

UNIVERSITI TEKNOLOGI MARA

**A STUDY ON LOW COST AIRLINE WEBSITE
QUALITY DIMENSIONS – THE IMPACT ON
PERCEIVED INFORMATION QUALITY AND
PURCHASE BEHAVIOUR AMONG AIR
TRAVELLERS: A CASE OF AIRASIA BERHAD.**

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Thesis submitted in partial fulfilment of the requirements

for degree of

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CANDIDATE'S DECLARATION

We declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the result of our own work, unless otherwise indicated or acknowledge as referenced work. This topic has not been submitted to any other academic institution or non-academic institution for any other degree or qualification.

In the event our thesis be found to violate the conditions mentioned above, we voluntarily waive the right of conferment of my degree and agree be subjected to the disciplinary rules and regulations of Universiti Teknologi MARA.

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ABSTRACT

Distribution via own website can be considered as the most cost effective online channel. Therefore, many airlines are using website as a tool of distribution channel however they have no clear knowledge of how successful their websites are. This study explores the relationship between the dimensions of website quality and perceived information quality towards purchase behavior among AirAsia passengers. Moreover, this study investigates the most influential website quality dimension that affects perceived information quality and purchase behavior among AirAsia passengers. Quantitative analysis of data obtained through questionnaires based on a model designed by Kim and Niehm (2009) entitled “The Impact of Website Quality on Information Quality, Value, and Loyalty Intentions in Apparel Retailing” and Model of Continued E-commerce by Hernandez, Jimenez and Martin (2010). Questionnaires were distributed to 350 of AirAsia passengers in Klang Valley. Reliability analysis test (Cronbach Alpha), descriptive statistic as well as regression test were used to analyze the data. This study revealed that there is a relationship between Website Quality Dimensions and Purchase Behavior mediated by Perceived Information Quality. Moreover, this study found out that ease of use is the strongest attribute that influences purchase behavior. This study provides airlines companies with needs and wants of the air travelers so that they can influence customers’ perceived information quality and purchase behavior by properly designing their website which can improve their online marketing strategies.

Keyword: Website quality, information quality, purchase behavior

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