

Abstract

In the past decade, online channel was not really a priority. People used to go outside to purchase products and services. Nowadays, people do not need to go outside to do shopping because they can do it with just one click from home over the internet, which also makes them convenient and easy to purchase. It is very important for the customers to be satisfied with products and services in order to continue to repurchase. This research is a comparative study, which compares the difference in determinants between generation X and generation Y. Also, this research depicts the key determinants which influence on online repurchase intention towards travel package of generation X and generation Y.

The researcher aims to investigate the relationship between independent variables such as perceived ease of use, perceived usefulness, reliability, functionality, trust, enjoyment, customer satisfaction with dependent variable online repurchase intention of generation X and generation Y. There were ten hypotheses in this study. The data were collected from 400 respondents through online questionnaire survey in generation X (200 respondents) and generation Y (200 respondents) who have experienced in purchasing travel package, from 1 April, 2018 to 8 June, 2018. All of the data were analyzed by using statistical analysis software programs, which tested by independent sample t-test technique in hypothesis 1-8 and multiple linear regression technique in hypothesis 9-10. Moreover, the descriptive analysis also applied in this research with non-probability sample including convenience sampling procedure.

The results from testing 400 respondents by using Sample Independent T-test analysis indicated that perceived ease of use, perceived usefulness, functionality, enjoyment, customer satisfaction and online repurchase intention are difference between generation X and generation Y. Furthermore, the result from Multiple Linear Regression analysis indicated that perceived usefulness, reliability, functionality, enjoyment and customer satisfaction are influencing factors on online repurchase intention in generation X. In addition, perceived usefulness, reliability, trust and enjoyment are influencing factors on online repurchase intention in generation Y. All findings of this study will be beneficial not only for Expedia travel agencies, but also other online travel agencies. It provided data that may help travel industry to develop and improve more effective and efficient marketing strategies based on the influencing factors in this study.