

E-Ticketing as a New Way of Buying Tickets: Malaysian Perceptions

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ABSTRACT The main aim of the study is to identify e-ticketing trends among urban communities particularly in Kuala Lumpur. This study investigates the usage trends and patterns of e-ticketing. In addition, the study also focused on the customers' perspectives towards e-ticketing in terms of its usefulness, reliability, security, convenience and efficiency. The study also examines the impact of demographic variables on e-ticketing adoption towards e-ticketing. A survey was carried out among Internet users in Kuala Lumpur. Questionnaires were distributed randomly to 500 people. Kuala Lumpur was chosen as it has the highest number of Internet users. The study found that e-ticketing is not a new phenomenon as nearly fifty percent of the respondents have been buying tickets online for the past two years and purchasing airline tickets seems to dominate the online ticketing services. It was also discovered that convenience and ease of use are among the factors that motivated the respondents to purchase tickets online. The study also revealed that online ticket purchasers are the young, educated and with higher income bracket.