A COMPARATIVE STUDY ON ONLINE MARKETING
BETWEEN AIRASIA AND MALAYSIAN AIRLINE SYSTEM (MAS):
THE PERSPECTIVE OF UNIMAS'S STAFF

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ABSTRACT

A COMPARATIVE STUDY ON ONLINE MARKETING
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The aim of this study is to identify the perspectives of UNIMAS's staffs on the criteria for purchasing airline tickets with respect to AirAsia and Malaysian Airline System (MAS). The study is also to determine the quality of the website provided by AirAsia and MAS and their impact towards customer satisfaction.

There were six sections in this study which are the background of the respondent, privacy, trustwortiness, website design/content, communication and level of customer satisfaction. The study was conducted based on the survey by using the questionnaire. Ninty-three sets of questionnaires were distributed amongst the Unimas students. The frequency test and T-test were employed to analyze the data and shown that only two sub-variables in trustworthiness were significance in terms of the website quality provided by AirAsia and MAS. Based on the findings, recommendation were made to improve the quality and services of their website to convince the customer to purchase online in the future.

CHAPTER 1

INTRODUCTION

1.0 Introduction

This chapter explains on the background and scope of the study, problem statement, objectives of study and research questions which are classified as the core of this study. Besides that, the significance of the study, limitation and definition of terms are also being explained.

1.1 Background of study

E-commerce, one of the most significant developments in business in decades, involves the use of information technology to enhance communication and transactions between organizations and consumers (Watson et al. 2000). Businesses using e-commerce may increase profits and gain market shares. Similarly, e-commerce creates value for consumers through enhanced products and services and rapid communication with organizations.

The rapid growth of the Internet as a customer technology has increases the use of the electronic commerce (e-commerce) globally as well as nationwide. E-commerce is a new way of advertising, buying, selling and delivering goods and services. Despite the failures following the deflation of the 'dot com bubble' in the United States and elsewhere, the Internet is beginning a new phase of adoption (Industry of Tourism

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CHAPTER 2

LITERATURE TEVIEW

2.0   INTRODUCTION

This chapter briefly review on the e-commerce perspective, e-service, research model,web equity, user perception towards the quality on the web sited, web site quality as user friendly, clear communication and feedback, e-commerce readiness, customer satisfaction, internet transaction security, online buying behavior, demographic traits affecting online purchasing, online travel and theoretical framework.

2.1   E-Commerce perspective

E-commerce, one of the most significant development in business in decades, involves the use of information technology to enhance communication and transaction between organizations and consumers (Watson et al, 2000). E-commerce should represent the idea of Information, Communication and Technology (ICT) enhances an organization's capability in the trading of goods and services between two parties. E-commerce is the conducted of commerce in goods and services which assisted by telecommunication and telecommunication based tools (Lee and Mustafa (2004)). E-commerce as a process of buying and selling or exhanging of products, services and information through computer