

**FACTORS INFLUENCE STUDENT'S ONLINE PURCHASE INTENTION THROUGH
TRAVEL AGENCY SITES**

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Requirement for the
Bachelor of Business Administration with Honours (Marketing)**

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

BANDARAYA MELAKA

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DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGY MARA
“DECLARATION OF ORIGINAL WORK”**

I, Muhammad Farid Bin Sabri, (I/C Number: 940718-08-5497)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: **MUHAMMAD FARID BIN SABRI** Date: **2 JULY 2018**

LETTER OF SUBMISSION

JULY 2018

The Head of Program
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Dear

SUBMISSION OF PROJECT PAPER

Attached is the project paper title “The Factors Influence Student’s Online Purchase Intention Through Travel Agency Sites” to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara.

Thank you,

Your sincerely,

MUHAMMAD FARID BIN SABRI

.....

(MUHAMMAD FARID BIN SABRI)

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Bachelor of Business Administration (Hons.) Marketing
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ABSTRACT

The issue of this research is for student's online purchase intention through travel agency sites. There are increasing number that students that buying products and services from travel agency sites being cheated. This is because there are many reasons why customers always being cheated by travel agency sites such as offering lower price packages. The results of this research are based on these two objectives. General objective is to identify factors influence students online purchase intention through agency sites. Second is to identify the significant relationship between personal security, uncertainty, customer loyalty, and customer satisfaction with student's online purchase intention through travel agency sites. Lastly is to identify the most important factor that influence students online purchase intention through travel agency sites. The methodology for this research are first is multiple regression was used for analyze the first objective. Next is coefficient correlation analysis was used to achieves the second objective. Data was gathered by distribute questionnaire to students at UiTM Kampus Bandaraya Melaka. Then, the data are analyzed using SPSS (Statistical Package for the Social Science) version 22.0. The findings of this research are first, customer loyalty is not having relationship with online purchase intention. Last finding is customer satisfaction are the most important factor that influence online purchase intention.

Key words: online purchase intention, personal security, uncertainty, customer loyalty, customer satisfaction