FACTORS AFFECTING THE ACCEPTANCE OF E-TICKETING SERVICES FOR AIRLINE RESERVATION SYSTEM AMONG UUM

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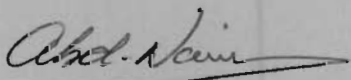*(has presented his/her project paper of the following title)*

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ABSTRACT

The growth of the IT usage has been tremendous in the world of business today and no doubt it has been widely used in the area of airline industry. The e-ticketing system is one of the examples of such application of the technology. This study is a user-focused research that aims to identify the factors that determine acceptance of e-ticketing system by user. Adapting the technology acceptance model (TAM) as a theoretical framework, this study examines the variables perceived usefulness and perceived ease of use as antecedents of behavior intention to use the technology. Furthermore this study examines the effect of computer self-efficacy as determinant towards perceived usefulness and perceived ease of use. Finding will be expected to show the significant effect of computer self-efficacy in explaining behavior intention though perceived ease of use and perceived usefulness.

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CHAPTER 1

INTRODUCTION

1.0   Introduction

Information technologies and the usage of e-ticketing have been widely used and spread throughout organizations locally and globally. It has expanded dramatically and now e-ticketing usage has become the attention of users in academic field, financial, businesses, traveling and many more. As far as the organizations are concern, it is estimated that about 50 percent of all new capital investment in organizations has been in information technology (Westland and Clark 2000) which shows the importance of it today. This includes the airline organizations which are moving and changing with information technology and cannot deny the rapid changes.

Hence, online airline reservation is introduced in Malaysia and other countries as well and now becoming a growing distribution channel for their product and services. The conventional way of airline reservation remains the most widespread method for conducting airline reservation in Malaysia and same goes for other countries. However, information and e-ticketing technology is rapidly changing the way airline reservation se^{r}vices are being designed and delivered.

The contents of the thesis is for internal user only

The findings of this study have some important managerial implications. First, the positive relationship identified between e-ticketing usages supports a long-held proposition running through the various literatures which states that the attainment of organizational goals is determined by satisfying the needs of employees more efficiently and effectively in performing a task. E-ticketing usage emphasize the need to attain market position by developing quality employees specifically targeted to well-defined ICT segments and which are backed up by the management and peers support which will increase their positive attitude toward e-ticketing. Further research is needed to assess the differential effects e-ticketing usage among employees whose main task involves ICT.

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