the strongest significant association with the customer intention towards Airline E-ticketing and also have the strongest among all variables.

Customer wants to be sure before they purchase anything to avoid risky purchase. The risk perception affects customer decision making. In case customer perceived any risk then it becomes a difficulty for them to book ticket from that particular website.

5.2.2 Web Security

H_2: There is significance relationship between web security and customer purchase intention towards airline e-ticketing.

The H_2 shows that web security has effect on customer purchase intention toward online air ticket. The results revealed that web security appeared to be significant on their purchase intention (β=-0.134 at p-value<0.01). However, the effect is very weak. According to Salisbury, Pearson.R, Pearson.A and Miller (2001), increase in levels of perceived web security will lead to greater intent for customer to purchase products on the web.

Moreover, security the customer perceives the handling of his or her data in the website will have a direct influence on his loyalty. (Flavian and Guinaliu, 2006). Research by Yulihasri, Islam and Daud concluded that there is a positive relationship between customer attitude towards online shopping and their beliefs about security of online purchase.

5.2.3 Price Perception

H_3: There is significant relationship between price perception and customer purchase intention towards airline e-ticketing.

The research outcome has showed that there is a significant positive relationship between price perception and customer purchase intention towards airline e-ticketing. The significant value for price perception is 0.000. Besides that, this value is less than the p value of 0.05. Therefore, it means that price perception has significance relationship to customer purchase intention.

In addition, when the price of online ticket is cheaper than offline ticket, the customer will be more willing to purchase airline e-ticket through online. According to Stiglitz (1987), price has a direct impact on purchase intention. Customer state that and behave as if price is the most important factor in drawing them to and retaining them at a site. Thus, it shows that when the customer price perception is high, it would have significant impact on their buying decision.

5.2.4 Perceived Usefulness

H_4: There is significant relationship between perceived usefulness and customer purchase intention towards airline e-ticketing.

The research outcome has showed that there is a significant positive relationship between perceived usefulness and customer purchase intention towards online air ticketing. The significant value for perceived usefulness is 0.041. Besides that, this value is less than the p value of 0.05. Therefore, it means that perceived usefulness has significance relationship to customer purchase intention.

The result shows that when the usefulness of the online purchase increases, the customer intention to purchase airline e-ticket also will be increase. According to Cooper and Zmud (1990), the users will be more likely to adopt a system that requires less technical skills and operational efforts. In addition, it will generate better performance. On the other hand, the more complex an innovation is, the lower its rate of adoption (Tornatzky and Klein, 1982).

Moreover, people are unwilling to use the system or service that is frustrated and difficult to understand. Furthermore, customer are more willing to purchase airline e-ticket when an online purchase can provided some benefits, such as save time and information available. Therefore, perceived usefulness will have significant impact on the customer purchase airline e-ticket.

5.2.5 Trust

H_5: There is significant relationship between trust and customer purchase intention towards airline e-ticketing.

The resulted generated from the study in table 4.22 shows that there is a significant correlation between trust and customer purchase intention. From table 4.22, the significant value for trust is 0.039 and the value is less than the p value of 0.05. Thus, it shows that the trust is significant correlated with customer purchase intention.

The standardization coefficients (Beta) shows a value of 0.087 between trust and customer purchase intention. It indicates that a unit increase in trust will increase 0.087 units of customer purchase intention. Besides, trust is positive relationship with the customer purchase intention. These findings support the literature claimed by Pavlou (2003); Gefen and Straub (2004); Yousafzai, Pallister, and Foxall (2003) that trust encourage customer purchase intention.

5.3 Implications of the Study

5.3.1 Managerial Implications

This study offers managerial insight for airline e-ticketing website. This study explored a structural model that examined the relationship among all the variables. The result gathered could give a better understanding of all the variables included impulse perceived risk, web security, price perception, perceived usefulness, trust and customer purchase intention. It is very useful to the airline company who aspired to attract customer purchase intention to their online purchasing website. Other than that, the findings from the research can help to enhance competitive capabilities of the Airline E-ticketing website in order to gain a better profit. Through the finding's result, it shows that perceived risk, web security, price perception, perceived usefulness and trust have a significant positive relationship with the customer purchase intention.

According to the result, it shows that perceived risk has the strongest impact on customer purchase intention. Therefore, airline company should understand different segments of the risks which will perceive by the online customer and explore the ways to reduce all the risk in order to gain more confidence from the online customer and it can help to increase the sales and to be successful in this fast growing electronic commerce. In other words, perceived risk can affect customer purchase intention. (Garbarino and Strahilevitz, 2002).

Furthermore, price perception has the second strongest impact on impulse customer purchase intention among all the variables. From the research, the result shows that price promotion and price discount will affect the customer purchase intention and most of the customers are price sensitive. They will tend to purchase more if there are more promotion and cheaper price of airline e-ticket. In marketing, price reduction

can be a famous adopted tool for promoting quick and attractive willingness to purchase. Promotion is a useful strategy to increase sales and maximize profit. Therefore, the airline company shall conduct more marketing mix (price and promotion) programs such as price discount, 0 fares for airline e-ticket and others in order to attract the awareness of the customer impulse buying behavior.

Besides that, trust has the third strongest impact on impulse customer purchase intention among all the variables. Gaining truss is an essential component for online company to succeed in an e-commerce field. This will influence customer purchase intentions. Therefore, Airline Company must always enhance their company reputation and their online purchasing website in order to gain trust from the customer. In addition, Airline Company should fulfill the expectation of the customer and be honest in all the time so that customer will have a good perception on the purchasing website.

Next, perceived usefulness has another impact on impulse customer purchase intention. Customer will tend to seek for useful information from the particular website if they want to purchase Airline e-ticket. Therefore, Airline Company must provide all the sufficient, accurate and true information on the website so that customer will feel usefulness and will generate greater confidence at the same time. Perceived usefulness will influence their purchase decision based on the information provided by the company as well as their perceptions of web sites.

Moreover, based on the findings, web security has a least impact on customer purchase intention. More and more of our daily lives make use of web applications in nowadays. Somehow, online purchasing becomes very common in the market. Moreover, most of the website was being protected in security; this can positively gain the confidence from the customer. Therefore, once the customer engages in the online purchasing, they will believe that the website is being secured and their privacy information will be protected.

5.4 Limitations of the Study

Although the research has reached its aims, but there were a few limitations and shortcomings when we conducting this research. First, the major limitation was the small sample size of 250 respondents that was successfully collected data to develop this research. It may cause some differentiation with the actual research which carried out by professional researchers. Thus, this research may not be comprehensive enough to represent the whole Klang Valley and Malaysian nation.

In our research, the majority number of respondents who involved in this research is Chinese. It will affect the result of the customer purchase intention due to different races would have different background so that it will lead to different buying behavior as well as purchase intention. Therefore, the large numbers of Chinese will constraint the result of the customer purchase intention.

Moreover, another limitation for this study is limited independent variables involved in this research. Even though the result for R-square in this research is 0.622 but still need a lot of improvement. In addition, there are only five independent variables involved in this research and all these variables cannot represent as the main independent variables which will affect the customer purchase intention. However there are still have many others independent variables will influence the customer purchase intention towards airline -ticketing.

5.5 Recommendation for Future Research

The small size of the sample was limiting the research outcome. In the current research project, it only has 250 of respondents to represent the whole respondents in Klang Valley. To assure that the collected result would have great impact for

customer purchase intention towards airline e-ticketing in Klang Valley, the future research should be conducted to collect more sample size of respondents. The expansion for the sample size can achieve a greater accuracy in the data research.

In addition, in the current research, it was included a large number of Chinese respondents. Hence, the future research would be recommended to use more of the different races of the respondents. The more equality among different races would have more in-depth knowledge about their purchase intention towards airline e-ticketing. The equality of different races will be more persuasive in the research project.

In current research, there are only five independent variables involved. It included perceived risk, price perception, web security, trust, and perceived usefulness. However, there have many other independent variables that would have impact on customer purchase intention towards airline e-ticketing. Therefore, it should be included more other variables in future research for example perceived value, E-service quality, web design and so forth in order to better understanding the customer purchase intention and can help in determine the consumer purchase intention toward airline e-ticketing.

5.6 Conclusion

In this research, there have five independent variables are significant. It shows that the five variables are having significant relationship with customer purchase intention towards airline e-ticketing. Besides that, it can help the reader or airline companies to better understand the customer purchase intention towards airline e-ticketing. They can gain improvement through the understanding of the customer purchase intention.

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Appendix 1: Survey Questionnaire

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND MANAGEMENT

BACHELOR OF INTERNATIONAL BUSINESS (HONS)

A Survey of the Customer Purchase Intention towards Airline E-ticketing in Klang Valley

Dear respondents,

We are the students of Bachelor of International Business (Hons) from University Tunku Abdul Rahman (UTAR). Currently, we are conducting a survey for our final year project entitled "**Customer Purchase Intention towards Airline E-ticketing in Klang Valley**". The main objective of this research is to examine the general purchase intention of customers in using online ticketing in Malaysia.

The survey is to be conducted in Klang Valley and you are selected as a representative of a sample, your cooperation is highly valued. Please do not discuss with others since there is neither right nor wrong answer. In addition, it is the most important for you to answer all the questions on this survey sheet. The questionnaire that you have completed and personal information is "private and confidential". Please answer each question honestly.

This questionnaire will take you 5 minutes to complete. Again, we would thank you for your valuable time and cooperation.

Members' information:

Name	Student ID
1. CHEW YUH YIING	11UKB01347
2. CHONG CHOOI SUN	11UKB00873
3. MICHELLE SIM KAI FERN	11UKB00551
4. YONG SOOK HUOI	11UKB00006

Section A: General Information

Please tick (√) your answer in the box provided or fill in the blank for each of the following items.

1.) Do you feel that it is convenient to make an online purchase?

☐ **Not at all convenient** ☐ **Somewhat convenient**

☐ **Convenient** ☐ **Very convenient**

2.) How long have you been using Airline e-ticketing services?

☐ **Less than 1 year** ☐ **6-10 years**

☐ **1-3 years** ☐ **More than 11 years**

☐ **4-5 years**

3.) If yes, please specify where/ which company?

☐ **Air Asia** ☐ **Malaysia Airline**

☐ **Others (Please specify : _____)**

4.) Whether you have/ have not purchase Airline e- ticketing before, will you try to purchase Airline e-ticketing in the future?

☐ **Definitely will not** ☐ **Probably will**

☐ **Probably will not** ☐ **Definitely will**

☐ **Neutral**

Section B: Airline E-ticketing Experience

Please read each of the statements listed below and tick at the appropriate column.

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree

No	Perceived Risk	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Purchase airline e-ticket will not cause financial risk.	1	2	3	4	5
2	The thought of purchase airline e-ticket makes me feel comfortable.	1	2	3	4	5
3	I think the purchase transaction and payment is safe and worry-free.	1	2	3	4	5
4	There is a low risk to purchase online.	1	2	3	4	5
5	I want to be sure before I purchase anything to avoid risky purchase.	1	2	3	4	5

No	Web Security	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Airline e-ticketing website offers personal privacy assurance.	1	2	3	4	5
2	Airline website is keeping its promise and obligations.	1	2	3	4	5
3	As compare to other website, airline e-ticketing website is secure.	1	2	3	4	5
4	Airline e-ticketing website will not disclosure my personal information to third party.	1	2	3	4	5
5	The infrastructure of airline e-ticketing website is dependable.	1	2	3	4	5

No	Price Perception	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	My perception on price influences my buying decision.	1	2	3	4	5
2	I always search for price promotion when I want to purchase airline e-ticket.	1	2	3	4	5
3	I always compare the current offer price of airline e-ticket with my previous price.	1	2	3	4	5
4	I will increase purchase frequency of airline e-ticket at promotion price.	1	2	3	4	5
5	I always compare the price of airline e-ticket offered by the entire airline companies.	1	2	3	4	5

No	Perceived Usefulness	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	The content or information on the website is useful for purchasing airline e-ticket.	1	2	3	4	5
2	The information on airline e-ticketing website facilitates decision-making processes.	1	2	3	4	5
3	Airline e-ticketing website is easy and functional for purchasing online.	1	2	3	4	5
4	Airline e-ticketing website is simple to use, even when using it for the first time.	1	2	3	4	5
5	It is easy to find the information I need from airline e-ticketing website.	1	2	3	4	5

No	Trust	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I often purchase airline e-ticket.	1	2	3	4	5
2	I feel that airline e-ticketing website is trustworthy and honest.	1	2	3	4	5
3	I feel that airline e-ticketing website is dependable.	1	2	3	4	5
4	I have confidence to purchase airline e-ticket.	1	2	3	4	5
5	The purchasing of airline e-ticket meets my expectation.	1	2	3	4	5

No	Customer Purchase Intention towards airline e-ticketing	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I plan to purchase airline e-ticket in near future.	1	2	3	4	5
2	I intend to purchase airline e-ticket in the future.	1	2	3	4	5
3	It is very likely that I will purchase airline e-ticket.	1	2	3	4	5
4	Purchase airline e-ticket is something I would do.	1	2	3	4	5
5	I am willing to continue to purchase airline e-ticket.	1	2	3	4	5

Section C: Demographic information

This set of questions asks for some background information about you. Please answer the following questions by placing **a tick** in the appropriate answer box.

1.) Gender

☐ **Male** ☐ **Female**

2.) Age

☐ **Less than 20 years old** ☐ **20 to 30 years old**

☐ **31 to 40 years old** ☐ **41 to 50 years old**

☐ **Above 51 years old**

3.) Ethnic group

☐ **Malay** ☐ **Indian**

☐ **Chinese**

☐ **Others (Please specify: _____)**

4.) Marital status:

☐ **Single** ☐ **Married**

☐ **Divorced/ Widowed/ Separated**

5.) Highest education level

☐ **Primary school** ☐ **Secondary school**

☐ **Diploma** ☐ **Bachelor Degree**

☐ **Master** ☐ **PhD**

☐ **Others (Please specify: _____)**

6.) Your occupation:

☐ **Professional/ Technical expertise** ☐ **Private sector**

☐ **Self-employed** ☐ **Office administration**

☐ **Teacher/ Lecturer/ Professor** ☐ **Others (Please specify): _____**

7.) Your monthly gross income: RM_____per month.

☐ **500-1000** ☐ **3001-4000**

☐ **1001-2000** ☐ **4001 and above**

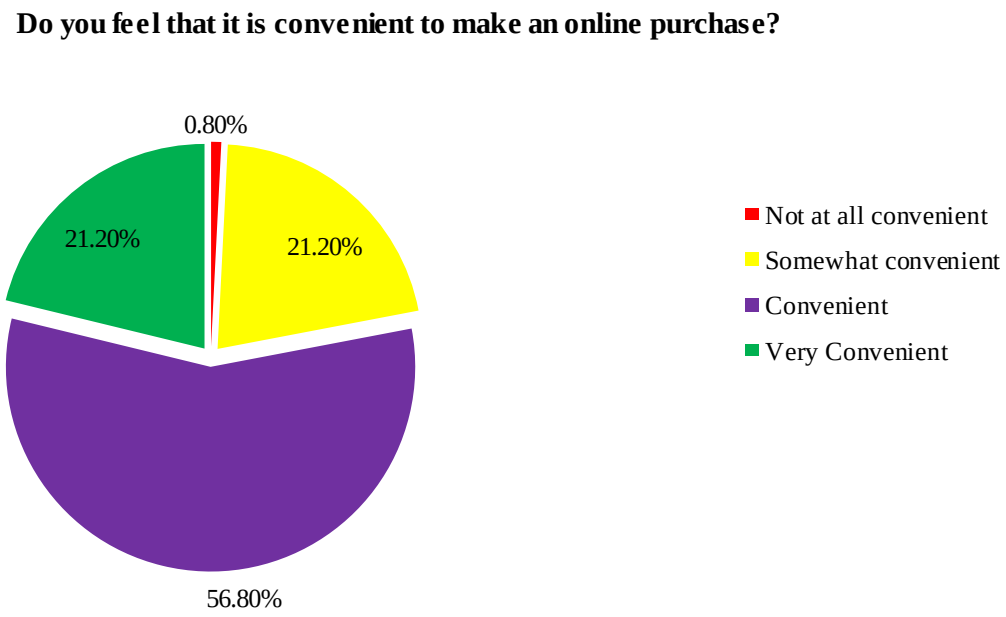
☐ **2001-3000**

We appreciated your valuable time to complete this questionnaire where it included general information, Airline e-ticketing experience and demographic information survey. Your responses are always useful and valuable for us and again, thank you. ☺

Appendix 2: SPSS Output: Respondent General Information

Convenient of Online Purchase

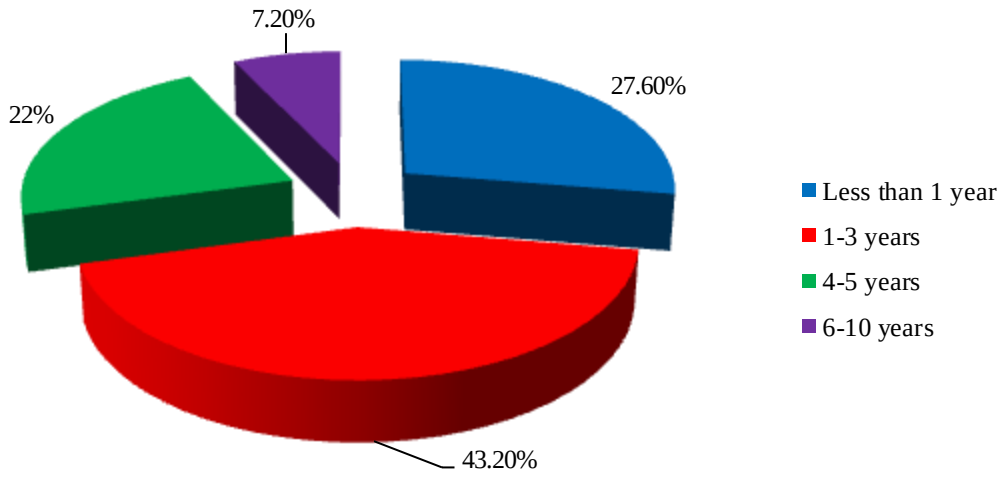
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all convenient	2	.8	.8	.8
	Somewhat convenient	53	21.2	21.2	22.0
	Convenient	142	56.8	56.8	78.8
	Very convenient	53	21.2	21.2	100.0
	Total	250	100.0	100.0	



Period of Using Airline E-Ticketing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1 year	69	27.6	27.6	27.6
	1-3 years	108	43.2	43.2	70.8
	4-5 years	55	22.0	22.0	92.8
	6-10 years	18	7.2	7.2	100.0
	Total	250	100.0	100.0	

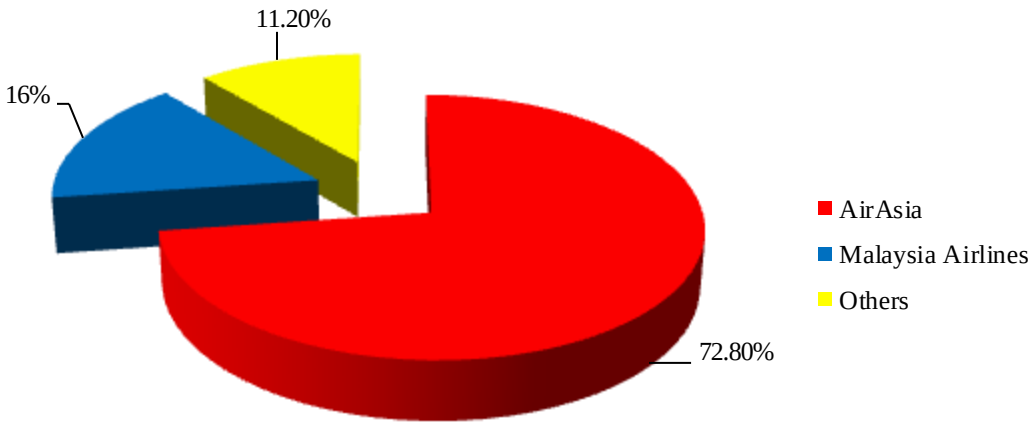
How long have you been using Airline e-ticketing services?



Airline Company

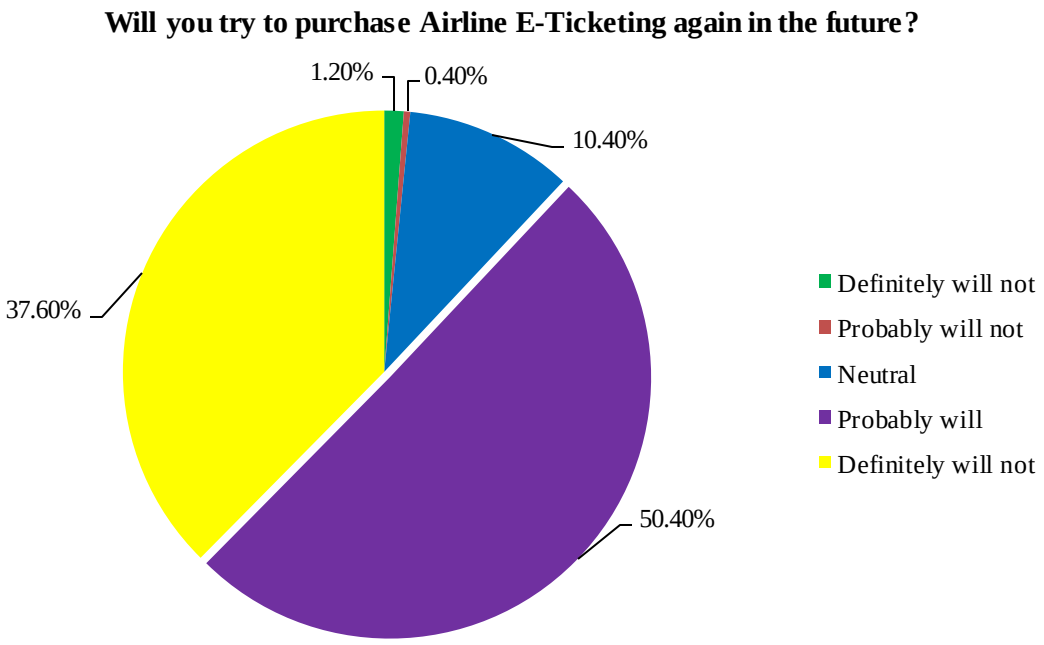
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	AirAsia	182	72.8	72.8	72.8
	Malaysia Airline	40	16.0	16.0	88.8
	Others	28	11.2	11.2	100.0
	Total	250	100.0	100.0	

If yes, please specify where/ which company?



Repurchase Intention

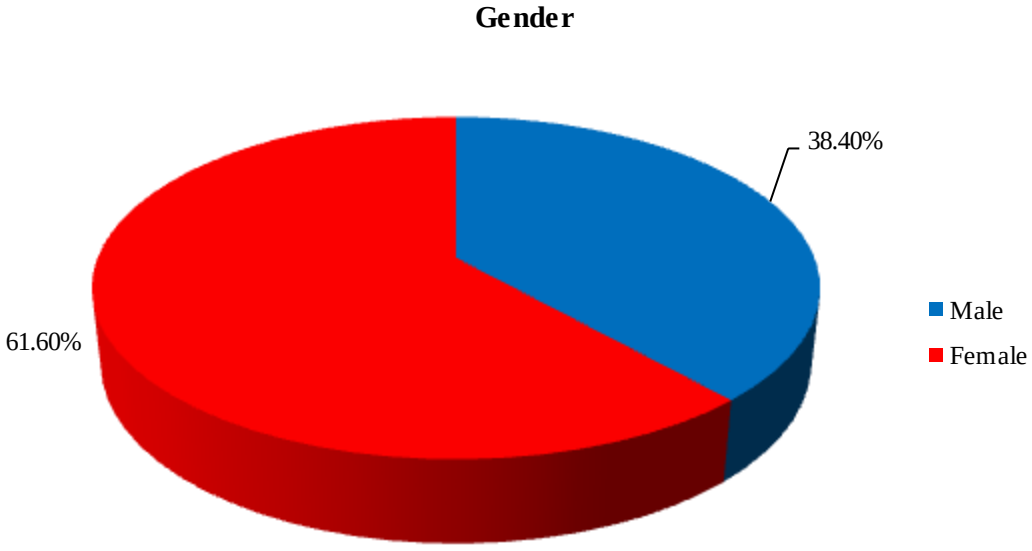
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Definitely will not	3	1.2	1.2	1.2
	Probably will not	1	.4	.4	1.6
	Neutral	26	10.4	10.4	12.0
	Probably will	126	50.4	50.4	62.4
	Definitely will	94	37.6	37.6	100.0
	Total	250	100.0	100.0	



Appendix 3: SPSS Output: Respondent Demographic Profile

Gender

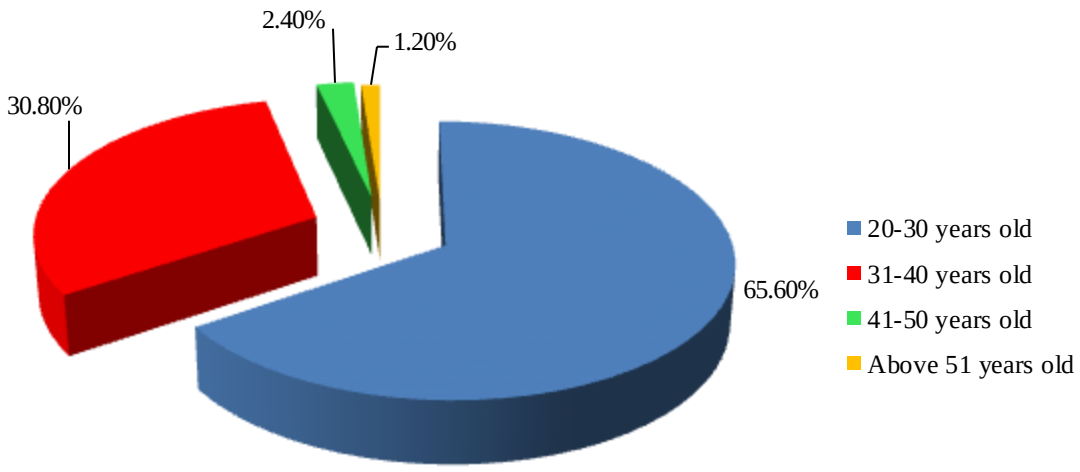
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	96	38.4	38.4	38.4
	Female	154	61.6	61.6	100.0
	Total	250	100.0	100.0	



Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-30	164	65.6	65.6	65.6
	31-40	77	30.8	30.8	96.4
	41-50	6	2.4	2.4	98.8
	51 and above	3	1.2	1.2	100.0
	Total	250	100.0	100.0	

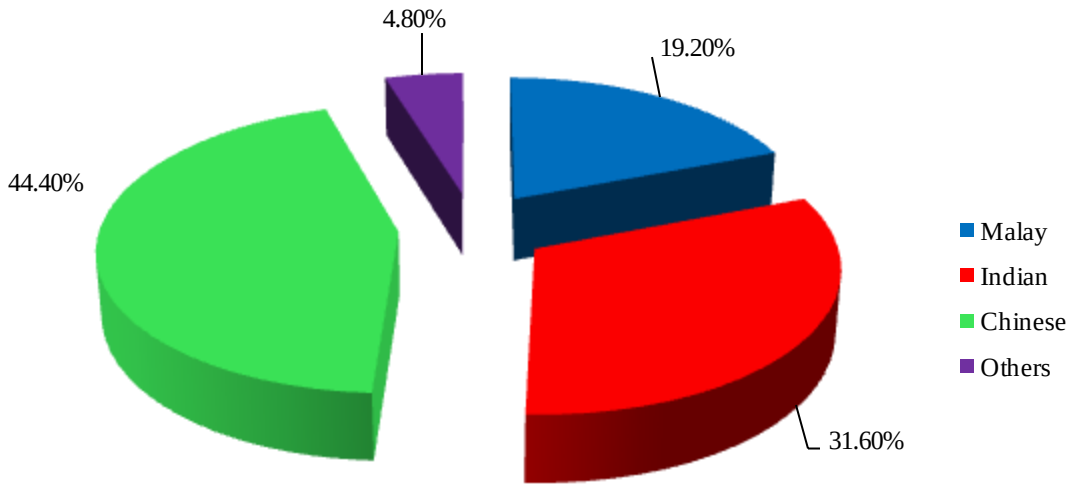
Age



Ethic Group

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	48	19.2	19.2	19.2
	Indian	79	31.6	31.6	50.8
	Chinese	111	44.4	44.4	95.2
	Others	12	4.8	4.8	100.0
	Total	250	100.0	100.0	

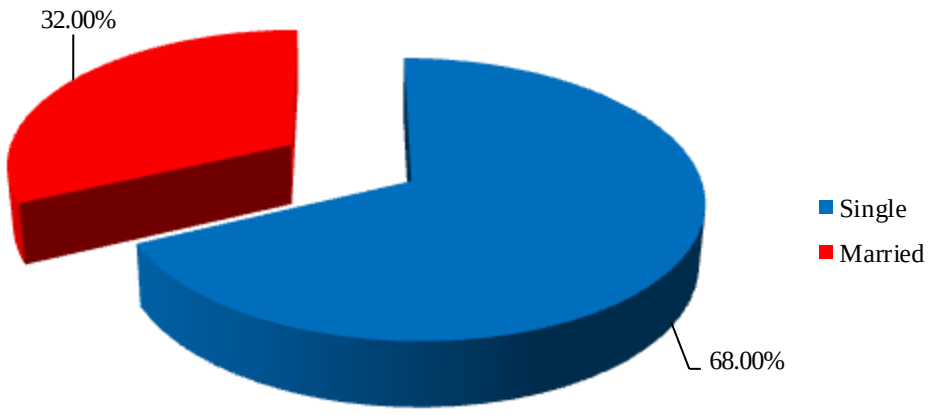
Ethnic Group



Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	170	68.0	68.0	68.0
	Married	80	32.0	32.0	100.0
	Total	250	100.0	100.0	

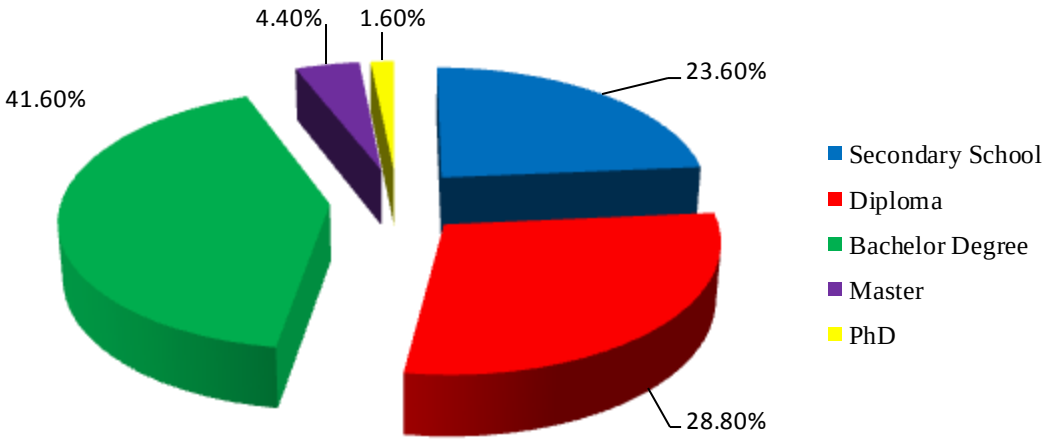
Marital Status



Highest education level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Secondary School	59	23.6	23.6	23.6
	Diploma	72	28.8	28.8	52.4
	Bachelor Degree	104	41.6	41.6	94.0
	Master	11	4.4	4.4	98.4
	PhD	4	1.6	1.6	100.0
	Total	250	100.0	100.0	

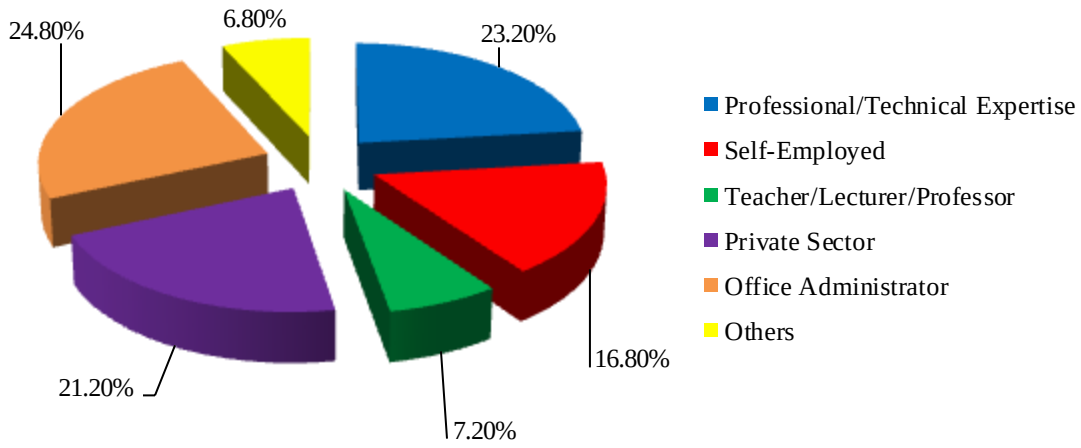
Highest Education Level



Occupation

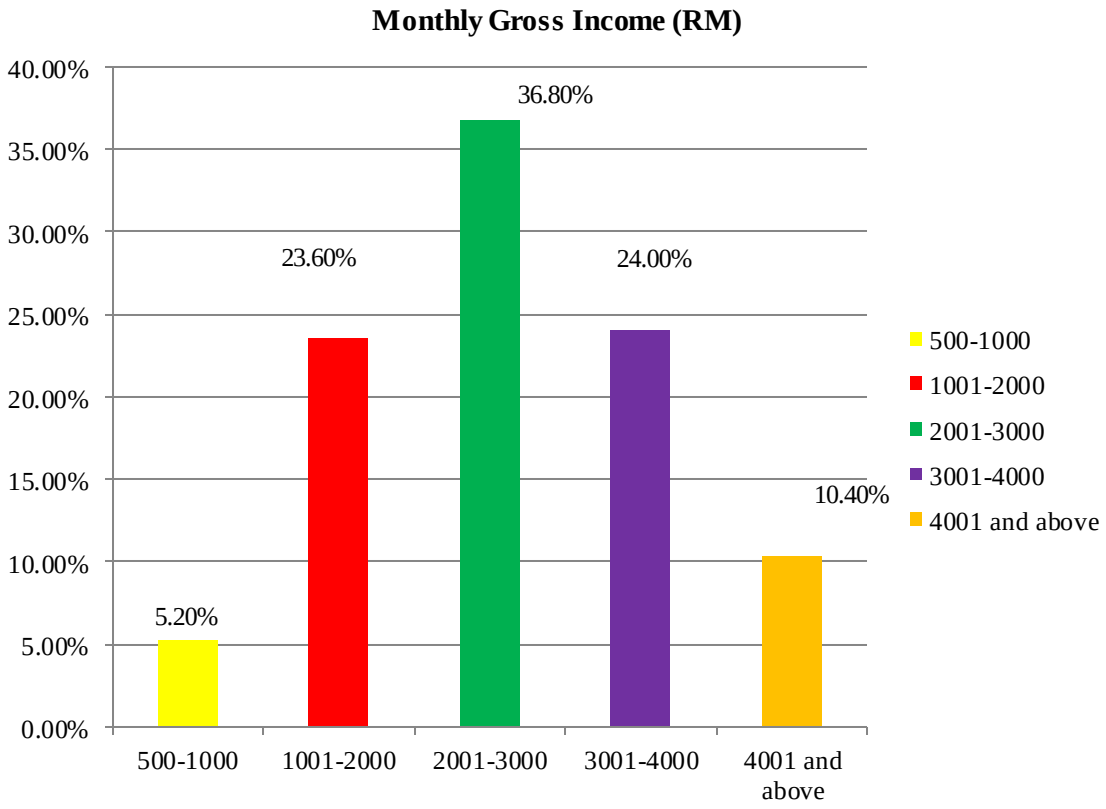
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Professional / Technical Expertise	58	23.2	23.2	23.2
	Self- Employed	42	16.8	16.8	40.0
	Teacher/ Lecturer/ Professor	18	7.2	7.2	47.2
	Private Sector	53	21.2	21.2	68.4
	Office Administrator	62	24.8	24.8	93.2
	Others	17	6.8	6.8	100.0
	Total	250	100.0	100.0	

Occupation



Monthly Gross Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	500-1000	13	5.2	5.2	5.2
	1001-2000	59	23.6	23.6	28.8
	2001-3000	92	36.8	36.8	65.6
	3001-4000	60	24.0	24.0	89.6
	4001 and above	26	10.4	10.4	100.0
	Total	250	100.0	100.0	



Appendix 4: SPSS Output: Central Tendencies Measurement of Constructs

Perceived Risk: There is a low risk for purchasing online.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	30	12.0	12.0	12.0
	Agree	78	31.2	31.2	43.2
	Neutral	26	10.4	10.4	53.6
	Disagree	100	40.0	40.0	93.6
	Strongly Disagree	16	6.4	6.4	100.0
	Total	250	100.0	100.0	

Perceived Risk: Purchase airline e-ticket will not cause financial risk.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	1.2	1.2	1.2
	Disagree	25	10.0	10.0	11.2
	Neutral	73	29.2	29.2	40.4
	Agree	128	51.2	51.2	91.6
	Strongly Agree	21	8.4	8.4	100.0
	Total	250	100.0	100.0	

Perceived Risk: The thought of purchase airline e-ticket makes me feel comfortable.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	.4	.4	.4
	Disagree	28	11.2	11.2	11.6
	Neutral	52	20.8	20.8	32.4
	Agree	142	56.8	56.8	89.2
	Strongly Agree	27	10.8	10.8	100.0
	Total	250	100.0	100.0	

Perceived Risk: I think the purchase transaction and payment is safe and worry-free.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	48	19.2	19.2	19.2
	Neutral	74	29.6	29.6	48.8
	Agree	113	45.2	45.2	94.0
	Strongly Agree	15	6.0	6.0	100.0
	Total	250	100.0	100.0	

Perceived Risk: I want to be sure before I purchase anything to avoid risky purchase.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	21	8.4	8.4	8.4
	Neutral	68	27.2	27.2	35.6
	Agree	133	53.2	53.2	88.8
	Strongly Agree	28	11.2	11.2	100.0
	Total	250	100.0	100.0	

Web Security: Airline e-ticketing website offers personal privacy assurance.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	.4	.4	.4
	Disagree	12	4.8	4.8	5.2
	Neutral	46	18.4	18.4	23.6
	Agree	138	55.2	55.2	78.8
	Strongly Agree	53	21.2	21.2	100.0
	Total	250	100.0	100.0	

Web Security: Airline website is keeping its promise and obligations.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	2	.8	.8	.8
	Neutral	42	16.8	16.8	17.6
	Agree	127	50.8	50.8	68.4
	Strongly Agree	79	31.6	31.6	100.0
	Total	250	100.0	100.0	

Web Security: As compare to other website, airline e-ticketing website is secure.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	.4	.4	.4
	Disagree	8	3.2	3.2	3.6
	Neutral	58	23.2	23.2	26.8
	Agree	148	59.2	59.2	86.0
	Strongly Agree	35	14.0	14.0	100.0
	Total	250	100.0	100.0	

Web Security: Airline e-ticketing website will not disclosure my personal information to third party.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	5	2.0	2.0	2.0
	Neutral	61	24.4	24.4	26.4
	Agree	143	57.2	57.2	83.6
	Strongly Agree	41	16.4	16.4	100.0
	Total	250	100.0	100.0	

Web Security: The infrastructure of airline e-ticketing website is dependable.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	7	2.8	2.8	2.8
	Neutral	62	24.8	24.8	27.6
	Agree	147	58.8	58.8	86.4
	Strongly Agree	34	13.6	13.6	100.0
	Total	250	100.0	100.0	

Price Perception: My perception on price influences my buying decision.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	.4	.4	.4
	Disagree	6	2.4	2.4	2.8
	Neutral	52	20.8	20.8	23.6
	Agree	131	52.4	52.4	76.0
	Strongly Agree	60	24.0	24.0	100.0
	Total	250	100.0	100.0	

Price Perception: I always search for price promotion when I want to purchase airline e-ticket.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	.4	.4	.4
	Neutral	37	14.8	14.8	15.2
	Agree	128	51.2	51.2	66.4
	Strongly Agree	84	33.6	33.6	100.0
	Total	250	100.0	100.0	

Price Perception: I always compare the current offer price of airline e-ticketing with my previous price.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	1.6	1.6	1.6
	Disagree	1	.4	.4	2.0
	Neutral	30	12.0	12.0	14.0
	Agree	119	47.6	47.6	61.6
	Strongly Agree	96	38.4	38.4	100.0
	Total	250	100.0	100.0	

Price Perception: I will increase purchase frequency of airline e-ticket at promotion price.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	7	2.8	2.8	2.8
	Neutral	53	21.2	21.2	24.0
	Agree	105	42.0	42.0	66.0
	Strongly Agree	85	34.0	34.0	100.0
	Total	250	100.0	100.0	

Price Perception: I always compare the price of airline e-ticketing offered by all the airline companies.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	.8	.8	.8
	Disagree	6	2.4	2.4	3.2
	Neutral	48	19.2	19.2	22.4
	Agree	127	50.8	50.8	73.2
	Strongly Agree	67	26.8	26.8	100.0
	Total	250	100.0	100.0	

Perceived Usefulness: The content or information on the website is useful for purchasing airline e-ticket.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	7	2.8	2.8	2.8
	Neutral	19	7.6	7.6	10.4
	Agree	169	67.6	67.6	78.0
	Strongly Agree	55	22.0	22.0	100.0
	Total	250	100.0	100.0	

Perceived Usefulness: The information on airline e-ticketing website facilitates decision-making processes.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	4	1.6	1.6	1.6
	Neutral	25	10.0	10.0	11.6
	Agree	164	65.6	65.6	77.2
	Strongly Agree	57	22.8	22.8	100.0
	Total	250	100.0	100.0	

Perceived Usefulness: Airline e-ticketing website is easy and functional for purchasing online.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	6	2.4	2.4	2.4
	Neutral	27	10.8	10.8	13.2
	Agree	164	65.6	65.6	78.8
	Strongly Agree	53	21.2	21.2	100.0
	Total	250	100.0	100.0	

Perceived Usefulness: Airline e-ticketing website is simple to use, even when using it for the first time.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	5	2.0	2.0	2.0
	Neutral	21	8.4	8.4	10.4
	Agree	167	66.8	66.8	77.2
	Strongly Agree	57	22.8	22.8	100.0
	Total	250	100.0	100.0	

Perceived Usefulness: It is easy to find the information I need from airline e-ticketing website.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	3	1.2	1.2	1.2
	Neutral	19	7.6	7.6	8.8
	Agree	169	67.6	67.6	76.4
	Strongly Agree	59	23.6	23.6	100.0
	Total	250	100.0	100.0	

Trust: I often purchase airline e-ticket.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	18	7.2	7.2	7.2
	Disagree	37	14.8	14.8	22.0
	Neutral	20	8.0	8.0	30.0
	Agree	118	47.2	47.2	77.2
	Strongly Agree	57	22.8	22.8	100.0
	Total	250	100.0	100.0	

Trust: I feel that airline e-ticketing is trustworthy and honest.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	.8	.8	.8
	Disagree	17	6.8	6.8	7.6
	Neutral	44	17.6	17.6	25.2
	Agree	132	52.8	52.8	78.0
	Strongly Agree	55	22.0	22.0	100.0
	Total	250	100.0	100.0	

Trust: I feel that airline e-ticketing is dependable.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	.4	.4	.4
	Disagree	11	4.4	4.4	4.8
	Neutral	32	12.8	12.8	17.6
	Agree	148	59.2	59.2	76.8
	Strongly Agree	58	23.2	23.2	100.0
	Total	250	100.0	100.0	

Trust: I have confidence to purchase airline e-ticket.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	29	11.6	11.6	11.6
	Neutral	38	15.2	15.2	26.8
	Agree	132	52.8	52.8	79.6
	Strongly Agree	51	20.4	20.4	100.0
	Total	250	100.0	100.0	

Trust: The purchasing of airline e-ticket meets my expectation.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	10	4.0	4.0	4.0
	Neutral	48	19.2	19.2	23.2
	Agree	132	52.8	52.8	76.0
	Strongly Agree	60	24.0	24.0	100.0
	Total	250	100.0	100.0	

Customer Purchase Intention: I plan to purchase airline e-ticket in near future.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	.4	.4	.4
	Disagree	3	1.2	1.2	1.6
	Neutral	60	24.0	24.0	25.6
	Agree	146	58.4	58.4	84.0
	Strongly Agree	40	16.0	16.0	100.0
	Total	250	100.0	100.0	

Customer Purchase Intention: I intend to purchase airline e-ticket in the future.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	78	31.2	31.2	31.2
	Neutral	48	19.2	19.2	50.4
	Agree	80	32.0	32.0	82.4
	Strongly Agree	44	17.6	17.6	100.0
	Total	250	100.0	100.0	

Customer Purchase Intention: It is very likely that I will purchase airline e-ticket.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	14	5.6	5.6	5.6
	Disagree	23	9.2	9.2	14.8
	Neutral	83	33.2	33.2	48.0
	Agree	88	35.2	35.2	83.2
	Strongly Agree	42	16.8	16.8	100.0
	Total	250	100.0	100.0	

Customer Purchase Intention: Purchase airline e-ticket is something I would do.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	82	32.8	32.8	32.8
	Disagree	18	7.2	7.2	40.0
	Neutral	17	6.8	6.8	46.8
	Agree	95	38.0	38.0	84.8
	Strongly Agree	38	15.2	15.2	100.0
	Total	250	100.0	100.0	

Customer Purchase Intention: I am willing to continue to purchase airline e-ticket.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	.8	.8	.8
	Disagree	6	2.4	2.4	3.2
	Neutral	47	18.8	18.8	22.0
	Agree	152	60.8	60.8	82.8
	Strongly Agree	43	17.2	17.2	100.0
	Total	250	100.0	100.0	

Appendix 5: Pearson's Correlations

		PR	WS	PP	PU	CT	CI
PR	Pearson Correlation	1	.536**	.516**	.047	.318**	.729**
	Sig. (2-tailed)		.000	.000	.457	.000	.000
	N	250	250	250	250	250	250
WS	Pearson Correlation	.536**	1	.461**	-.014	.107	.344**
	Sig. (2-tailed)	.000		.000	.823	.090	.000
	N	250	250	250	250	250	250
PP	Pearson Correlation	.516**	.461**	1	.061	.201**	.588**
	Sig. (2-tailed)	.000	.000		.334	.001	.000
	N	250	250	250	250	250	250
PU	Pearson Correlation	.047	-.014	.061	1	.112	.141*
	Sig. (2-tailed)	.457	.823	.334		.078	.026
	N	250	250	250	250	250	250
CT	Pearson Correlation	.318**	.107	.201**	.112	1	.338**
	Sig. (2-tailed)	.000	.090	.001	.078		.000
	N	250	250	250	250	250	250
CI	Pearson Correlation	.729**	.344**	.588**	.141*	.338**	1
	Sig. (2-tailed)	.000	.000	.000	.026	.000	
	N	250	250	250	250	250	250

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

*. Correlation is significant at the 0.05 level (2-tailed).

Appendix 6: Result of Multiple Regression Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	.789[a]	.622	.615	2.68340	.622	80.416

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	5[a]	244	.000

a. Predictors: (Constant), AVGCT, AVGWS, AVGPU, AVGPP, AVGPR

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2895.236	5	579.047	80.416	.000[b]
	Residual	1756.960	244	7.201		
	Total	4652.196	249			

a. Dependent Variable: AVGCI

b. Predictors: (Constant), AVGCT, AVGWS, AVGPU, AVGPP, AVGPR

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-4.568	1.964		-2.326	.021
	AVGPR	.716	.061	.608	11.724	.000
	AVGWS	-.207	.075	-.134	-2.769	.006
	AVGPP	.453	.069	.313	6.575	.000
	AVGPU	.132	.064	.081	2.051	.041
	AVGCT	.099	.047	.087	2.077	.039

a. Dependent Variable: AVGCI