Consumer Purchase Intention Towards Online Travel Packages Available on E-Marketplace

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ABSTRACT

The tourism industry has recently been affected by worldwide Covid-19 Pandemic. One of the fundamental aspects of developing the tourism sector through the e-marketplace is a digital technology and mobile phones. The factor that influences purchase intention toward online package available on E-Marketplace during new normal. To evaluate the hypotheses, Partial Least Squares Smart Software (PLS) was created. In a survey of 221 Internet users, the empirical findings indicate that travel plans online are decided primarily by the Online Word of Mouth (WOM), Subjective Norm, Perceived Relative Advantage, Attitude, Perceived Risk, Destination Trust, Perceived Behavioural Control. The theoretical frameworks and the practical consequences of this study are explored, and further research guidelines are discussed.

keywords: e-marketplace, new normal, travel, UTAUT, e-wom

I. INTRODUCTION

Universe have developed through a worldwide platform to knowledge exchange as well as transmission, the online environment also arisen into versatile promotional device that act as a channel for local and global trade and social interconnection without limits. Reported in Online Global Statistics information, in 2018, half of the global 's citizens were Online consumers. It indicates participation to digital exchange. According to Chon (1993), Countries depend greatly to the industrial development tourism sector. Heretofore unknown territories of the nation's emerging economies remain the main force throughout global hospitality rising patterns and support such sector. Tourism's industrial influence starts with infusion of travel earnings which have cumulative impacts on the growth or profits, earnings, work opportunities, revenue and do not really offer an alternative toward a country's economic growth. Implementing Venkatesh's Unified Theory of Acceptance and Use of Technology (UTAUT) may enable recognize about participant's intent on utilization the data program including the eventual use motives.

At the end of 2019, China has announced the pandemic of Covid-19 before it been spread worldwide. Earlier in 2020, Malaysia has been hit by Covid-19 and the outbreak of the virus keep spreading and increasing rapidly. Therefore, the Government announced the Movement Control Order (MCO) which hereby any activities have been restricted due to the pandemic. Unfortunately, all activities such as tourism, hotel, and the resort have been closed. The problem is to upgraded e-marketplaces services. E-market place service is a great alternative for this study. It is very time consuming to browse into the e-marketplace platform and can be done anywhere and everywhere. In addition to that, e-marketplace provided a price comparison of the hotel, resort, and airlines for tourist preferences.

This research mainly focuses on consumers that have to use the help on the internet to do online purchase in the form of travel packages. Most of our respondent is Malaysian which consist of 93% out of the 221 respondents while the other 6.9% respondent is people from all across the world such as Indonesia, England, Caribbean, Vietnam, etc. The reason for our targeted respondents is broad is because we want to achieve a different point of view from a different culture and racial background. By achieving this, we can get a clearer viewpoint not only targeted for Malaysian. The emergence of the pandemic known as the Covid-19 has affected many industries including the travel industry. Many developing countries have taken quite a toll due to the travel industry is one of their sources of income for their country.

II. Literature Review

A. Underpinning Theory

The internet has served as an effective promotional tool to act as a medium for domestically and internationally exchange and communication. Based on statistics from the Internet World Stats website, in 2018, half of the population of the world is an Internet user. It shows interest in selling online. In Chon's paper, he discusses how middle-income countries such as Malaysia and Thailand rely primarily upon the tourism sector for economic growth. Developing economies within the world's largest developing economies are starting to play a significant role in tourism development growth patterns. Tourism's enormous economic implications start with such an influx of tourist expenditure which generates beneficial impacts mostly on the economy's inventory, income, employment, salaries, and tourism's infrastructure development growth contributes greatly to the country's economic infrastructure development. The use of Venkatesh's Unified Theory of Acceptance and Use of Technology (UTAUT) may enable everyone to truly comprehend why users expect to use specific information technology, and what acts may conduct throughout the application.

The research conducted by Venkatesh and others in 2003 used the Unified Theory of Acceptance and Use of Technology (UTAUT) as the theory. The study examines the user's intent using information technology with actions that the application interacts with when performing tasks. The research analyses who used the information technology as well as the implications that were provided. The UTAUT is a theoretical model of technology acceptance model. It has also made up of the following key concepts: effort expectancy, performance expectation, lifestyle influences, and facilitating situations.

Throughout the current research, one factor (online word of mouth) had been used to describe people's attitudes, destination trust, perceived relative advantage, subjective norms, perceived risk, and perceived behavioral control. Internet is a significant medium for interaction among customers and service providers of tourism-related scenarios. Consumer perceptions are also an indicator of word-of-mouth (e-WOM). It is indeed essential to embrace the latest

technology. Word-of-mouth referrals do have a significant influence on online travel purchasing. The research focused on one dependent variable, one independent variable, as well as six mediating variables to be monitored.

B. Mapping of Theory

This concept of the unified theory of acceptance and use of technology became formulated in 2003 by Venkatesh as well as others. The objectives of this research are to demonstrate how users come to use information technology. Given previous concepts of technology and acceptance, UTAUT assumes that even a consumer's real use is mostly driven by behavioral intent. UTAUT becomes formulated through several theories and models which describe technology adoption (Venkatesh et al., 2003), this encompasses the concept of reasoned behavior, acceptance, and use of technology, performance reward, planned behavior, the hybrid theory of planned behavior/ technology user acceptance, version personal computer uses transmission of innovation model and social cognitive. This approach incorporates its root in several fundamental principles, effort expectancy, performance expectation, social impact, and expedite conditions.

Martín and Herrero (2012) studied the degree to which psychosocial processes influence customer's intention to purchase online in a tourism destination. Findings indicate that although the intent to purchase a product online is correlated with a person's performance standards and effort standards. Conversely, no significant impacts and conditions facilitate intent to online purchase. Relying on UTAUT, Escobar-Rodríguez, and Carvajal-Trujillo (2014), factors affecting the decision to book air travel using affordable airfare websites were investigated.

C. Online Word of Mouth (WOM)

A study shows whether electronic reviews become successful in electronic word of mouth (e-WOM). Negative or positive feedback was collected regarding goods or services presented, either via e-marketplace or in the outlet. Online WOM encompasses every informal contact made through the net, including the use of particular services and goods or perhaps the distributors.

Knowing its consumers' needs and the revised e-market services are, therefore, a major challenge for the tourism industry in this competitive market, particularly during the Covid-19 pandemic. This is an important problem since everything including tourism, hotel, and the resort is closed. The increasing use of smartphones and the internet for travel-related facilities even enabled visitors to select different vacation spots. Consumers are increasingly informed and able to understand and compare the services offered, and it is therefore important for industry players to consider what their consumers expect of them to remain competitive on the market.

Hence, Online Word of Mouth refers to the Technology that Helps Community to Communicate Better. As cited in (Subramanian, 2018), Today, people communicate differently than they used to. Communication devices have changed, and the way people interact has changed. Plus, he adds that Information is now being flooded, also with

the Internet offering far more information at the mouse click than can be expected in the past regards of The Help of Internet Exchanging Information can be Faster.

Although Internet WOM Encourage Others to learn more about Travelling Packages referred to (Xiang & Gretzel, 2010), browsing the Internet has now become an overwhelmingly preferred form for travelers. In addition to that E-WOM is already thought of as being the most frequently used and preferred source of customer information by Zhu and Zhang, 2010 as cited in (Nuseir, 2019).

D. Subjective Norm

Subjective norms are the opinions of many other aspects relevant to the subject matter at hand concerning a given behavior. Ajzen (1991) and Orapin (2009) proposed that exterior factors are influencing one's behavior to the perceived social pressure.

This could be because often subjective norm analyses were centered on people's buy-intentions (Choo, Chung & Pysarchik, 2004; Limayem et al., 2000; Jamil & Mat, 2011; Zhou, 2011). Its results indicate whether relatives, peers, as well as the internet, are not major determinants of individual Purchasing online. The finding of subjective norm seems to be the second critical contributor to the usage of online purchasing. (Orapin, 2009)

The Subjective Norm also linked with consumer Travelling in Group as referring to Mackellar, 2009 as cited in (Regan, Carlson, & Rosenberger, 2012), records the social groups which have sought to socialize and strengthen their own social identity (Enjoy their series of relationships and create positive values) at the Elvis Revival Festival in Parkes, New South Wales. Besides, the Subjective Norm connects Other Surfing Social Media Influence on Purchase Travelling Packages. The Other Consumers will post, and exchange feedback, thoughts, and past experiences related to travel which also function as the context for others (Xiang & Gretzel, 2010).

Furthermore, Subjective Norm value Travelling with Friends and Family. Based on (Gitelson & Kerstetter, 1995), The paper focuses on the impact of peers, family, and acquaintances in a decision to travel. Therefore, A Group of People or Focus Group can Influence Purchase Intention related to Subjective Norm referred to (Yean & Falahat, 2019) A team buying channel is much more reliable, allowing buyers to spend goods from the existing site, then encouraging others to persuade relatives or peers to buy from the webpage. (Davis, 1989).

E. Perceived Relative Advantages

The perceived usefulness becomes a conceptual structure within which research is preferred concerning other possible alternatives. As greater the percentage innovation advantage, the sooner an admission rate. This invention's unique features are regarded as fundamental to the current present invention.

Perceive Relative Advantage connected with The Revolution of Technology Influence the Intention to Purchase Online. Referring to (Athapaththu & D. Kulathunga, 2018) which Web page quality describes a prominent part of

where things are bought and sold. Plus, Wolfinbarger & Gilly (2003) as stated in (Athapaththu & D. Kulathunga, 2018) clarified that they are likely to perform certain behaviors when consumers communicate with the Main Website through technologies. Therefore, the Internet provides Useful Information about Travelling to Perceive Relative Advantage. Internet is rapidly becoming an effort inseparable from other marketing practices for many traveling and tourism organizations (Gretzel, Yuan, & Fesenmaier, 2000) as quoted from (Ulrike, Yoo, & Lee, 2006).

Thus, the help of Artificial Intelligence (AI) can Improve the Purchase Experience Online as an item to Perceive Relative Advantage. In the shopping experience, AI learns about the customer's specific buying behavior through software study and provides constructive suggestions (CXPA, 2018) as extracted in (Ahmad & Abu Daqar, 2019). The Travel Website also helps to smoothen the traveling experience toward Perceive Relative Advantage. According to (M. Dixit, Belwal, & Singh, 2005), It is a hard reality that tourists in the 1950s and the 1960s visited barely any destinations outside Europe en masse. The tourism industry became more professionally structured with fast modes of transport, an effective system of connections, and the creation of new and much more interesting destinations.

Hence, Perceive Relative Advantage helps to Adapt to New Innovation of Technology Easily. Based on (Tuzunkan, 2017), Innovation in tourism knowledge and communication technologies allows businesses to better and reliably interpret this information from consumers (OECD, 2006) which happens most likely to make it easier for the consumer to search the tourism destination with Internet Innovation.

F. Attitude

Attitude is most fundamentally regarded as a matter of major importance to all concerned. The way of behaving is based intentionally or unintentionally stances by the progressive encounter (Venes, 2001, p. 189) as cited in (Altmann, 2008) Beforehand, the impact of a person's behavior towards technology acceptance has been recognized (Bobbitt and Dabholkar, 2001; Dwivivedi et al., 2017; Kim et al., 2009; Taylor and Todd, 1995; Yang and Fang, 2004). Previous research has proved that perceived risk influences attitude to online shopping. In the scope of online shopping behavior, subjective norms appear to have a positive consequence upon consumer's online shopping intention.

The Financial Status Affect Travelling Purchase as an item for Attitude. As in (Amaro & Duarte, 2013), Travel website benefits and ease usually included (Jensen, 2009; Kim, Ma, and Kim, 2006; Kolsaker, Lee-Kelley, & Choy, 2004), financial advantages (Kim et al., 2006; Morrison et al., 2001). Plus, Attitude connected with the Promotion that Helps to Boost Travelling Package Purchases. According to Wicks and Schuett (1991), Travel promotion advertisements are commonly seen and are a vital part of some advertising campaigns, little is clear regarding the effectiveness. Promotion can help boost customer satisfaction and attraction. Moreover, some research shows that people who want to purchase online appear to be more likely to travel online. (Bigné, Sanz, Ruiz and Aldás, 2010; Lee, Qu, and Kim, 2007; Morosan and Jeong, 2008) as cited in (Amaro & Duarte, 2013).

Furthermore, Attitude (etc. mood, behavior, feelings) Affect Choice in Purchasing. Customers prefer pleasant strong emotions whenever purchasing or consuming and avoid negative emotional experiences (Karakaya, 2017) as shown in (Dilaysu, 2018). Therefore, Attitude affects Purchase Intention by which Bigne et al. (2010) areas in (Amaro & Duarte, 2013) study was the first one to use its concept and realized it did not specifically influence the intention of consumers to buy plane tickets online, but affected attitude, which in turn affect intention.

G. Perceived Risk

Perceived risk is a major determinant of the tourism industry that continues to impact destination choices tourists and assumed perceived risks as the expectation of purchase-related losses and functions as action inhibitors. Zhang, Zhu, & Liu (2012) states that this is characterized as the degree to which mobile service consumers believe they may be exposed to certain types of financial, social, psychological, physical, or time risk. Al-Gahtani (2011) states that due to the distinction between buyer and seller, the idea of perceived risk for online shopping becomes more widespread. Research by Athiyaman (2002) found that customers avoid online tickets due to security concerns.

Additionally, Perceived Risk is linked with Avoid Travelling to an Unstable Country. According to Enz (2010) as cited in (Ingram, Tabari, & Watthanakhomprathip, 2013), states that legitimate visitors to individuals who are possible threats are often difficult to classify. Tourism destinations could also be impacted with real, potential, or perceived threats of terrorism, that can impact tourism visitation. Thus, the Safety of A Certain Country (etc. in terms of health) Influence Travel Destination. Referring to (Amir, Ismail, & Toh, 2015), Travellers are insecure even though they are transient tourists to cultures with which they are unfamiliar. Therefore, they might not even be capable of distinguishing between "safe" and "unsafe environments or movements.

Moreover, Rare to Find Online Travel Packages of an Unstable Country from Online Website is one of the items for Perceived Risk. Based on (Adnan, Kabir, Zahan, & Khan, 2012), In most underdeveloped countries and unstable countries, the communication facilities are still weak. For Instances, such as Websites, Emails, etc. Therefore, Travelling Insurance is Wise While Travel for Tourist as Perceived Risk. The activities of tourism, hospitality, and travel activities are theoretically exposed to various forms of threats. (Taleski & Tashkov, 2011) Plus, the facts suggest, in the course of tourist operations, that insurance has significance in raising the importance of the reputation and character of the tourist and of the tourism industry. Therefore, Doubt in Purchasing, Trust is a crucial factor in online transactions. Research shows that people are far more likely to buy online when they have greater confidence. (e.g., Corbitt, Thanasankit, & Yi, 2003) as cited in (Amaro & Duarte, 2013). Having Confidence in Travel will lessen the doubt in Purchasing to Perceive Risk.

H. Destination Trust

When safety and security risks involved are widespread, people avoid travel. After the covid19 pandemic is over and people have been able to travel again, destination choice is important. Travelers will indeed prevent

dangerous locations as well as discourage travel to such vacation spots, which will damage tourist destinations. Credibility in a continent's capacity for tourism becomes the key critical aspect for enchanting visitors through the tourism industry, the belief of travelers has for a location can ensure a straightforward, reliable, and smooth travel experience. A tourist's belief in a location is determined by the capacity of promoting services that satisfy the perceptions.

However, Destination Trust believes Good Scenery Place as a Good Travelling Spot. Meinung (1995) as stated in (Vengesayi, Mavondo, & Reisinger, 2009) claimed that scenic one of the most prominent characteristics of tourism attraction, although cultural attributes of tourist destination are rising in the world tourist market. Besides, Public facilities affect Travel Destination in Destination Trust. According to (Mandic, Mrnjavac, & Kordić, 2018) Recreational facilities represent an essential pillar of the actual financial and tourist growth of infrastructure (Seetanah and Khadaroo in Xiao and Jafari, 2016). They form so-called tourism facilities, along with accommodation and other hospitality facilities.

Other than that, Travel Agent Plays an Important Role for Upcoming Travels and Travelling Agency that has strong Brand Name Improve Certainty to Travel as the items of Destination Trust. Assisted travel agents as professional consultants, who can sort customer information. An online travel agent is by far the most dominant product (rather than pure online booking or brick and mortar travel agents) quoted from (Bogdanovych, et al., 2007) Last but not least, Believe that E-Marketplace as a connected to Destination Trust. Based on (Mukhtar, Ashaar, Abd Rahman, & Che Husin, 2016), E-marketplace is offered to provide the sellers with the requisite details so that customers can make judgments before making any purchase from those sellers. Therefore, it believes E-Marketplace as a platform for tourism destination trust.

I. Perceived Behavioural Control

Perceived behavioral control is internal and external behavioral restrictions. Besides that, when the person has more optimal behavior as well as personal standard yet had increased behavioural impact with purpose, the person may conduct the act. (Ajzen, 1991; Caulfield,2012).

As perceived behavioral control, the risk of poor technology and cannot be making a decision through an inability to compare prices (Doolin, Dillon, Thompson, & Corner, 2005) related to Bad Internet Connection Affect Online Purchase Experience. Furthermore, According to DoI (Rogers. 1983), as stated in (Mardjo & Leeraphong, 2013), the adoption of new technology constitutes a phase of decision that passes over time through various stages. The decision-making process starts with knowledge of innovation and technology. The Innovation of Online Communication Technology to Purchase Online as the item of Perceived Behavioural Control.

Additionally, Google Chrome Better than Internet Explorer as also an item of Perceived Behavioural Control. Based on (Stefanus Lintang Timur Aji Pamungkas, 2014), Using Google Chrome, Google itself can pamper users with facilities. A total of 62,1 percent agree that chrome is quick and simplistic, so it is ideal for small-screen tablets

or PCs. As the innovation upgrade, it easier for tourists to use google to search for an upcoming destination. Therefore, due to Covid 19, key sectors like travel and tourism, retail, and other businesses have been disrupted; business operations had disturbed production processes; employment and living standards are becoming a threat, while customer confidence has fallen. (ASEAN, 2020). Purchase Travel Package for the upcoming year in current pandemic need to practice new normal be as they need to rebuild and recover.

Therefore, Perceived Behavioural Control Affect Purchase Intention from E-Marketplace, People get interested in consumer behavior when the decision to buy ends with a particular brand or services and what they have acquired in recent days. People will still think about what they buy and how they feel about the goods and services. (Mohamed Noor, Noranee, Zakaria, Unin, & M. Suaee, 2020).

J. Intention to Purchase Travel Online

Ajzen (1991) states that actions were factored as indicate how most times a person tries to do something, and how many times they succeed at that task. Based on the et al. (2008), the complete absence of intent to online shopping could be a major barrier to e-commerce. Mat and Jamil (2011) recommended that the desire to buy may have a beneficial impact on real internet shopping and that more research should be conducted on the effect of psychological variables and consumers' current shopping online habits.

The aim to buy travel packages is linked to intending to purchase travel on the Online Market Platform. According to (Park, Kim, Smith, & Ngo-Ye, 2014), because of the design of mobile devices, wireless technology, and localization, it can give many advantages for customers, such as performance, spontaneity, and convenience of use. With the technological advancements that have been upgraded, E-Marketplace becomes something way easier for all tourists. Consumers will be confident in purchasing through E-Marketplace. Nevertheless, Online Travel Platforms made Purchasing Easier as Intention to Purchase Travel Online. Approximately 70% of digital casual tourists have purchased community tours or sightseeing excursions digitally including half have purchased much of the self-traveling websites. (Jupiter Research, 2007) as cited in (Wen, 2013).

Also, the 'Add to Cart' option is reliable to do Online purchases becoming one of the items to Intention to Purchase Travel Online. Purchasers may use the cart services to aid them in the arrangement of items of interest for a potential future purchase or to filter their choices for further details (Kukar-Kinney & Scheinbaum, 2009). Furthermore, The Payment Gateway agent smoothens Transaction during Online Purchase as linked with Intention to Purchase Travel Online. According to (Moore, 2020), High-quality payment gateways often help decrease the load time for customers. Checkout and payment processing both operate through the system on behalf of the customer. Therefore, it will make it easier to just pay through the E-Marketplace System Payment.

All in all, The Intention to Purchase Travel Online is affected by All Variable (Perceived Behavioural Control, Destination Trust, Perceived Risk, Attitude, Perceived Relative Advantages, Subjective Norm, and Online WOM.

III. METHODOLOGY

Construction of a plan or structure for data collection and analysis shall be the research design. It is necessary to provide information on the main features of the report, which demonstrates how key parts of the research project work effectively.

This analysis is quantitative research that uses cross-sectional data based on the nature of correlation studies. The quantitative analysis focused on the design of correlation research using cross-sectional data. The relationship between exogenous structures (Online WOM) and endogenous structures (Intention to Travel Online) can be defined utilizing the mediating variable (Subjective Norm, Perceived Relative Advantage, Attitude, Perceived Risk, Destination Trust, Perceived Behavioural Control). The survey techniques are also used to gather information using the Google Form format distribution of the questionnaire. This study aims to gain an insight into the perceptions and provide insights for consumer adoption of online payments.
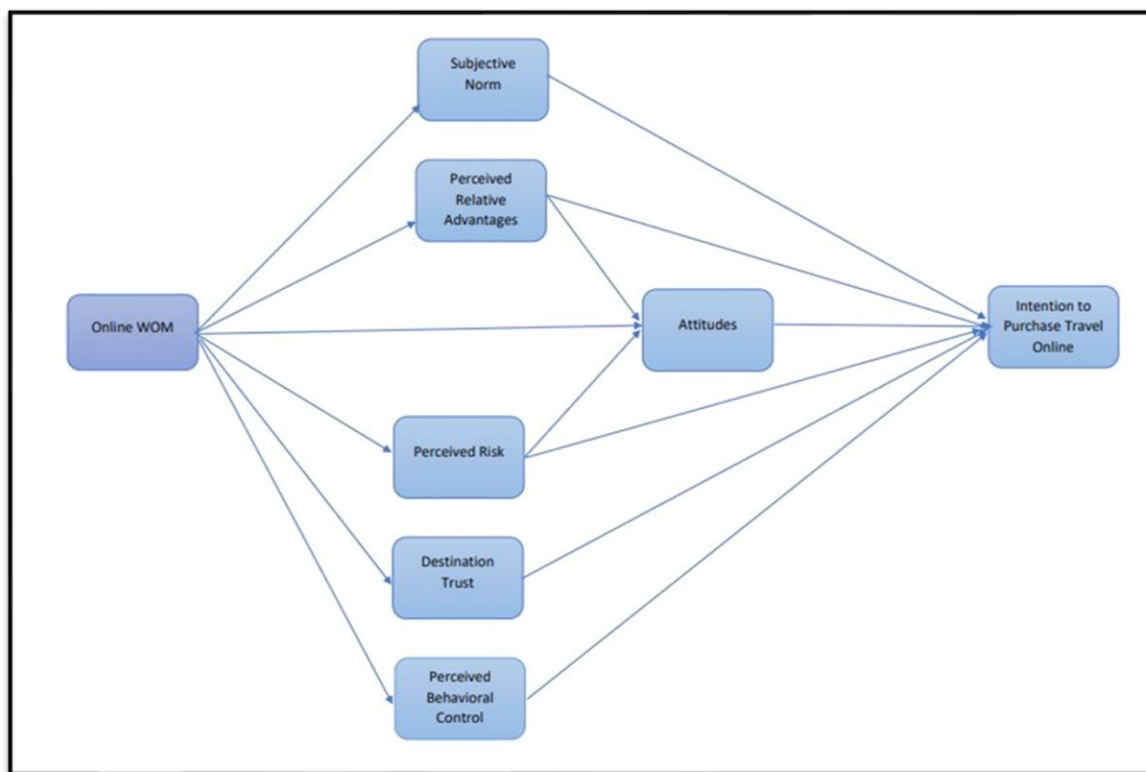
A. Research Framework

Figure 1. Research Framework

B. Population and Sample

This study had 221 participants via the Google format to quantify our research for this study. This research focuses on the survey from various breeds aged 18 to 31 and older, Genes X, Genes Y, and Genes Z. Besides,

population data were gathered according to age, sex, education status, race, location area, and some other relevant query from part A of the report. We also assume that the population around the X, Y, and Z genes is by far the most ideal ratio for the study. Genes X, Genes Y, and Genes Z will help research produce good outcomes from the Expected Customer Purchasing Factors for Online Travel Packages offered at as the respondent is between teens, working adults, travelers, backpackers, and others. The data collected were calculated using the Likert-type scale. The data was gathered from a questionnaire distributed that consists of 52 questions (12 questions of Part A, 38 questions of Part B, and two Open-Ended Questions in Part C) and augmented with the Factors that Affect Consumers to Purchase an Online Travel Package on E-Marketplace, particularly During New Normal

Centered on the methods of data collection and analysis, the sample size depends on the teens, working adults, travelers, backpackers either in Malaysia or Foreigner that happens will be adapting to new normal for vacation during 2020 and as for the sample size needs to be at least 200 and above. We have met the requirement of getting the 240 respondents in data from the selected populations in the population such as X Genes, Y Genes, and Z Genes that available and willing to respond the Factors that Affect Consumers to Purchase an Online Travel Package on E-Marketplace, particularly During New Normal

Thus, the sampling method used in this analysis is a random sampling method. By which, the concept of a simple random sampling technique is an aspect of choosing a sampling technique whereby each subject has an equal chance of being chosen. An unbiased sample was chosen to be representative of the population. The sampling technique, therefore, extracts random batches of each target group, such as Genes X, Genes Y, and Genes Z, which constitute the overall population in that scope. The survey would aid this study to achieve the objective without constraint by using this tool.

Overall, the survey would aid this study to achieve the objective without constraint by using this tool. The advantages of this random sampling method are to deter huge sample distribution disruptions and to ensure that the estimation of results is almost exact.

C. Data Collection

Data was taken by administering an online survey and receiving responses through the questionnaire. The respondent was the targeted respondent for such travelers, backpackers, etc. The questionnaire consisted of three sections: Demographics, Factor, and Open-Ended Question. The demographic data captured items related to the respondents' age, sex, education status, race, location area, and some other relevant query.

As for Part B Questions related to the variables using Five Likert scales. The Five Likert scales are describing the asymmetric level of disagreement or agreement 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree. The data was obtained using the Google form and SPSS edition in the English Language.

Hence, Secondary sources are one of the two kinds of data types where primary data is the second type. Secondary data refers to data that have already been obtained from primary sources and which researchers can use

quickly for their study. For instance, books, journals, websites, and many more. Simply put, primary data collection should be the only viable method for this type of research or analysis.

The quantitative approach is identified as collecting measurable data and conducting statistical as a systematic analysis of observations. Quantitative research gathers data through targeted groups using sampling techniques and transmits findings. Upon a thorough understanding of such data, the output of a product or service is forecast, and amendments are made accordingly.

Therefore, the data collection gathered from online questionnaires, converted by Excel CSV and transfer to SPSS and SmartPLS software that could transform our data into findings of the study.

IV. FINDINGS AND DISCUSSION

The demographics profiling profile comprises seven variables that include age, sex, current employment status, racial background, education history, vacation spending, and location. The findings show that while many respondents fall within the age range of 18 to 24 (82.4%), after that, along with 25 to 30 years old (12.7%), then 31 years and older (5%).

Next, the gender distribution of the respondent is 67.4% Female and 32.6% Male. In term of current status, the findings indicate that most of the respondent is a student which consist of 66.5% in the total sample and followed by 24.4% employed, 5.0% self-employed and 4.1% unemployed. Moving on to races, most of the respondents are Malay that represents 79.6% of the total sample and followed by 24.4% Chinese, 5.9% Other, and 3.6% Indian.

According to the findings, the location of the respondent mostly comes from Urban Area that represents 76.5% and Suburban Area represent 23.5% of the total sample. Most of the respondent's educational backgrounds are from 50.7% Bachelor's Degree and followed by 35.3% Diploma, 8.6% SPM, and 5.4% Master or Ph.D. Based on the findings, most of the respondent vacation spending is RM1000 and below which represents 64.3% of the total sample and followed by 29.4% RM5000 and below, 5.4% RM10,000 and below, and lastly 0.9% Above RM10,000.

Word of Mouth (WOM) to Subjective Norm showing the result has a significant relationship between independent variables and mediating variables since its T-Value was higher than 1.96, with a value of 7.165. Although, Subjective Norm (SUN) to Intention to Purchase Travel Online (ITPTO) has an insignificant correlation among mediating variables, dependent variables with a value of 0.987. The result shows that Subjective Norm (SUN) directly to Intention to Purchase Travel Online indicates that the mediating variable has the strongest significant relationship effect on the variable to the T-Value.

Perceived Relative Advantages (REA) to the Intention to Purchase Travel Online (ITPTO), the result shows that this mediating variable has a significant relationship with a T-Value of 5.062 higher than 1.96. Whereas Perceived Relative Advantages (REA) to Attitude (ATT) also has a significant outcome with a value of 2.587. The results

illustrate that Perceived Relative Advantages (REA) to Intention to Purchase Travel Online (ITPTO) seems to have a better relationship impact.

Attitude (ATT) to Intention to Purchase Travel Online (ITPTO) with the result indicates that this mediating variable is insignificant concerning the dependent variable since the T-Value is smaller than 1.96 with a value of 0.306. Although, Perceived Risk (PUR) to Attitude (ATT), also has an insignificant relationship between mediating variable and dependent variable with a value of 5.602. The results illustrate that Perceived Risk (PUR) to Attitude (ATT) has a better relationship effect.

Perceived Risk (PUR) to Intention to Purchase Travel Online (ITPTO) showing the outcome is negligible to the relationship between mediating variables and dependent variables since its T-Value was lower than 1.96, with the value of 1.344.

Destination Trust (DET), and the results indicate that this mediating variable is significant with the dependent variable since the T-Value is higher than 1.96 with a value of 3.190. Perceived Behavioral Control (PBC) to dependent variable which is Intention to Purchase Travel Online (ITPTO), the data indicates that this mediating variable has the strongest significant relationship effect on the variable to the T-Value of 7.089.

A. Hypotheses Testing

H1: There is a significant relationship between Online Word of Mouth with Destination Trust.

There is a positive relationship between Online Word of Mouth with Destination Trust because the path coefficient within the variable is (-1 to 1). Therefore, the hypothesis is accepted. The Online Word of Mouth has a 0.427 correlation with the Destination Trust variable.

H2: There is a significant relationship between Online Word of Mouth and Perceived Behavioral Control.

There is a positive moderate relationship between Online Word of Mouth and Perceived Behavioral Control because the path coefficient within the variable is (-1 to 1). Therefore, the hypothesis is accepted. The Online Word of Mouth variable has a 0.486 correlation with the Perceived Behavioral Control variable.

H3: There is a significant relationship between Online Word of Mouth and Perceived Relative Advantages.

There is a positive moderate relationship between Online Word of Mouth and Perceived Relative Advantages because the path coefficient within the variable is (-1 to 1), Therefore, the hypothesis is accepted. The Online Word of Mouth variable has a 0.632 correlation with the Perceived Relative Advantages variable.

H4: There is a significant relationship between Online Word of Mouth and Perceived Risk.

There is a positive relationship between Online Word of Mouth and Perceived Risk because the path coefficient within the variable is (-1 to 1). Therefore, the hypothesis is accepted. The Online Word of Mouth variable has a 0.390 correlation with the Perceived Risk variable.

H5: There is a significant relationship between Online Word of Mouth and Subjective Norm.

There is a positive relationship between Online Word of Mouth and Subjective Norm because the path coefficient within the variable is (-1 to 1). Therefore, the hypothesis is accepted. The Online Word of Mouth variable has a 0.516 correlation with the Subjective Norm variable.

H6: There is a significant relationship between Perceived Behavioral Control and Intention to Purchase Travel Online

There is a positive relationship between Perceived Behavioral Control and Intention to Purchase Travel Online because the path coefficient within the variable is (-1 to 1). Therefore, the hypothesis is accepted. The Perceived Behavioral Control variable has a 0.393 correlation with the Intention to Purchase Travel Online variable.

H7: There is a significant relationship between Perceived Relative Advantages and Attitude

There is a positive relationship between Perceived Relative Advantages and Attitude because the path coefficient within the variable is (-1 to 1). Therefore, the hypothesis is accepted. The Perceived Relative Advantages variable has a 0.299 correlation with the Attitude variable.

H8: There is a significant relationship between Perceived Relative Advantages and Intention to Purchase Travel Online

There is a positive relationship between Perceived Relative Advantages and Intention to Purchase Travel Online because the path coefficient within the variable is (-1 to 1). Therefore, the hypothesis is accepted. The Perceived Relative Advantages variable has a 0.318 correlation with the Intention to Purchase Travel Online variable.

H9: There is a significant relationship between Perceived Risk and Attitude.

There is a positive relationship between Perceived Risk and Attitude because the path coefficient within the variable is (-1 to 1). Therefore, the hypothesis is accepted. The Perceived Risk variable has a 0.428 correlation with the Attitude variable.

H10: There is a significant relationship between Perceived Risk and Intention to Purchase Travel Online.

There is a positive relationship between Perceived Risk and Intention to Purchase Travel Online because the path coefficient within the variable is (-1 to 1). Therefore, the hypothesis is accepted. The Perceived Risk variable has a 0.040 correlation with the Intention to Purchase Travel Online variable.

H11: There is a significant relationship between Subjective Norm and Intention to Purchase Travel Online.

There is a relationship between Subjective Norm and Intention to Purchase Travel Online because the path coefficient within a variable is (-1 to 1). Therefore, the hypothesis is accepted. The Perceived Risk variable does not correlate -0.091 with the Intention to Purchase Travel Online variable.

V. CONCLUSSION AND RECOMMENDATION

The study has extended its study by using the UTAUT as the theoretical base and had revealed a significant effect of online WOM and other factors. The hypothesis used in this research was equally accepted which indicate respondent mostly in Malaysia and partly across the world do feel and experience the factors that we are investigating. We have evaluated the hypothesis using a system called Partial Least Smart Software (PLS) and Statistical Package for the Social Sciences (SPSS). Lastly, the Covid-19 pandemic has affected worldwide and not just the tourism industry that is affected. Many businesses and industries are having the same effect due to the restrictions that they are having. All in all, we can conclude that this research shows a positive result based on the previous research that was carried out.

Due to the rise of the Covid-19 pandemic, most countries that are affected which also Malaysia included are having an economical breakdown. The best way for a country to improve its economy is by having local businesses engage in the promotional campaign so that the economy will recover again. The tourism industry must play a big role so that the revenue for the country increases by having locals as their customers. The marketing strategy also must be changed according to the wants and needs of the customer.

Nonetheless, the promotional campaign help to increase the revenue of local businesses, and sustainability can be achieved. The promotional campaign is done through many platforms such as social media, billboards, radio, television, or newspaper. Due to the era of technology, there are many pathways for businesses to choose to succeed and sustain their business.

Personality is a unique phenomenon, arising from internal causes of external stimuli, which can be observed or identified. Consumer attitudes need to change because the pandemic has affected the ways of living towards most people. With technology, we can change their attitude by changing their perspective on viewing things differently and improve their adaptability to the new normal.

This contribution of this research can help future researchers and businesses to improve their way of life in this new normal. Technological advancement has help people to become more aware of their surroundings by gathering information and use it. Furthermore, this research can contribute many positive and effective points for researchers to further their research about the factors that influence consumer purchase intention towards online travel packages available on e-marketplace during new normal.

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