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**"TOUR AND TRAVEL WEBSITE BELIEFS IN INFLUENCING USERS SATISFACTION
CASE STUDY: MALAYSIA"**

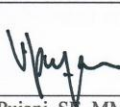
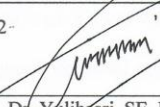

*Bachelor Thesis by: Puteri Fatin Nadia
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Abstract

This research framework was developed based on theory planned behavior. This study is to examine "The influences of enjoyment, self-efficacy and actual use towards the satisfaction of e-travel website in Malaysia". From a multistage data sampling among Malaysian customer of e-travel, a total of 105 questionnaires were returned and analyzed. The data was analyzed using SmartPLS and SPSS. The results revealed significant influences of enjoyment, self-efficacy and the actual use of web site on the satisfaction of e-travel website. All variables moderated positively to the influence of users satisfaction. The paper highlights its influence of each variables.

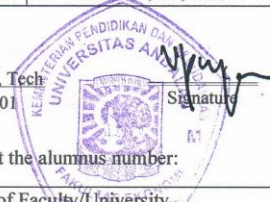
Keywords: Enjoyment, Self-Efficacy, Actual Use, Satisfaction

This bachelor thesis has already examined and passed on January 24, 2014. The abstract of research has been approved by supervisor and examiners:

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