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**BSc (Hons)
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Entitled

**“Factors Influencing Purchase Of Online
Airline Ticket In Malaysia.”**

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ABSTRACT

The advancement of technological development has seen many developments in human's life. Among the most significant developments are in the field of business process. Today, almost all aspect of business process can be done via the Internet. Similarly, the airline industry has seen many changes in the area of ticketing, from manual recording, to computerized reservation system. Now, the process of buying airline ticket can be done virtually, that is, from anywhere and anytime, with just a click of a mouse. Thus, it has become imperative for airline companies to provide their ticketing process online and compete for better market share.

This study examined the factors that motivate consumers to purchase airline ticket via the Internet. To achieve this objective, four main factors were examined, that is, the quality of product information given on websites, user interface quality, consumer's perception on security of online transaction, and demographic characteristics. While product information quality, user interface quality and demographic characteristics had five sub-component factors, consumer security perception had four sub-component factors.

The results showed that two factors of the product information quality and user interface quality had significant relationship with consumer purchasing of airline ticket via the Internet. For the consumer security perception factor, only one component factor, that is, concern on privacy in doing online transaction have significant relationship with consumer purchasing of airline ticket via the Internet.

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The results further revealed that age, income and occupation have significant relationship with consumer buying airline ticket via the Internet. The final analysis in this study shows that among the four factors, product information quality is the most significant factor that has strong relationship with consumer purchasing of airline ticket via the Internet.

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