



**UNIVERSITI TEKNOLOGI MARA**

**THE INFLUENCE OF SOCIAL NETWORKING TOWARDS  
THE INTENTION TO PURCHASE AMONG YOUTH IN IPTA  
AND IPTS IN BANDARAYA MELAKA.**

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June 2016

## AUTHOR'S DECLARATION

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I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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## ABSTRACT

Technology has become essentials for almost everyone especially youth. This current trend has impacted the purchase decisions among youth in tourism perspective. In order to keep up with the current trend, travel organizations also need to improve the way they marketed their products and services. In Malaysia, most of the travel agency is already use technology to attract tourist to purchase their packages. However, there is also a travel agency who still did not use technologies to promote their packages yet they're using the traditional method such as distributing flyers from home to home, in shopping complex and etc. This study adopted the Technology Acceptance Model (TAM) to further investigate the factors such as the *e-Word-of-Mouth* (e-WOM), *perceived usefulness*, *perceived ease of use* and *perceived enjoyment* that affect the purchase intention among youth in terms of travel planning. The method that used in the study is non-probability sampling and is measured at the IPTA and IPTS students around Bandaraya Melaka. This research is conducted to investigate the effectiveness of social network among universities students. It also will elaborate on how importance the technology for tourism organizations as for their marketing tools. The consequence of the study is social network influence youth when choosing tourist destination.

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