



UNIVERSITI TEKNOLOGI MARA

**THE STUDY ON A RELATIONSHIP OF
PERCEIVED USEFULNESS AND PERCEIVED
EASE OF USE ON BEHAVIORAL INTENTION TO
BOOK ONLINE AMONG TOURISM STUDENTS
IN UiTM BANDARAYA MELAKA**

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AUTHOR'S DECLARATION

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

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

In recent years, the advancement of students knowledge in technology able to rule the trends of information technology such using online booking in hospitality industry. Unable to gain deeper in their behavioral intention to book online could lead to the uncertainty of economics as younger people spends in hospitality industry will decreased. Hence, there is an urgent need to understand their behavior intention to do online booking for hotels, resorts, home stays or any other accommodations that can be reserved online. Using from Technological Acceptance Model, there are two variables in behavioral intention to book online. Those are perceived usefulness and perceived ease of use. Therefore, this research aims to study the relationship of perceived usefulness and perceived ease of use on behavioral intention to book online among Tourism students in UiTM Bandaraya Melaka. The result of this study based on data gained from the questionnaires that have been distributed to the Tourism students from first year until final year students. It is hope that this study can enhances students effectiveness to be fully used the technology and make it convenience to their lives.

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