



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

LATIPAH BINTI OMAR  
2011133879

BACHELOR OF BUSINESS ADMINISTRATION WITH  
HONOURS MARKETING  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
SABAH

DECEMBER 2014

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION  
WITH HONOURS (MARKETING)  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA

I, Latipah Bt Omar, (I/C Number: 881117-12-5978)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, any 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: Latipah Bt Omar

Date: 29/12/2014

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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.

# CHAPTER 1

## INTRODUCTION

### 1.0 INTRODUCTION

This chapter is overview about the background of study, scope of study, problem statement, research objectives, research questions, limitation of the study, significant of study and definition of term.

#### 1.1 Background of study

Tourism has becoming one of the fastest growing economic sectors in the world and one of the important income sources for many developing countries (Lam, J. M. S, Tan, S. H & Oh, T. L., 2014). According to the annual report of Tourism Malaysia in 2013 (Tourism Malaysia, 2013), the tourism industry has played a significant role in increasing the GDP where there were 25.72 million tourists arrived of Malaysia with generated revenue of RM65.44 billion. Some of the states in Malaysia have subsequently taken initiatives in marketing places of interests of the states in particular the state of Sabah. Sabah has various attractive places to be visited, either for historical, adventure, wildlife experience, island and landmarks, natural or simply for leisure purpose.

One of the most popular places of attraction that may and many tourists visit is Nature Lodge Kinabatangan (NLK) in Sandakan. Mostly tourist seek they information about host attraction through internet as according to Ho, Lin and Chen (2012) tourists always search for information through various channels. In 2013, over 3 billion people had internet access, an increase of 480% since 2000 (Internet World Stats, 2013). Due to the huge amount of