Independent Study Title   Factor of Technology Acceptance in Air Asia Booking Flight Ticket via Website among People in Bangkok

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Abstract

The purpose of this study is to investigate the influence factors on an acceptance of Air Asia booking flight ticket via Website among people in Bangkok area. The researcher employed Technology Acceptance Model, Innovation Diffusion Theory and Theory of Perceived Risk as a framework for this study. Three essential variables mentioned in the literature review were used as external variables including the Technology Acceptance Model are Perceived Risk (PR), Security Concerns (SC) and Privacy Concerns (PC).

The results indicate that perceived ease of use (PEOU) and perceived usefulness (PU) were found to be positively affects on the user's intention for Air Asia booking flight ticket via Website in this study. However perceived risk (PR) negatively influenced on airline flight booking intention, while perceived ease of use (PEOU) got along with perceived usefulness.