



AN INTEGRATIVE MODEL OF CONSUMERS' INTENTIONS  
TO PURCHASE TRAVEL ONLINE IN SABAH: A CASE  
STUDY OF NATURE LODGE KINABATANGAN

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DECEMBER 2014

## ACKNOWLEDGEMENT

First of all, thank Lord for the blessed and I am so grateful for the wonderful opportunity given to me within 3 years in UiTM. I would like to express my deepest appreciation to my project paper (MKT661) advisor, Ms. Jacqueline Koh Siew Len Binti Stephen who provided me the possibility to complete this paper for this pass few months. Her contribution in stimulating suggestions, encouragement and guidance helped me to coordinate my project paper especially in writing this report. And also for my second advisor, Prof. Madya Rosdiana Sukardi, special thanks to her for the suggestion and important information given to complete this report.

A special gratitude I give to managing director of Trekkers Lodge Sdn Bhd, Mr. Alexander Yee Kok Tsen for giving me the opportunity for work experience and understanding my absent during work for advising purpose with my advisor at UiTM.

Furthermore, I would also like to acknowledge with much appreciation to all the respondents for their willingness to spend their time to answer my questionnaire.

Last but not least, special thanks to my family especially my sister for support and endless understanding to complete this report. And also to my entire friend that involved in giving me encouragement and inspiration to complete this report within given time.

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## ABSTRACT

The purpose of this project paper is to study the factor influences intention to purchase travel online among local and international tourists in Sabah. The researcher is focusing on the communicability, perceived behavioural control, trust, compatibility, complexity, perceived risk and perceived relative advantage.

For the aid of this research, quantitative data collection method and convenience sampling is use in aiding the research. The target population for this study is the local and international tourists that visiting in Sabah specifically in Nature Lodge Kinabatangan Sandakan and Kota Kinabalu. 152 questionnaires distributed to the respondent with balance proportion whereby 76 sets for local tourists and another 76 sets for international tourists. Researcher analysed the data by using Statistical Package for the Social Sciences (SPSS) software.