



THE EFFECTIVENESS OF ONLINE
ADVERTISEMENT TOWARDS CUSTOMER
PURCHASE INTENTION IN TRAVEL AGENCY

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ABSTRACT

Advertisement is very important to create customer purchase intention. A good advertisement would able many customer to buy products and services offered by business especially tourism businesses. Tourism product traditionally are using conventional advertising tools to market themselves. However, it would cost more and unable to reach wide target market. Nowadays, with the rapid use of technology and emerges of online platforms, a new way of advertising has developed. Online advertisement is referred as the use of social media or social networking sites to advertise tourism products and services. By using online advertisement, it can be used in various online platform and able to reach wide target market with convenience budget. The objectives of this study is to determine the effectiveness of online advertisement towards customer purchase intention in travel agency. In this study, it proposed an integrated framework is adapted from Technology Acceptance Model theory that consists of information quality, interactivity, and perceive usefulness to understand consumer purchase intention towards tourism online advertisement. In this research, questionnaire is being distributed to gather data from respondents and a total of 203 valid sample was drawn. Other than that, regression analyses also being used to analyse data collection. Based on the finding, quality information and perceive usefulness variable shows significant towards customer purchase intention. It also shows that perceive usefulness are showing strong relationship with customer purchase intention. Therefore, it can be concluded that customer much more prefer advertisement that is easy for them to understand and use from online advertisement.