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

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TABLE OF CONTENTS

CHAPTERS	DESCRIPTIONS	PAGE
	Declaration of Original Work	ii
	Letter of Submission	iii
	Acknowledgement	iv
	Tables of Contents	
	List Of Tables	v
	List Of Figures	vi
	Abstract	vii
1	INTRODUCTION	
1.0	Introduction	1
1.1	Background of Study	1-3
1.2	Scope of Study	4
1.3	Problem Statement	4-5
1.4	Objective of Study	5
1.5	Research Question	6
1.6	Significant of Study	6
1.7	Limitation of Study	7
1.8	Definition of Terms	7-9
2	LITERATURE REVIEW	
2.0	Introduction	10
2.1	E-Commerce Perspective	10-12
2.2	E-Service	12-13
2.3	Research Model Based On Theory of Planned Behavior	14-15
2.4	Web Equity	15-17
2.5	User Perception Towards The Quality On The Web Sites	17-18
2.6	Web Site Quality Perceived as User Friendly	18-22
2.7	Clear Communication And Feedback	22-23
2.8	E-Commerce Readiness	24-25
2.9	Customer Satisfaction	25-26
2.10	Internet Transaction Security	26-27
2.11	Online Buying Behavior	27-28
2.12	Demographic Traits Affecting Online Purchasing	29
2.13	Online Travel	29-30
2.14	Theoretical Framework	30-31
3	RESEARCH METHODOLOGY	
3-0	Introduction	32
3.1	Research Design	32
3.2	Data Collection	33
3.3	Sampling Technique	33-35
3.4	Procedure for Analysis Of Data	35-37
4	DATA ANALYSIS AND FINDINGS	
4.0	Introduction	38
4.1	Data Collection and Realibility Analysis	38
4.2	Respondent's Profile	39-45
4.3	Privacy	46
4.4	Trustworthiness	47-48
4.5	Website Design/Contents	49-50
4.6	Communication	51

ABSTRACT

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

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, trustworthiness, website design/content, communication and level of customer satisfaction. The study was conducted based on the survey by using the questionnaire. Ninety-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

CHAPTER 2

LITERATURE REVIEW

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 site, 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 exchanging of products, services and information through computer