



**A STUDY ON FACTORS AFFECTING CONSUMER  
PURCHASE BEHAVIOUR TOWARDS ONLINE  
TRAVEL AGENCY**

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## **ABSTRACT**

Over the years, consumers have been using the service of traditional travel agency to make arrangement on their traveling activities. Technological evolvement in the business industry has lead business owners to emerge into the virtual business environment. Therefore, this has also lead to the evolving trends to the travel and tourism industry where traditional travel agency has re-invented themselves to sell products and services online through Online Travel agency. As customer behaviour as so dynamic, it is difficult to identify the exact factor that could influence consumer purchase behaviour. Therefore, the main objective of this paper is to identify the factors of price, online review, promotion and photo affecting consumer purchase behaviour towards online travel agency among the consumers around Kota Kinabalu, Sabah.

This paper adopts descriptive and causal method to conduct data analysis. 219 samples from respondents around Kota Kinabalu, Sabah were collected via Google form which consists of six major sections. Subsequently, the data collected were analyses using IBM SPSS, Statistic 25, software.

The analysis of the data showed significance in the two factors mainly, price and photo. The other two factors; online review and promotions showed no significance to the data analysis. Therefore, in this study price and photo affects the purchase behaviour of consumers in Kota Kinabalu, Sabah in their purchases through online travel agency.