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DETERMINANTS OF ONLINE PURCHASE INTENTION AMONG TOURIST MALAYSIA.

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CHAPTER 1: INTRODUCTION

1.1 INTRODUCTION

This chapter presents the overview of this study. The first section of this chapter discusses the research background. This is followed by a problem statement, research objectives and scope, definitions of important terms, and an overview of the social impact of tourism development.

1.2 BACKGROUND OF THE STUDY

The World Tourism Organisation (UNWTO, 2009) describes tourism as a social, cultural, and economic phenomenon when people visit places outside of their normal surroundings for leisure, business, or professional purposes. Residents or non-residents are referred to as tourists or excursionists, and tourism describes their activities, some of which entail spending on tourism.

Tourism has a crucial role to play in stimulating the economy and is one of the most important driving forces for GDP growth, particularly in emerging countries. It is therefore important to take this factor into account in Szivas, Riley, and Airey 2003. The tourism sector is characterized by its dynamism and competitiveness, which requires a capacity to adapt to changing customer needs and preferences with the aim of ensuring that customers' satisfaction, safety, and enjoyment are guaranteed. These changes apply to tourism businesses.

The tourism industry has undergone a major transformation since IT began to be applied in the tourism industry in the 1980s, and especially after the advent of the Internet in the late 1990s (Marco, Gomez, and Sevilla, 2018). The World Tourism Organization reported 924 million international tourist arrivals worldwide in 2008, and the World Travel & Tourism Council (WTTC) estimates the industry accounts for approximately 11 percent of the global gross domestic product (GDP).

The Internet has had a very important impact on the travel and hospitality industry, leading to substantial advances and innovation. The ability for tourists and consumers to get complete information about products and services via the Internet, and to buy them on different Internet sites is one of the most significant developments. The rapid development of Internet technology has been a major factor in this progress. As Alba, Lynch, Weitz, Janiszewski 1997, Hoffman, and Novak 1996 point out, consumers engage in the online shopping experience by interacting with visual interfaces on websites.

Consequently, as Forsythe and Shi 2003 and Pavlou 2003 have pointed out, there are certain risks associated with online shopping; trust and risk play a crucial role in transactions on the Internet. It is crucial to consider how the tourism industry uses the Internet. Innovation is still at an early stage of development, and there have been positive and negative impacts, as well as various challenges (Verma and Shukla, 2019). The study will explore the factors influencing the online shopping intentions of Malaysian tourists based on their online shopping experience, quality orientation, and trust.

1.3 PROBLEM STATEMENTS

Tourism covers quite a lot of facets. In Malaysia, many tourist attractions attract the attention of domestic and foreign tourists. With the development of technology and the widespread use of the Internet, traders can quickly deal with customers at any time, such as booking hotel rooms, booking air tickets, and other things that can only be done online. This saves a lot of time. Ajzen and Fishbein (1980) mentioned in rational action theory that users of behavioral measures can be predicted from corresponding intentions. It is necessary to examine the previous research to ensure a neutral perspective and recognition of factors that impact purchasing intentions.

According to Sim et al. 2001, online shopping is an electronic payment system used by consumers in any of the business-to-business (B2B) or B2C settings that share information with each other. Businesses can take advantage of this opportunity using online platforms to attract and maintain possible customers when a growing number of consumers are using the Internet for their shopping needs. The impact of tourism on people's inclination to make purchases via the Internet is reflected in this.

A research study was performed to identify the factors responsible for Internet purchasing intention by Mehrab and Russell (1974), Robert and John 1982 and Bitner 1992. Their study successfully identified several key factors that influence online purchasing, including impulse buying orientation (IPO), previous online purchasing experience (POPE), quality orientation (QO), and online trust (OT).

As noted by Kwek et al. 2010 there has been an upward trend in customer participation in online shopping. Rapid technological development, which has led to the emergence of sites like Tik

Tok, Facebook, and Instagram that facilitate online sales and drop shipping, is responsible for this growth. Moreover, users have increasingly relied on those platforms for obtaining information because of the proliferation of online services. For example, the travel industry is being served by applications like Trivago, Agoda, and Airy Room which allow customers to compare prices and find accommodation in accordance with their budgets.

According to the findings of Shim et al. (2001), the use of the Internet to search for information is intended to act as a mediator of the relationship between purchase choices and other predictors (previous Internet purchase experience, attitudes towards the Internet, shopping, and control perceived behavior). Therefore, the final experiential purchase is very important, because customers can evaluate the merchant's products and services on the website business. This is also very important in increasing consumer trust.

Besides, quality oriented. Parker et al. (2007) found that the quality of online reviews positively affects consumers' purchase intentions. This is because as the number of positive reviews increases, so does the purchase intention, and low user engagement is influenced by the number of reviews rather than their quality. Still, high user engagement is affected by the number of reviews, especially when the research is of high quality.

Trust has a wide range of dimensions and involves all stakeholders, including sellers, products, businesses, brands, the internet, and consumers. Consumer confidence refers to an individual's subjective belief in the fulfillment of his or her obligations when dealing online, i.e., whether a web seller or entity fulfills its obligations during transactions. Su et al., 2009, point out that critical factors for the success of an e-commerce company are trust and customer satisfaction. In terms of the customer's satisfaction with Internet transactions, trust is an important factor. To conduct transactions, McCole and Palmer (2001) highlight the need for confidence from online

customers, while Eggert (2006) highlights the importance of trust when placing orders on the Internet or processing personal and financial information.

1.4 RESEARCH OBJECTIVE

1. To examine the relationship between the prior online purchase experience and tourist online purchase intention.
2. To examine the relationship between the quality orientation and tourist online purchase intention.
3. To examine the relationship between the trust and tourists purchase intention.

1.5 RESEARCH QUESTION

- 1) What are the relationship between prior online purchase experience and tourist online purchase intention?
- 2) What are the relationship between quality orientation and tourist online purchase intention?
- 3) What are the relationship between online trust and tourist online purchase intention?



1.6 SIGNIFICANCE OF THE STUDY

The significance of research refers to the contribution and impact of research on a certain research field. Materiality also shows who benefits from research findings and how by Charlesworth (2022). It is important to convey to the reader the importance of the research work. This could be academic reviewers, examiners, funders or other research groups who are reading our published journal papers. Our academic writing should make clear to the reader the importance of the research we undertake, the contribution we make, and its benefits by DiscoverPhDs (2020). The improvement of tourist online purchase intention will bring advantage to the online seller and platform as Klook, Amazon and so on. It will help for deeper understanding in tourist online purchase intention when the online seller or platform doing the marketing and selling their product. People can use the study as a reference and help on their research. In addition to this, this research will help online sellers or platforms to better prepare for the needs of tourists and make up for shortcomings and deficiencies. Additionally, this research could help merchants find new idea and resources. However, it can help low-budget and remote tourists get more modern technology and products at a lower price.

In addition, studying the determinants of tourists' online purchase intention has important theoretical significance for the fields of tourism and e-commerce. One such approach is to advance the Theory of Planned Behavior (TPB) and Technology Acceptance Model (TAM) in the context of tourism and e-commerce. TAM and TPB are widely used theoretical frameworks to explain the adoption and use of technology, including e-commerce. However, their application in tourism is limited by Buhalis, D., & Law, R. (2008). By testing and refining these frameworks in the context of tourists' online purchase intentions. Furthermore, the tourism industry has unique characteristics that may influence tourists' online purchase intentions in different ways than other industries. Therefore, it is necessary to identify new factors that influence tourists' online purchase intention and develop a more comprehensive theoretical framework to understand tourists' online purchase intention by Wang & Li (2016). By identifying new factors that influence tourists' online purchase intentions, this study

has the potential to expand our understanding of the complex decision-making processes that tourists go through when making online purchases in the tourism industry. This will help develop a more comprehensive theoretical framework to understand tourists' online purchase intentions, and help businesses and policy makers develop more effective strategies to promote e-commerce in tourism.



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1.7 DEFINITION OF TERMS

i. Impulse purchase orientation

Consumers make an unplanned decision to purchase a product or service prior to purchasing it. People who tend to make these kinds of purchases are known as impulse buyers, impulsive buyers, or compulsive buyers.

ii. Prior online purchase intention experience

Online shopping is a relatively new activity for consumers at large, and online shopping is still considered riskier than online shopping.

iii. Online trust

The willingness of one party to be influenced by the actions of another party is based on the expectation that the party will perform a particular action important to the principal.

iv. Quality orientation

Consider all areas involved when completing a task, no matter how small it may be. Quality is seen as a key strategic component of competitive advantage, so improving product or service quality has always been a major focus of businesses.

1.8 CHAPTER SUMMARY

The first chapter outlines the research background, problem statement, research objectives, research questions, research significance and term definitions. This will be discussed in the next chapter.



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CHAPTER 2: LITERATURE REVIEW

2.1 INTRODUCTION

This chapter presents the literature review which is four independent variables (IV) . This is followed by a hypothesis, conceptual framework and chapter summary.

2.2 LITERATURE REVIEW

2.2.1 ONLINE PURCHASE INTENTION

Andrew Bloomental, (2022) describes the Internet to buy products and services. This involves being able to visit the seller's web page, select what you want and arrange for delivery. Buyers can make online payments using credit and debit cards or choose to pay in person at the time of delivery. The growth of online commerce positions it as the 3rd most popular internet activity, trailing only eMail and Web surfing. Pavlou (2003) states that customers' online purchase intention refers to the strength of their intention to make online purchases. This is an important aspect that plays a decisive role in the prediction of consumer behaviour. When considering the feasibility of introducing a new distribution channel, it can be valuable to assess whether consumers intend to buy. It provides managers with the opportunity to evaluate whether such a concept may need more development and assistance in establishing targets for geographical markets and consumer groups when implementing this channel.

2.2.2 PRIOR ONLINE PURCHASE EXPERIENCE

Online shopping is still regarded as riskier than traditional shopping because it is a relatively new activity for consumers. Online customers will therefore place a high value on experience quality, which can only be determined by prior purchase history. Shim and Drake's (1990) research found

that buyers with strong online purchasing intentions typically have previous purchase histories, which helps to lessen their uncertainty. The choice of purchase channels and customers' inclination to select the Internet as a purchase channel is substantially influenced by their prior online purchasing experiences. As a result, consumers only purchase things online after using them first. Additionally, clients who have previously shopped online are more inclined to do so in the future. They will prefer to have the knowledge and assurance necessary to make online purchases, claims Seckler (2000).

2.2.3 ONLINE TRUST

Internet trust refers to the willingness of one party to be influenced by another, based on the expectation that the other party will fulfill a specific action that is important to both parties, according to research conducted by Zainab Aljazzaf, Miriam A. M. Capretz, and Mark Perry, 2010. This trust is not affected by the ability of the other party to monitor or control the situation. To facilitate the delivery of satisfactory and desired results via Internet transactions, internet trust plays an important role. It is probable that customers will not engage in transactions on the Internet if they do not trust their Internet suppliers or websites. In the online shopping environment, trust is of considerable importance in helping customers to be satisfied and becomes even more important when compared with traditional business settings: Pavlou 2003). Trust increases the consumer's trust that online retailers won't act irresponsibly. Consumers are more willing to buy online when they have a higher level of trust, indicating a positive correlation between trust and buying behaviour.

2.2.4 QUALITY ORIENTATION

The goal of quality orientation is to complete tasks while considering every aspect—no matter how minor—of the process. According to Ayden Rudd (2020), increasing product or service quality

has always been a top priority for firms because it is viewed as a crucial strategic component of competitive advantage. Not only does quality orientation show in product quality but also in service quality and other areas. In the body of available studies, the influence of quality orientation on intentions for online purchases is extensively documented. Casual shoppers often choose a store based on aspects such as product quality, variety of store types, and welcoming atmosphere. Consumers that find internet buying enjoyable typically focus on entertainment, quality, and impulsiveness.

2.3 HYPOTHESES

The study assumes a significant relationship between interdependent and independent variables. The relationship between dependency and independence variables is illustrated in the following example:

H1. There is a relationship between prior online purchase experiences that has a big effect on the client's online purchase intention.

H2. There is a relationship between quality orientation that has a big effect on the client's online purchase intention.

H3. There is a relationship between online trust that has a big effect on the client's online purchase intention.

2.4 CONCEPTUAL FRAMEWORK

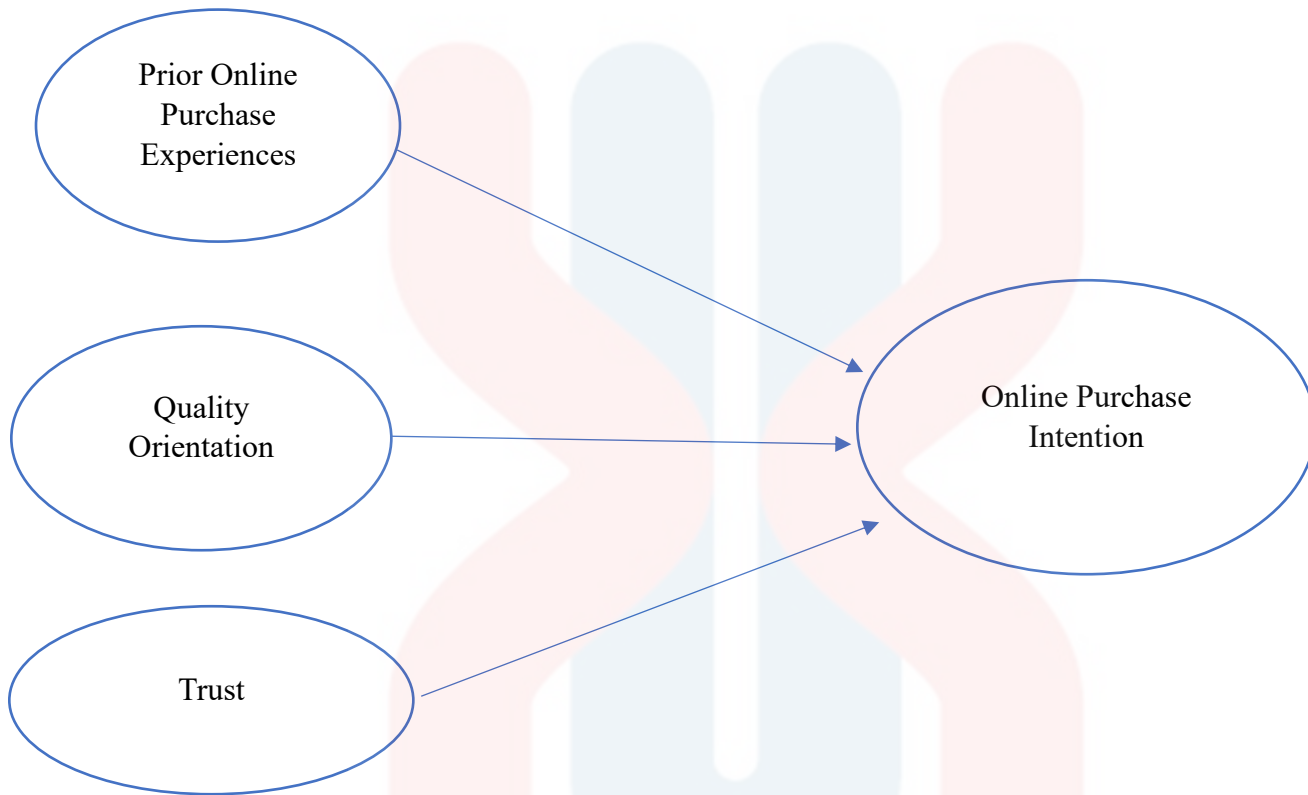


Figure 1.2: Conceptual Framework

According to Figure 1.2, online purchase intention in Malaysia is achieved by previous online purchase intention experience, impulse purchase intention, quality orientation and online trust. The above conceptual framework is related to a survey study to obtain the impact of tourists' perceived risk on Malaysian tourists' willingness to purchase online. Online purchase intent is an indicator used to reach actual behavioral purchase goals. In this study, behavioral intentions indicate consumers' intentions to purchase online.

2.5 CHAPTER SUMMARY

To sum up, the impact of tourists' perceived risk on Malaysian tourists' online purchase intention is the focus of this study. The study briefly examines five factors that affect the online shopping intentions of Malaysian tourists as regards the influence of risk perception in tourism. These factors include previous experience with online shopping intentions, a focus on quality, and confidence. This aspect was used to generate hypotheses and then enhance the conceptual framework sketches to ensure understanding when conducting this research. Previous online shopping intention experience, quality orientation, and trust play a major role in the online shopping intention of Malaysian tourists. This research will be discussed in the next chapter.



CHAPTER 3: METHODOLOGY

3.1 INTRODUCTION

This chapter will present the methodological part of the study based on precise data collected from some journal articles and some questionnaires on Malaysian tourists. The inclusion criteria of the study, the background of the participants, and the sampling method are described in detail. The researchers explain the selection criteria for the study design used in this study and the rationale for these choices. The methodology used to conduct this investigation is also presented, along with a description of the equipment used for data collection. The researchers also discuss how to analyze the data. Finally, the ethical issues followed during the process are also discussed.

3.2 RESEARCH DESIGN

The term "design" is used to describe the development of a specific research plan, structure, and approach while maintaining an appropriate knowledge of research methods. The framework, structure, and strategy of the investigation used for obtaining answers or managing differences are covered by the research design, according to Kerlinger.

Data were collected in the present study with a cross-sectional survey methodology, which has been used as part of qualitative research. Quantitative research entails systematically analysing phenomena by gathering data, using statistics, mathematical and computational methods. The positivist paradigm supports the utilization of statistical disaggregation and incorporates techniques such as inferential statistics, hypothesis testing, mathematical analysis, randomization of experimental and quasi-experimental designs, blinding, structured protocols, and questionnaires with a limited range of predetermined answers. These elements, as explained by Lee in Slevitch 2011, formed the basis of Quantitative Research.

Various techniques may be used for the recruitment of participants, collecting data, and

implementing study instruments in this type of study. In view of its formal, objective, and systematic nature, survey research has been selected for this study. It is widely used for the investigation and examination of links among various variables, as summarised in Larson, 2005. This study design was considered for the main objective of this study, which was to obtain insight on online shopping behavior by Malaysia's tourists.

3.3 POPULATION

Gay and Airasian (2003) describe the sample as a specific population that researchers are looking at to understand how they can apply their findings. In alternative situations, the term "the population targeted" is often referred to in epidemiology where researchers are trying to understand a greater number of such entities. Frequently, the terms "target population" and "group of people" are used interchangeably, indicating the focus on a particular group, or set of individuals of interest.

Malaysia saw a significant drop in the performance of tourism at home in 2021. In comparison with the figure of 131.7 million tourists last year, there was a significant drop in domestic arrivals by 66.1 million people, or 49.9%. In addition, compared with RM 40.4 billion in 2020, national tourism expenditure decreased by 54.5% and reached an all-time low of RM 18.4 billion. This downward trend in the Malaysian domestic tourism sector has been driven by the detrimental effect of the COVID virus infection and the implementation of an MCO-19 order throughout Malaysia. Accordingly, there has been a drop in both tourism volume and revenue. This situation has affected not just tourism, but also the number of tourists who have come to this country.

3.4 SAMPLE SIZE

A key element in statistical environments, such as surveys or research projects, is the sample size highlighted by Schwartz (2019). It shall determine the number of comments submitted by the researcher. A sampling size that is too small can result in unreliable results, whilst the amount of sample required for research and analysis may be excessive. The sample size in this study is based on the number of tourists that were part of an examination carried out by a researcher. A formula based on different factors such as the needed population proportion, a desired level of error, and confidence levels shall be used to determine the size of the sample frequently called "n" in statistics.

To evaluate hypotheses and predict opinions and reactions of the general population on specific developments or projects, it is possible for researchers to use an appropriate sample size. In this study, the researchers collected data through a Google Form survey, distributing the forms to respondents. They aimed to gather responses from a total of 384 tourists, which served as the sample size representing a population of one million tourists.

<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	100000	384

Note.—*N* is population size. *S* is sample size.

Source: Krejcie & Morgan, 1970



3.5 SAMPLING METHOD

Sampling is the selection of an additional set of people from a statistical population to determine its characteristics, by statistics, quality assurance, and survey methods. This means choosing the groups we will collect data for in our research. Surbhi S (2022) explains that there are two main types of sampling methods: probability sampling and non-probability sampling. In probability sampling, methods derived from probability theory are used to select samples from the population. To ensure the same chance of selection for each individual case in the population, this shall include methods such as systematic sampling, simple random sampling, and structural sampling. Moreover, non-probability sampling methods do not guarantee the same possibility for all population units to take part in a survey. Random selection shall not be used for the nonprobability samples that include methods such as convenience sampling, snowball sampling, quota sampling, and judgment sampling.

In this study, the convenience sampling method was chosen in the probability sampling. This type of sampling is cost-effective and time-effective and efficient and can simplify the population in subgroups called strata. According to the study, convenience sampling focuses on clustering subpopulations by using unit hierarchies. Besides, researchers can randomly choose the tourist as the respondent. The researchers will also select visitors from two age groups: youth (15-24) and adults (25-64). In addition to this, the survey also contains several options that the visitor can fill out accordingly. The ranking result will allow researchers to collect data from a sample of respondents.

3.6 DATA COLLECTION

The process of obtaining data through surveys, interviews, or experiments is called primary data collection. A Data Collection Plan has been developed to ensure that the collected data are meaningful and accurate as part of the analysis or improvement projects (Maxey, 2005). In this study, the researchers collected data from respondents based on several criteria. For example, respondents must be online shopping tourists. 368 questionnaires were distributed to respondents online, and each completed questionnaire was returned.

The questionnaire was divided into three parts: demographics, screening questions, and the last item were independent variables, namely previous online purchase experience, online trust, and quality orientation. With the Google Forms survey, researchers will be able to understand how many respondents experience with online shopping by administering questionnaires. Questionnaires will continue to be sent to respondents until the required sample size is reached. Visitors are also expected to take approximately 5 to 10 minutes to answer the questionnaire.

The researchers used an online questionnaire as their data collection method to examine the factors that influenced Malaysian tourists' intention of buying online. The questionnaire is a research instrument consisting of several questions or clues that are intended to collect information from the respondents. Researchers have used Google Forms, a cloud database management tool for the creation and dissemination of an online questionnaire to target subjects in this study. Helia Jacinto (2000) argues that Google Forms is a popular software for conducting online survey research because of its convenient availability from anywhere and anytime, along with other advantages such as the possibility to perform unlimited surveys at no cost. The resource was well received by the researchers, and they reported that it met their research needs.

3.7 RESEARCH INSTRUMENT

For our questionnaire it has a few parts such as part A for demographic information. Part A we have a question about name, gender, age, marital status, race, education level, and times travel in Malaysia. Part B is independent variables. We use a level of agreement for this part. It has a few questions for this independent variable part. For part C it is dependent variables. It also has a few questions like part B which also uses the level of agreement to know the respondent’s answers.

Table name	Variables
Prior Online Purchase Intention	<p>Do you feel comfortable using online shopping websites?</p> <p>Do you feel it is easy and efficient to use online shopping websites? I have prior experience with online shopping websites.</p> <p>My online shopping experience was positive.</p> <p>Are you satisfied with the services as well as online shopping?</p>
Quality Orientation	<p>The availability of high-quality products/services provided by the webretailer is very important to me.</p> <p>My standards and expectations from the products/services I buy from web retailers are very high.</p>
Online Trust	<p>Would you believe that online retailers are</p>

	<p>trustworthy and honest?Is this website online retailers offer safe personal privacy? Are you satisfied with the services as well as online shopping? I find better quality products/services from online shopping.</p>
<p>Online Purchase Intention</p>	<p>Online shopping websites are a fit means to buy products. I was pleased with my online purchase.</p>

3.8 DATA ANALYSIS

There are several separate phases, each of which is described here. Because of the repetitive nature of the phases, early phases could be given extra work because of input from later phases (Cathy, 2013). The acquired raw data will be used to evaluate the exploration. The respondent's actual reaction to the data analysis was the source of the raw data. The data is then prepared for additional analysis. Following that, the procedure of cleaning the dataset was carried out for exploratory data as well as the models and algorithms. Furthermore, a communicated visually appealing report will be used to make the decision after the data has been concluded. The final step will display the data output while maintaining the veracity of the information gathered from the novice.

Data analysis is a method of interpreting, depicting, summarizing, assessing and evaluating

data using statistics or logical methods. Predictive analytics, on the other hand, focuses on employing statistical, linguistic, and structural techniques to extract and categorize information from unstructured textual sources. The research of Mehrabian and Russell (1974), Robert and John 1982 and Bitner 1992 has shown that factors have an impact on consumer behavior in traditional store settings. The study shows that the customer's inclination to make an online purchase can be influenced by a few factors. The following factors shall be considered: previous online buying experience, quality orientation, and trust.

The data that will be analyzed will be categorized using SPSS software, which is used to list and organize elements of a data collection. A data set is created by combining observations or responses from either the complete population or a sample of the population. Whether the data was gathered from a sample or a population, the findings will aid in organizing and describing the information. Data from social sciences are subjected to complicated statistical analysis using descriptive analysis. The amount of each answer that was chosen by the respondents was displayed using frequency analysis. Normal data is a fundamental tenet of parametric testing, and it is a prerequisite for many statistical tests.

SPSS Statistics may also calculate the normal data to assist users in analyzing the data and coming to conclusions. The inferences are made using parametric tests, which are only advised for probability sampling, even though many social science research projects depend on convenience sampling. Applying statistical and mathematical techniques to issues in business, finance, and risk management constitutes quantitative analysis. Financial analysts and academics use it as a crucial data-driven tool to comprehend difficult concepts and problems. After analyzing the data there are some tests that have been used like the descriptive analysis.

3.9 PILOT TEST

The researchers pre-tested 100 respondents using Google Sheets to ensure there were no language errors, assess whether respondents could understand the questions, and determine whether claims were adequately described. The table below shows the results of the pilot tests. George and Mallery (2006) provide a rule of thumb for interpreting the range of Cronbach's alpha coefficients, any value less than 0.4 obtained from reliability statistics is considered unfavorable, while a value above 0.9 is considered very precise. All the variables in this study were above 0.4, therefore the questionnaire was accepted for this analysis.

3.9.1 DEMOGRAPHIC PROFILE

The demographic profiles of the respondents are demonstrated in Table 2. There is a total of 100 respondents 68 female respondents and 31 male respondents. Most respondents are aged between 21 to 30 years old, which is 83% and single 92%. The highest rate of respondents is Malay which is 91% and the lowest is Sarawakian 1%. In the education level, the lowest percentage 1% are SPM and STPM and the majority are bachelor's degrees. Last, there is 37% respondent who has between 4 to 6 times, 35% 1 to 3 times, and 27% often travel in Malaysia.

Variables	Frequency	Percentage (%)
Gender		
Female	68	68
Male	31	31
Age		
<20	11	11

21 – 30	83	83
31 – 40	6	6
Marital Status		
Married	8	8
Single	92	92
Race		
Chinese	3	3
India	2	2
Malay	91	91
Sabahan	3	3
Sarawakian	1	1
Education Level		
Bachelor degree	72	72
Diploma	14	14
Master degree	10	10
SPM	1	1

STPM	1	1
Times travel in Malaysia		
1 -3 time	35	35
4- 6 time	37	37
Often Travel	27	27
Total	100	100

3.9.2 Reliability and Validity

The Rule of Thumb on Cronbach Alpha

Alpha Coefficient Range	Strength of Association
<0.6	Poor
0.6 to < 0.7	Moderate
0.7 to < 0.8	Good
0.8 to < 0.9	Very Good
0.9	Excellent

Table 4.3.1

(Source Hair et.al (2003); Essential of Business Research Method)

The results of reliability coefficient Alpha for the dependent and independent variables.

Cronbach's Alpha analysis has been used as a reliability test method for the questionnaire in this study. The purpose was to establish whether the questionnaire items were

consistent and reliable. According to Hair et al. of 2003, Cronbach's alpha coefficients can be interpreted in the following way: a range between 0.9 and 0.9 is considered extremely good, 0.8 to 0.9 is high, 0.7 to 0.8 is very good, 0.6 to 0.7 is not bad except with respect to less than 0.6. Table 4.3.1 sets out the rule of thumb when interpreting Cronbach's Alpha.

Variable	Number of Question	Cronbach's Alpha Coefficient	Strength of Association
Prior online purchase experience	5	0.938	Excellent
Online trust	4	0.816	Very Good
Quality Orientation	2	0.816	Very Good
Online Purchase Intention	2	0.816	Very Good
Overall variable	13	0.842	Very Good

Table 4.3.2 (Source: SPSS)

Table 4.3.2 shows all the variables with several questions, Cronbach's Alpha Coefficient value, and strength of association. The overall variable has 13 questions with the strength of association is good which is 0.842 Cronbach's Alpha Coefficient value. The highest value is 0.938 which is a variable prior to online purchase experience with 5

questions. While the independent variable is online trust. Quality orientation and online purchase intention show very good strength of association because the values are 0.816 and 0.818. In conclusion, the questionnaire is acceptable and can be used in the study.

3.9.3 FREQUENCY TABLE

VARIABLE	QUESTION	FREQUENCY
Prior Online Purchase Experience	Do you feel comfortable using online shopping websites?	100%
	Do you feel it is easy and efficient to use online shopping websites?	100%
	I have prior experience with online shopping websites.	100%
	My online shopping experience was positive.	100%
	Are you satisfied with the services as well as online shopping?	100%
	My online shopping experience was positive.	100%
	Are you satisfied with the services as well as online shopping?	100%
Online Trust	Would you believe that online retailers are trustworthy and honest?	100%
	Would you believe that online retailers are trustworthy and honest?	100%



	Are you satisfied with the service as well as online shopping?	100%
	I find better quality products/services from online shopping.	100%
Quality Orientation	The availability of high-quality products/services provided by the web retailer is very important to me.	100%
	My standards and expectations from the products/services I buy from web retailers are very high.	100%
Online Purchase Intention	Online shopping websites are a fit means to buy products.	100%
	I was pleased with my online purchase.	100%

The respondents taken for the pilot test were 100 people to ensure that this study achieved the purpose of being studied. Therefore, this suggests this study is suitable to be carried out as it achieves dependent variables and independent variables.

3.9.4 CHAPTER SUMMARY

Finally, we can state that data analysis is a research approach that describes how data is gathered via study at the end of this chapter. That is demonstrated by the study design throughout this chapter as well. Which respondents will be evaluated depends on the research's target audience. To collect thorough and understandable information on the respondent, the sample size using the respondent population is computed. As a result, it has been established that the sampling technique would be employed for processing the respondents' data. In order to acquire precise data and assess the best data for usage in the subsequent study, data collecting techniques and research tools will come together. The next chapter will discuss on result and discussion.

CHAPTER 4: RESULT AND DISCUSSIONS

4.1 INTRODUCTION

This chapter describes about the results and findings collected from surveys for this study. Data were analyzed to establish and define relationships between the determinants of tourists' willingness to buy on the Internet in Malaysia. Therefore, researchers have been able to investigate hypotheses and address the research objectives in this study. The data were analyzed by the Statistical Package for Social Sciences (SPSS), and this chapter presents the results of the statistical analysis.

4.2 RESULTS OF DESCRIPTIVE ANALYSIS

The mean and standard deviation questionnaires from Part B were analyzed in this study. Find out factors such as online shopping intention, online shopping experience, onlineshopping trust, and quality orientation. Based on the results, researchers compared the relationship between the dependent and independent variables for each item in average questionnaire. The results are as follows in Table 4.1:

Table 4.1 Independent Variable and Dependent Variable

Variables	N	Mean	Standard Deviation
prior online purchase experience	384	5.74	0.94
online trust	384	5.68	1.07
quality orientation	384	5.76	1.03
online purchase intention	384	5.56	1.02

Source: SPSS

Table 4.1 shows mean, standard deviation and N=number of respondents for the dependent and independent variables. The number of respondents was the same, 384 in both. The

highest average was Quality Oriented at 5.76. The lowest mean, however, was OnlinePurchase Intent, at 5.56 with a standard deviation of 1.02.

Table 4.2 Prior Online Purchase Experience

Variable	Item Description	Mean	Standard Deviation
i)	Do you feel comfortable using online shopping websites?	5.65	1.190
ii)	Do you feel it is easy and efficient to use online shopping websites?	5.82	1.071
iii)	I have prior experience with online shopping websites.	5.81	1.111
iv)	My online shopping experience was positive.	5.74	1.099
v)	Are you satisfied with the services as well as online shopping?	5.71	1.059

Source: SPSS

Table 4.2 above is the descriptive statistics of the past online purchase experience independent variables. There are 5 descriptions in the table, showing the standard deviation and mean. The highest average is 5.82 for the statement "Do you find using online shopping sites convenient and efficient?". However, the lowest average is for variable i, which is 5.65 with the statement "Are you comfortable using an online shopping site?" The means of variables iii, iv, and v are 5.81, 5.74, and 5.71, respectively.

Table 4.3 Online Trust

Variable	Item Description	Mean	Standard Deviation
i)	Would you believe that online retailers are trustworthy and honest?	5.42	1.188
ii)	Is this website online retailers offer safe personal privacy?	5.57	1.189
iii)	Are you satisfied with the service as well as online shopping?	5.69	1.098
iv)	I find better quality products/services from the online shopping.	5.54	1.270

Source: SPSS

Table 4.3 above descriptive statistic of independent variable of online trust. There are 4

items description inside the table that show mean and standard deviation. The highest mean value is 5.69 with the statement ‘are you satisfied with the service as well as online shopping?’.

However, the lowest mean value is variable i which is 5.42 with statement ‘would you believe that online retailers are trustworthy and honest?’. The mean values for the variables ii and iv are 5.57 and 5.54 respectively.

Table 4.4 Quality Orientation

Variable	Item Description	Mean	Standard Deviation
i)	The availability of high-quality products/services provided by the web-retailer is very important to me.	5.84	1.091
ii)	My standards and expectations from the products/services I buy from web-retailers are very high.	5.69	1.158

Source: SPSS

Table 4.4 above descriptive statistic of independent variable of quality orientation. There are only 2 items description inside the table that show mean and standard deviation. The mean value of statement ‘the availability of high-quality products/services provided by the web-retailer is very important to me.’ is 5.84 which standard deviation 1.091. At the other side, the mean value of variable ii is 5.69 which standard deviation 1.158.

Table 4.5 Online Purchase Intention

Variable	Item Description	Mean	Standard Deviation
1	Online shopping websites are a fit means to buy products.	5.63	1.140
2	I was pleased with my online purchased.	5.72	1.142

Source: SPSS

Table 4.5 above shows statistics of the dependent variable of online purchase intention. Only 2 item descriptions in the table show mean and standard deviation. The statement "Online shopping

sites are an appropriate way to purchase products" has a mean of 5.63 and a standard deviation of 1.140. Also, "I'm satisfied with something I bought online" has a mean of 5.72 and a standard deviation of 1.142.

4.3 RESULT OF THE RELIABILITY TEST

The reliability of the questionnaire was evaluated by Cronbach's Alpha analysis during this study. Internal consistency and reliability for the questionnaire items have been examined as key objective of this analysis. According to Hair et al. (2003), the interpretation of Cronbach's alpha coefficients is as follows: if the coefficient falls within the range of 0.9, it is considered excellent; if it ranges from 0.8 to 0.9, it is considered very good; if it falls within the range of 0.7 to 0.8, it is considered good; and if it is below 0.6, it is deemed as poor. Further guidance on how to interpret the Alpha coefficients of Cronbach is given in Table 4.6.

Table 4.6 The Rule of Thumb on Cronbach Alpha

Alpha Coefficient Range	Strength of Association
<0.6	Poor
0.6 to < 0.7	Moderate
0.7 to < 0.8	Good
0.8 to < 0.9	Very Good
0.9	Excellent

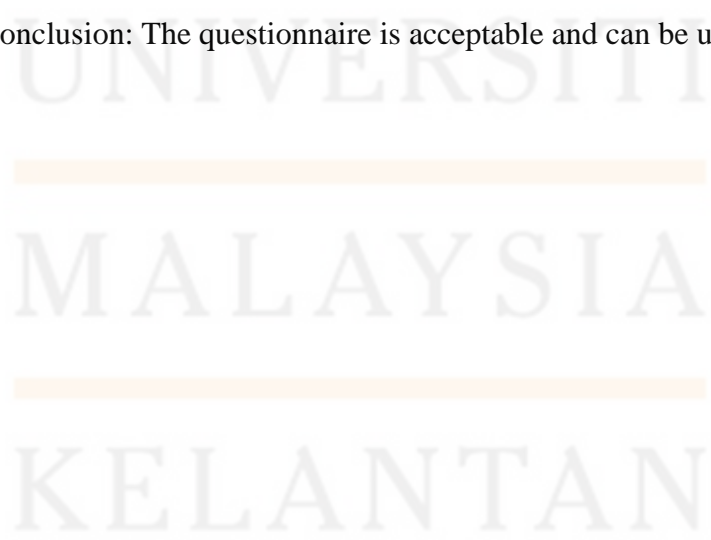
(Source Hair et.al (2003); Essential of Business Research Method)

Table 4.7 Result of Reliability Coefficient Alpha for the Independent and Dependent Variable

Variable	Number of Question	Cronbach's Alpha Coefficient	Strength of Association
prior online purchase experience	5	0.9	Excellent
online trust	4	0.830	Good
quality orientation	2	0.821	Good
online purchase intention	2	0.831	Good
overall variable	13	0.849	Good

Source: SPSS

Table 4.7 shows all variables along with the number of questions, Cronbach's alpha values, and strength of association. There are 13 questions on the overall variable, and the Cronbach's Alpha coefficient value is 0.849, indicating a good correlation strength. The highest value is 0.9, which is variable prior online purchase experience, with 5 questions. However, Quality Orientation has the lowest value at 0.821 with 2 issues, but the strength of association is still considered good. There are 4 questions for online trust and 2 questions for online purchase intention. Both have Cronbach's alpha values of 0.830 and 0.831. The joint strength of both sides is considered good. Conclusion: The questionnaire is acceptable and can be used in this study.



4.4 RESULTS OF INFERENTIAL ANALYSIS

The Pearson correlation coefficient was used in this analysis. It is used to measure the linear relationship between two variables, which are independent variables, namely previous online purchase experience, quality orientation, trust and dependent variable, online purchase intention. The Pearson correlation is shown in Table 4.8.

Table 4.8 Pearson's Correlation

Correlation Coefficient Size	Correlation Strength
0.91 to 1.00 (-0.91 to -1.00)	Very Strong
0.71 to 0.90 (-0.71 to -0.90)	Strong
0.51 to 0.70 (-0.51 to -0.70)	Medium
0.31 to 0.50 (-0.31 to -0.50)	Weak
0.01 to 0.30 (-0.01 to -0.30)	Very Weak
0.00	No correlation

(Source Chua, (2006); Correlation Coefficient and Correlation Strength)

H1: There is a relationship between prior online purchase experience and tourist online purchase intention.

Table 4.9 The relationship between prior online purchase experience and tourist online purchase intention.



Correlations			
		tourist online purchase intention.	prior online purchase experience
tourist online purchase intention.	Pearson Correlation	1	0.713**
	Sig. (2-tailed)		0.000
	N	384	384
prior online purchase experience	Pearson Correlation	0.713**	1
	Sig. (2-tailed)	0.000	
	N	384	384

Source: SPSS

Table 4.9 above shows the relationship between past online shopping experience and tourists' willingness to shop online. The number of respondents was 384. The results show a p-value of 0.000 and a correlation coefficient of 0.713. There is a strong correlation between prior online purchase experience and visitors' online purchase intention. H2: There is a correlation between quality orientation and tourists' willingness to purchase online.

Table 4.10 The relationship between quality orientation and tourist online purchase intention.

Correlations			
		quality orientation	online purchase intention
quality orientation.	Pearson Correlation	1	0.699**
	Sig. (2-tailed)		0.000
	N	384	384
online purchase intention	Pearson Correlation	0.699**	1
	Sig. (2-tailed)	0.000	
	N	384	384

Source: SPSS

Table 4.10 above shows the relationship between quality orientation and online purchase intention of tourists. The number of respondents was 384. The results show a p-value of 0.000 and a correlation coefficient of 0.699. The correlation strength between quality orientation and tourists' willingness to shop online is moderate.

H3: There is a relationship between online trust and tourist online purchase intention.

Table 4.11 The relationship between online trust and tourist online purchase intention.

		Correlations	
		online trust	online purchase intention
online trust	Pearson Correlation	1	0.783**
	Sig. (2-tailed)		0.00
	N	384	384
online purchase intention	Pearson Correlation	0.783**	1
	Sig. (2-tailed)	0.00	
	N	384	384

Source: SPSS

Table 4.11 above shows the relationship between online trust and tourists' online purchase intention. The number of respondents was 384. The results show a p-value of 0.000 and a correlation coefficient of 0.783. The correlation between and tourists' online purchase intention and online trust is strong.

4.5 DISCUSSION BASED ON RESEARCH OBJECTIVES

The goal of the discussion is to better comprehend research problem by interpreting and describing the findings of data analysis from the previous chapter. As a result, the talks are connected to the research topics listed in Chapter 1. The results of this study's correlation test will also be briefly examined between the dependent variables and independent variables.

In conjunction with the statement 'Do you feel it is easy and efficient to use online shopping websites?', the greatest mean value is 5.82. The lowest mean value, 5.65 with the statement 'Do you feel comfortable using online shopping websites?' is variable, though. The mean values for the three variables are 5.81, 5.74, and 5.71, respectively.

With this statement 'Are you satisfied with the service as well as online shopping?', the

highest mean value is 5.69. The variable I mean value, which is 5.42 with the statement ‘Would you believe that online retailers are trustworthy and honest?’, is the lowest. The average values for variables ii and iv are 5.57 and 5.54, respectively.

The statement ‘The availability of high-quality products/service provided by the web retailer is very important to me ’has a mean value of 5.84 and a standard deviation of 1.091. On the other hand, the statement of my standards and expectations from the products/services I buy from web retailers are very high ‘standard deviation is 1.158 and its mean value is 5.69.

The statement ‘Online shopping websites with standard deviation of 1.140 are a fit means to buy products ‘and the mean value is 5.63. Additionally, the statement's ‘I was pleased with my online purchased ‘ the standard deviation is 1.142, and the mean value is 5.72.

The results of the hypothesis testing in this study are summarized in table 4.5, and it appears that all expressed hypotheses were accepted at a 0.01 significant level.

Table 4.5 Summary for Hypothesis Testing

Hypothesis	Pearson’s Correlation result
H1 - There is a relationship between prior online purchase experiences that has a big effect on the client’s online purchase intention.	$r = 0.713, p < 0.000$ (supported)
H2 - There is a relationship between quality orientation that has a big effect on the client’s online purchase intention.	$r = 0.699, p < 0.000$ (supported)
H3 - There is a relationship between online trust that has a big effect on the client’s online purchase intention.	$r = 0.783, p < 0.000$ (supported)

4.6 CHAPTER SUMMARY

Overall, this chapter has examined the study technique in detail. Descriptive statistics of the variables, the link between two variables, and a discussion of this research paper's findings are some of the data collection methods used in this study. The results of the analysis of the field data and the interpretation of the research findings are presented in the following chapter, which also discusses the limitations of doing this research. The next chapter will discuss on conclusion.



CHAPTER 5: CONCLUSION

5.1 INTRODUCTION

This chapter summarizes the research findings, limitations and recommendations and concludes with the conclusion of the whole study.

5.2 RECAPITULATION OF THE FINDINGS

The purpose of this study is to determine the online purchasing intentions of Malaysian tourists. These variables are previous online buying experience, quality orientation and trust. A questionnaire consisting of 20 questions including demographics of respondents, independent variables, and dependent variables was distributed on online purchase intentions of Malaysian tourists to collect data. Data collected from respondents were processed using the Statistical Package for the Social Sciences (SPSS). Data were collected from 384 respondents using a convenience sampling method. The research analyzes used were reliability analysis, Cronbach's Alpha, descriptive analysis, and Pearson's correlation coefficient and frequency distribution to answer the research questions of this study.

The study was conducted with three independent variables: previous online purchase experience, quality orientation and trust, and online purchase intention as dependent variables.

Consequently, three hypotheses were developed from this study. One hypothesis is that there is a strong relationship with customer's prior online shopping experience and their intentions to buy on the internet. Second, this hypothesis suggests that the degree of quality orientation has a significant influence on customers' intention to buy their goods over the internet. Lastly, the third hypothesis suggests that customers' trust in online shopping is highly influenced by their willingness to make an online purchase. The results of all three hypotheses, which indicated that the research was successful, were encouraging.

5.3 LIMITATIONS

The study's shortcomings should be addressed in follow-up research—initial sample size. The sample size in this study was relatively small, and the number of participants fell short of the desired target for public opinion polls, which is an important factor influencing the project's outcome (Schwartz, 2019). It has turned biased and is no longer generalizable to reflect the genuine population of Malaysian tourists who intend to make online purchases. A lack of nonverbal communication is also one of the study's weaknesses. The lack of available data sources limited the study's ability to choose indicators because it was forced to rely only on questionnaire survey data for pertinent analysis. Online survey data were collected using a Google form for easy access and communication with respondents, including Malaysian tourists who planned to make online purchases.

The participants' willingness to provide an accurate and detailed response also determines how well the response is received. Some respondents didn't give the questions their full attention. Additionally, some individuals (respondents) may be reluctant to discuss delicate or unpleasant subjects or worry about the security of personal information gathered online. One of the most challenging challenges was identified, but we couldn't tell if that was the problem. We should learn about their internet shopping habits and whether they enjoy it, as many respondents are students. By doing this, the study's target respondents' accuracy will be increased. They're primarily from the University of Malaysia Kelantan. Future studies will be conducted to obtain conclusive findings regarding the impact of internet purchases on personal development.

5.4 RECOMMENDATIONS

There are many ways in which the results of this research can be used for practice. To ensure that customers get good value for the money they spend by shopping online, there should be a reasonable price at which sellers sell their products. In other words, online retailers should give more discounts on their products compared with traditional brick-and-mortar shops. People tend to be more inclined to buy things online if they think they're getting a good deal for their money.

The findings also showed that trust significantly influences the intention to purchase online. People buy products and services the most based on their confidence level in these products and sellers. Therefore, the primary and essential element of customer interaction is building trust on the Internet. This indicates that online retailers should work more closely together to give their customers full support for their services. Security and privacy issues must be considered when designating the systems, but it is also essential that end users are informed about them. E-commerce platforms should provide users with seals of trust, security, and privacy to enhance their confidence.

The research also shows that quality orientation significantly influences the intention to buy online. It is said that a product or service should be quality oriented when it fulfils or exceeds customers' expectations. With an established brand orientation, retailers may provide online customers with a loyalty programme or club membership. On their website, retailers may make available to quality-focused customers total online versions of information on product quality and the search for products.

5.5 CHAPTER SUMMARY

This study has been carried out based on data derived from travelers visiting Malaysia to discover whether they are interested in purchasing tourism products. The data has been collected from travelers in Malaysia. These findings contribute to the current knowledge of consumer intentions toward purchasing online in Malaysia. However, in this area, it is necessary to carry out a significant number of further research studies that will clarify consumers' intentions for buying on the Internet.



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