



**THE ANTECEDENT ROLE OF ONLINE  
SATISFACTION, PERCEIVED RISK ONLINE  
AND PERCEIVED WEBSITE USABILITY IN  
KOTA KINABALU, SABAH ON THE AFFECT  
TOWARDS TRAVEL DESTINATIONS**

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## **ABSTRACT**

The increasing number of tourists nowadays has led to accelerate improvement in tourism industry. The use of Internet become increase among tourists for their decision-making on choosing their travel destination. The tourists also prefer more on purchasing travel products through travel and tourism website rather than booking from the counter. This is because booking through website are more fast, efficient and saves effort. Tourist online satisfaction and perceived website usability during browsing websites. However, other causes can create perceived risk online among tourists who are less trust on website and online purchasing. The purpose of this study is to investigate customers response towards the antecedent role of online satisfaction, perceived risk online and perceived website usability that affect towards the travel destination. There are 100 of questionnaires distributed to respondents for collecting data. The data analysis technique will be implemented in the research is frequency distribution, cross tabulation, reliability test, correlation test, descriptive statistic and multiple regression analysis. The data analysis will present the results and findings for the users' online satisfaction, perceived risk online, perceived website usability that affect the travels destination. Result shows that the online satisfaction is the highest factor and significant of perceived website usability affect towards the travel destination. Perceived risk online has negative influence towards affecting of the travel destination. The last chapter is the conclusion and recommendations of the overall of the research study.