



UNIVERSITI TEKNOLOGI MARA
FACTORS THAT INFLUENC E-TRAVEL PURCHASE
AMONG UNIVERSITY STUDENTS

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ABSTRACT

This study examined the factors and the domain factor that influence e-travel purchase among Universiti Teknologi Mara (UiTM) Malacca City Campus students. A stratified sampling method was used to identify the number of respondents from eight different programmes and the total sample comprised of 150 students who studying at UiTM Malacca City Campus. Data were collected via self-administered questionnaires. The questionnaires consist of three sections: respondent's demographic background, factors that influence e-travel purchase and dominant factor influencing e-travel purchase. Result indicated that, all the factors analysed in this study (information quality, trust, navigation (ease of use), personal characteristic, product quality and webpage presentation) influenced e-travel purchase among students. The finding revealed that information quality was the domain factor that influenced e-travel purchase among UiTM Malacca City Campus students. The focus of this study was only on the six factors which are information quality, trust, navigation (ease of use), personal characteristic, product quality and webpage presentation. However, the result cannot be generalized to all university students. There is a possibility that this study did not cover all the factors that influence e-travel purchase among university students. Future study should explore other factors that influence e-travel purchase among university students with a broader range of population and areas.

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