

## ABSTRACT

Searching and making a reservation online is increasingly common for Chinese travelers. Although China has shown popular use of electronic network and information, there are widespread concerns on trust factors. This research was developed to examine e-traveler's online trust by using three categories of determinants: perceived technology, perceived risk, company competency and to investigate the impacts of both e-travelers' online trust and low fares on online purchase intention.

To collect the data, 384 questionnaires were distributed to the Chinese people experienced in using internet to purchase travel-related services via Ctrip from June to August 2009. Descriptive statistics along with Pearson's Correlation Coefficient were used to test the relationships.

The results of statistical analysis indicated that in terms of perceived technology of Ctrip website, perceived usefulness, ease-of-use, and enjoyment of technology had moderately positive relationships with online trust. In addition, in terms of perceived risk of Ctrip website category-perceived security, privacy; and company competency- company size, reputation, and willingness to customize- had strongly positive influences on Ctrip users' online trust. Finally, online trust and

low fares also have strong relationships with e-travelers' online purchase intention.

Recommendations based on the findings suggest Ctrip find its own weaknesses and strengths from these research results, and know how to build high degree of e-travelers' online trust and make a success in China e-tourism market.

KEYWORDS: online trust, online purchase intention, e- tourism, e-travel agency, Ctrip

