

UNIVERSITI TEKNOLOGI MARA
FAKULTI SAINS PENTADBIRAN DAN PENGAJIAN POLISI



**PERCEPTION ON AIRLINE E-TICKETING: A STUDY AMONG
LECTURERS AT UITM KAMPUS BANDARAYA MELAKA**

MUHAMMAD SHAFIQAL BIN ABDULLAH SAIDI

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JULY 2013

LETTER OF TRANSMITTAL

MUHAMMAD SHAFIQAL BIN ABDULLAH SAIDI

MUHAMMAD IZZAT BIN MUHAMMAD RUSIYADI

Bachelor of Administrative Science (Hons)
Faculty of Administrative Science and Policy Studies,
UiTM Melaka City Campus

MADAM NURLIYANA BINTI MOHD SHAZALI

Research Project Supervisor
Faculty of Administrative Science and Policy Studies,
Universiti Teknologi Mara,
Kampus Bandar Melaka
110 Off Jalan Hang Tuah, 75300 Melaka

Dear Madam,

SUBMISSION OF APPLIED RESEARCH REPORT

In regards to the above subject matter, we hereby submit our research report entitled
**“Perception On Airline E-Ticketing: A Study Among Lecturers at UiTM Kampus
Bandaraya Melaka”** as the requirement for the completion of Applied Research (ADS555)
subject for your kind perusal and retention.

Thank you.

Yours sincerely,

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MUHAMMAD SHAFIQAL BIN ABDULLAH SAIDI

2011680654
Bachelor of Administrative Science (Hons)

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MUHAMMAD IZZAT BIN MUHAMMAD RUSIYADI

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CLEARANCE FOR SUBMISSION OF THE PRACTICAL REPORT BY THE SUPERVISOR

(This clearance form must be attached to every report submitted for evaluation. The report will not be evaluated if this form is attached or if the supervisor does not sign it.)

Name of Supervisor : MADAM NURLIYANA BINTI MOHD SHAZALI

Title of Research Report : Perception on Airline E-Ticketing: A Study Among
Lecturers at UiTM Kampus Bandaraya Melaka

Name of Students : MUHAMMAD SHAFIQAL BIN ABDULLAH SAIDI

Name of Students : MUHAMMAD IZZAT BIN MUHAMMAD RUSIYADI

I have reviewed the final and complete research report and approve the submission of this report for evaluation.

Remarks:

MADAM NURLIYANA BINTI MOHD SHAZALI

THE DECLARATION

Declaration

We hereby declare that the work contained in this research proposal is original and our own except those duly identified and recognized. If we are later found to have committed plagiarism or acts of academics dishonesty, action can be taken in accordance with UiTM's rules and academics regulation.

Signed.

.....

MUHAMMAD SHAFIQAL BIN ABDULLAH SAIDI
(2011680654)

Signed.

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MUHAMMAD IZZAT BIN MUHAMMAD RUSIYADI
(2011445566)

ABSTRACT

The “airline e-ticketing” has been implementing by many airline company in order to generate more income and give facilities to their customer. The perception from lectures in UiTM Kampus Bandaraya Melaka has given opportunity to understand the perception by an academicians about the airline e-ticketing. This study examines the Lectures perception towards airline e-ticketing. The total of sampling is over 100 respondents done at UiTM Kampus Bandaraya Melaka. The web security, customer confident and usefulness are the factor that may influence the perception on airlines e-ticketing by the lectures in UiTM Kampus Bandaraya Melaka. The most influence factor towards the perception on airline e-ticketing by the lectures in UiTM Kampus Bandaraya Melaka is the usefulness.