

Factors Influencing Purchase Intention of Domestic Travel Packages in Malaysia

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In the wake of the coronavirus pandemic, few industries have fallen as far and as fast as tourism. Malaysia's travel industry is among the hardest hit and tourism decline is a driving reason for job losses in Malaysia. Domestic tourism plays an important role in the industry's recovery. The Malaysian Tourist Board encourages locals to travel in own country after the crisis in order to boost the local economy. Hence, this study aims to identify the important factors that influence the purchase intention of travel packages in Malaysia. This study aims to explore the relationship between the important factors and purchase intention for travel package in Malaysia. Three independent variables were identified from literature review influence purchase intention, which are Price, Word-of-Mouth and Company Reputation influencing purchase intention. The research is quantitative based via questionnaire and responded by 198 respondents. , finding from Pearson correlation test suggests that Word of Mouth is the highest standard coefficient (.324) which indicates is the most influencing factors on the Purchase Intention, follow by Price (.319) and company reputation (.208). The main implication of the study is that to enhance the purchase intention of travel package among Malaysian in domestic travel, the government of Malaysia, as well as the service providers of travel package need to continuously focus on the influencing factors of word of mouth among the local tourists.

Keywords: *Company Reputation, Price, Purchase Intention, Word of Mouth*