



Investigating the Factors Influencing Egyptian Domestic Tourists' Online Purchase Intention

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ABSTRACT

The present study tests structural model statements travelers' Online Purchase Intention of Egyptian domestic tourists using data collected from domestic travelers in Egypt. The study take the Technology Acceptance Model extend (TAM) by integrating travelers' Perceived Risks and Trust in online-purchases with the various variables of the framework (Perceived Usefulness, Perceived Ease of Use, and Attitude). The aim of study is assessing the factors which influencing in Online Purchase Intention of the Domestic Tourists in Egypt. Therefore, this study aims to explore extend of influencing model factors (Perceived Usefulness, Perceived Ease of Use, Perceived Risks, and Trust) on Domestic tourist's Online Purchase Intention in Egypt. The study depends on primary data collected from sample of domestic tourists in Egypt. A questionnaire as quantitative approach was distributed to domestic tourists who had reserved or purchased a travel service via the internet at least once. The total respondents of questionnaire are 216 respondents. The collecting data were coding and analyzing via SPSS v 24. The results demonstrated that there is appositive significant relation between the factors (Usefulness, Ease of Use, Online Trust, and Online Attitude) and domestic tourist's Online Purchase Intention. Moreover, the relationship between Online Risks and Online Purchase Intention of domestic tourists is negative in Egypt. The study recommendation demonstrated on that the travel agency in Egypt should encourage domestic tourists to pay online. In addition, they should offer many types of secure online payment.

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1. Introduction

The advancement of Information and Communication Technology (ICT) has a great influence on all sectors of human life, including the economy, society, tourism, education, and entertainment, among others (Shanker, 2008). As

a matter of fact, the tourism sector is a powerful and active force in the local and global economy, and it plays an important part in the social, cultural, and economic development of most peoples and nations. As a result, the tourism industry can be regarded one of the earliest industries to include ICTs into its operations (Garzotto et al., 2004).

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Online becomes very a significant for tourists and travel agencies in commercial communities because they are releasing more and more aware of this new promising world. Furthermore, many advantages of internet will be provided such as introducing and comparing information of tourism services, as well as an easy, and time-saving method of buying them (Pereira, de Fátima Salgueiro, & Rita, 2017).

Furthermore, the use of Information Technology (IT) is spreading in the tourism business as a result of using of smart phone applications. ICT is becoming an integral part of the tourism industry, especially because intensive information has a high value in the tourism sector. When companies embrace e-commerce, they observe the factors that determine the customers' purchasing decisions are changing especially about service level, efficiency and support (Lodorfos, Trosterud, & Whitworth, 2006). On other hand, Domestic tourism is the cornerstone of economic growth for any country, and Egypt is no exception. Moreover, it is the perfect alternative for international tourism especially in hard times and crises. In Egypt, domestic tourism represents a crucial component of Egypt's tourism business, particularly when the number of foreign visitors' wane. (Selim, Aidrous, & Semenova, 2020).

The study examines a structural model for forecasting the intention of Egyptian domestic tourists to make online purchases using data collected from domestic travelers in Egypt. The study's structural model is based on Technology Acceptance Model (TAM) that was introduced by Davis's (1989). The current study employs extend of TAM by integrating travellers' perceived risks and trust in e-purchases with the framework's basic variables (Perceived usefulness, perceived ease of use, attitude, and behavioral intention) (Nunkoo, Ramkissoon, & Juwaheer, 2016) (Figure1).

The objective of this study is presented in assessing the factors which influencing in Online Purchase Intention of the Domestic Tourists in Egypt. Therefore, this study aims to explore extend of influencing model factors (Perceived Usefulness, Perceived Ease of Use, Perceived Risks, and Trust) on Domestic tourist's Online Purchase Intention in Egypt. According to the objectives of the present study testing for the following hypothesis:

There is positive relation between Perceived Usefulness and domestic tourist's Online Purchase Intention in Egypt.

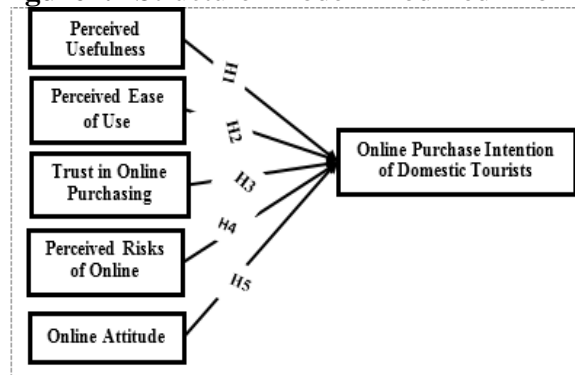
H1. There is positive relation between Perceived Ease of Use and domestic tourist's Online Purchase Intention in Egypt.

H2. There is positive relation between Trust of Online Purchasing and domestic tourist's Online Purchase Intention in Egypt.

H3. There is negative relation between Perceived Risks on domestic tourist's Online Purchase Intention in Egypt.

H4. There is positive relation between Perceived Online Attitude on domestic tourist's Online Purchase Intention in Egypt.

Figure1: Structure model modified from)



2. Literature Review

2.1 Online-Booking and Online-Purchasing

Online-Booking

Vrontis, Massoud, Dennaoui, and Nemar (2022) and Paré, Trudel, and Forget (2014) referred that Online booking system become one of essential for the economy development in the countries and establishments. Online-booking system in travel and tourism services such as hotel rooms, flight tickets, travel packages, and movie tickets is increasing quickly due to the benefits to both the salesman and the consumers. Because it is modern technology and has recently become more affordable, the tourism industry has adopted online booking to encourage sales and enhance competitive advantage. (Amin, Ryu, Cobanoglu & Nizam, 2021; Salam & Halim, 2022; Stavrianea & Kamenidou, 2022).

Online booking enables tourists to book the desired and required arrangements via the Internet,

as well as help reduce operational and administrative costs for itineraries. (Simović, Rađenović, Perović & Vujačić, 2020). Moreover, it has features that help attract a wider market online. (Calibo, Caballero, & Virata, 2019; Singh, Duggal, & Gulati, 2021).

Online purchasing

E-service quality represents assessment of customers of the electronic services offerings and plays an importance role in their exceptions especially during making e-purchases (Suhartanto, Helmi Ali, Tan, Sjahroeddin, & Kusdiby, 2019). Online purchasing is an online transaction between a travel agency and its consumers. The adoption of online purchasing has usually been influenced by adoption of e-connection between the travel agency and tourists positively (Pinyokul & Chaiprasit, 2019).

Zhu, Wu, Wang, Cao, and Cao (2019) summarized the factors that affect the e-purchase decision making such as the online purchasing behavior, the affective content, trust in virtual communities, social factors, live chat, search behavior, prior purchases, and trusting beliefs. Zahra, Abdullah, Kahar, Din, and Nurfalalah (2021) explained that there are many effects of online purchasing such as expanding market access, increasing transparency, increasing access to information, and the efficiency of the procurement process. Tourists are frequently reluctant to participate in online purchase operations due to risk concerns that have a detrimental impact on their intentions (Nunkoo et al., 2016).

2.2 Factors Influencing Online Purchasing Intention

According to Wang, Dang, and Van Thanh (2018) and Wibasuri, Bangsawan, Mahrinasari, and Ribhan (2018), Perceived usefulness, perceived risk, perceived ease of use, customer's attitude, and customer's intention are five factors that affect online purchasing intention as follow:

A. Perceived usefulness of Online purchasing

Usefulness is referred to the degree of consumer belief in purchasing products and services from online that will increase their shopping effectiveness (Pavlou & Fygenson, 2006). According to Nunkoo and Ramkissoon (2013), Perceived usefulness is one of variables that

effects on respecting to purchases products and services online. They indicated to Perceived usefulness as a tourists' subjective likelihood for the relative advantage of online purchasing that helps to increase the performance.

Some authors such as Nunkoo et al. (2016) and Hernandez, Jimenez, and Jose Martin (2009) assured that Perceived usefulness has positively affect tourists' attitude to e- purchasing. Mwangi and Kagiri (2016) indicated that success of E-procurement systems usually focuses on tourist acceptance that is affect by the Perceived usefulness. Consumers' attitudes will be developed toward products and/or services when these products provide them with sufficient usefulness toward their negative attitudes (Barkhi, Belanger, & Hicks, 2008).

B. Ease of Use of Online purchasing

Davis (1989) cited in Mwangi and Kagiri (2016, p. 8) defined Perceived ease of use as "the level at which a potential consumer of a technology believes a technology or a potential system is effortless". There are many of items of Ease of use such as: site navigation, site design, saving time, site speed, information architecture, accessibility and search facilities, and ordering and payment process (Pavlou & Fygenson, 2006; Gogo Febrianto & Ardianto, 2018).

Consumers increase the adoption and usage of a technology when the efforts of users are less and easy during the websites used (Lim & Ting, 2012). Perceived ease of use of online purchasing will positively affect attitude of consumers during online shopping (Islam & Daud, 2011; Wibasuri et al., 2018). The study introduced by Garín-Muñoz and Pérez-Amaral (2014) reflected that ease of use of online purchasing sites influences perceived information usefulness and perceived trust. On the contrary, Li, Peng, Jiang and Law (2017) clarified that Virtual trust is not significantly impacted by usability.

C. Trust in Online Purchasing

Trust is defined as a customer's confidence in e-retailers that reflects their expertise and integrity (Chiu, Hsu, Fang, & Yen, 2010). The study introduced by Winnie (2014) indicated that trust has a positively role toward e-loyalty of tourist and e-satisfaction. Trust in Online Purchasing includes

website trusting beliefs that means the website is qualified and truthful in dealing personal information. Moreover, trusting intention means making oneself vulnerable to the website. (Zimmer, Aarsal, Al-Marzouq & Grover, 2010). According to Lu and Stepchenkova (2012), trust is an element that has especially influence on tourist attitudes, and intentions in a cyber-environment. Trust concept has only introduced in tourism industry recently and is even more important for online retailers compared to offline (Pappas, 2017). Trust in a website is one of the trust elements that determines consumer attitude toward online purchases and information disclosure (McCole, Ramsey, & Williams, 2010). Nunkoo et al. (2016) assured the positively effect of Trust in Online Purchasing on tourists' attitude toward purchasing process online. Technology trust that involves security and privacy, and trustworthiness has a great effect on customer e-loyalty (Wong, Tan, & Lim, 2019). According to Hong and Yi (2012), web-vendor quality and security risks influence on consumers' trust in e-channels. The study introduced by Ha and Janda (2014) clarified the influenec of customized information on both tourists satisfaction and trust. furthermore, satisfaction and trust are important factors that formats the online travel purchase intentions.

D. Risks with Online purchasing:

Zimmer et al. (2010, p. 116) defined a risk as "the product of the uncertainty of an event and the seriousness of its outcome" 116. Consumers are usually reluctant to fulfill their online transaction because of their perception of risk that include information misuse, loss of privacy, even identity theft, and finally leads to both financial and social loss. Chikweche and Fletcher (2010) clarified that marketing strategies have more effects on risk minimisation associated with online purchasing of products and web- vendors. Pappas (2016) indicated to four risks influence online buying behaviour that include physical, finance (price), quality of product, privacy and time loss. Sharing personal information represent one of electronic data exchanges present risks because it may represent an opportunity to opportunism by the other (Nicolaou, Ibrahim, & Van Heck, 2013). Travel agencies and hotels can face many risks of e- purchasing when their employees have various perceptions toward risks (Elshaer, Marzouk, & Khalifa, 2022).

E. Attitude toward Online purchasing

Consumer attitudes are described by Bhatt (2014) as a complicated composite that contains feelings, beliefs, and behavioural intentions towards some products or services. Consumers or feelings may be negative or positive toward these products or services. Therefore, tourists's belief or feeling defined a behavioral intention. Suki and Ramayah (2010) identified the attitude as a cause of intention, while Lim and Ting (2012) assured that consumers' attitude will positively influence intention during online purchasing process. Nunkoo et al. (2016) indicated that positive traveler's attitude toward e-purchases for tourism services will be increased in the future. Di Pietro, Di Virgilio, and Pantano (2012) assured that there are positive effects of usefulness and ease of use of the technology on the tourist attitude towards the social network used for choosing tourism destinations. Furthermore, Positive attitudes toward quality and perceived trust have the strongest association with e-purchase intention for tourism products and services (Sparks, Perkins & Buckley, 2013).

F. Intent to Online-Purchase Tourism Products & Services:

Nunkoo and Ramkissoon (2013) indicated to behavioral intention as probability that tourists will e- purchase a tourism service or product as well as it needs to have a thematic measurement of actual behavior. Purchasing intentions of tourism products and services are influenced by Attitudes (Meitiana, Setiawan, Rohman & Irawanto, 2019). Pantano and Servidio (2011) clarified that information diffusion among tourists via websites has a important influence on their behavioral intentions.

2.3 Domestic Tourism:

The term of "domestic" in tourism refers to the resident visitors' activities within the country of reference. "Domestic Tourism" is referred to as "National Tourism" in tourism statistics. Moreover, Domestic Visitor/ Tourist is "a visitor travels within his/her country of residence, he/she is a domestic visitor and his/her activities are part of domestic tourism" (World Tourism Organization, 2008, pp. 29-30).

Characteristics of Egyptians Travelers:

The study of Hefny (2014, p.215) summarized the characteristics of Egyptian domestic tourists as follows:

- Tourism is a seasonal activity that primarily takes place on weekends and during holiday seasons.
- The most popular type of lodging was a hotel or motel.
- Some activities such as sightseeing in cities, amusement, swimming, shopping, theme parks, coastal location, gallery, and visiting small villages have significantly affecting domestic tourists.
- Most domestic tourists go on vacation with friends or family.
- The domestic tourists prefer booking directly with tours providers more than via travel agents.
- They reduce the budget when planning their holidays.
- They reduce the budget of cultural tours.
- The most critical expenses that Egyptians were unable to cut from their vacation budget were food, lodging, and leisure activities.
- Although approximately 40% of Egyptians live below the poverty line, the majority of Egyptians are still unable to afford leisure trips to popular tourist locations.

Furthermore, some stakeholders classify domestic tourism as the underdeveloped sector of the tourism business because domestic travelers' lower spending rates when compared to international tourists (Kanokanga, Mamimine, Mapingure, Mirimi & Nyarota, 2014). Although domestic visitors frequently spend less per visit, they travel more frequently and contribute more to the local economy (Mazimhaka, 2006). Selim, Aidrous, and Semenova (2020) stated that when the number of international tourists visiting Egypt declines, domestic tourism plays a crucial role in the country's tourism business. Whereas the number of international visitors had decreased since 2011 as a result of the political unrest.

According to study of Briez, Ezzat and Abd Eljalil (2022), the Price is the most influential factor, which has a serious effect on travel decision-making of domestic tourists. The special package offers, such as the relatively cheap hotel accommodation on low seasons, motivate many domestic tourists to travel. Moreover, the study introduced by Hefny (2014) mentioned that many Egyptians are unable to afford leisure travel, and

even those domestic travellers who can afford the tour packages still perceive the costs of domestic travel are expensive.

3. Methodology

The study is based on primary data gathered from domestic tourists. Domestic tourists who had reserved or purchased a travel service via the internet at least once were given a questionnaire. The questionnaire was written in English first and then translated into Arabic. The questionnaire was created using Google Forms. From June to September 2022, it was also sent and published via email, Facebook, and WhatsApp. The total number of respondents to the questionnaire is 216. The overall reliability is 0.815, which exceeds the acceptable level of 0.7.

The items were rated on a scale of 1 to 5 using a Likert scale. Strongly disagree is represented by "1," while strongly agree is represented by "5". Six items were used to measure perceived usefulness, seven items to measure perceived ease of use, and six items to measure trust in online purchases. Moreover, it was used for five items to show tourists the online risks. The perceived attitude towards online purchasing was operationalized using six items, as was the perceived intention to make an online purchase based on four items (Nunkoo et al., 2016; Nunkoo & Ramkissoon, 2013). Compared to older tourists who lack online trust and have increased risk aversion, the study's sample is partially focused on younger and middle-aged visitors, who may not be fully representative of all travelers.

4. Results and Discussion

4.1. Results:

The profile of 216 respondents based on four variables (age group, gender, marital status, and education) can be summarized as follows: 55% of the respondents were female, and 45% were male. Most of the respondents (117, 54.2%) were aged less than 35 years, 74 respondents (34.3%) were between 36-50 years, and the rest of sample was above 51 years (25, 11.6%). Regarding the education level, 93 respondents (43.1) had bachelor's degrees, whereas 63 had PhD degree (29.2%). Furthermore, 51 had master's degrees (23.6%) and only 9 respondents had diploma (4.2%).

Table (1) Respondent's profile

Gender	Frequency	(%)
Male	98	45
female	118	55
Age groups	Frequency	(%)
less than 35 years	117	54.2
between 36-50 years	74	34.3
above 51 years	25	11.6
Education level	Frequency	(%)
bachelor's degrees	93	43.1
diploma	9	4.2
master's degree	51	23.6
PhD degree	63	29.2
Marital status	Frequency	(%)
single	118	54.5
married	90	41.8
others	8	3.7

The results clarified that most of domestic tourists (164, 75.9%) purchased online product or service before. 146 of tourists (67.6%) had a trip in Egypt last 12 months as well as 155 planned to travel for domestic tours last 12 months (71.8 %).

The detailed results revealed that the popular online activities (see table 2) and information source for planning or reservation of domestic tours in Egypt as follows (see table 2):

Table (2) Popular Online Activities of Domestic Tourists

Information Source	Frequency	(%)
Searching for domestic tours	113	52.3
Booking tours	28	13.0
Purchasing and payment	75	34.7
Total	216	100

The results reflected many of the online activities for local tourists when they planned or reservation their trips as follows: 52.3 % of domestic tourists use internet for searching process, 13 % for booking their tours, while 34.7% only made the purchase and payment processes online. Regarding the information source for domestic tourists, 9.3 % depend on traditional mass media channels when they plan or reserve their trips. Online Applications (Website- SEO- Social Network Service (SNS)- booking Apps) that represent (53.7 %) were the main information

source while family and friends (23.1 %) are the second source for travel information Moreover, the results assured that travel agencies offices (8.3%) play a role as information sources for many domestic tourists (see table3)

Table (3) Main Information Source for Domestic Tourists

Information Source	Frequency	(%)
Family and friends	50	23.1
Traditional Mass media channels	20	9.3
Online Applications (Website- SEO- SNS- booking Apps)	116	53.7
Travel agencies offices	18	8.3
Other	12	5.6
Total	216	100

3.1 Factors Influencing Online Purchasing Intention of Egyptian Domestic Tourist

Table (4) Factors affecting Online Purchasing Intention of Egyptian Domestic Tourist

Perceived usefulness			
Variables	Mean	SD	Rank
Purchasing tourism products through the internet will assist me to purchase more quickly.	4.34	.767	3
Using the Internet to purchase travel products would allow me to make more efficient purchases.	4.47	.740	2
Using the Internet to purchase travel products would be useful.	4.48	.741	1
The internet allows me to make quick purchasing decisions or find product information.	3.44	1.046	5
Online information helps me to compare tours and choose the best for me	3.52	1.052	4
Travel agency websites or social media pages help me to find the most information about domestic tours in Egypt	3.17	1.084	6
Total Mean	3.90		
Perceived Ease of Use			
Variables	Mean	SD	Rank
It was simple for me to learn how to use the Internet to shop for domestic travel tours in Egypt.	4.07	.897	1
Using the Internet to book tours in Egypt does not necessitate a lot of mental effort or special skills.	4.00	.947	3

Table (4) Factors affecting Online Purchasing Intention of Egyptian Domestic Tourist

The Internet would be convenient for making domestic travel purchases in Egypt.	3.68	1.045	5
Most domestic travel websites, in my opinion, are easy to interact with.	3.71	1.088	4
Most domestic travel online shopping sites make it simple for me to find what I'm looking for.	4.01	.876	2
When booking a domestic tour online, I find it easier to compare products.	3.62	1.050	6
All domestic tour information is easier to find online for me.	3.50	1.057	7
Total Mean	3.80		
Online Risks			
Variables	Mean	SD	Rank
Using the Internet to make domestic tourism purchases in Egypt is risky.	4.00	.923	5
It is risky to use credit cards to purchase domestic tours in Egypt online.	4.10	1.000	1
Sending sensitive information over the Internet is risky.	4.10	.937	2
I think about the likelihood of not having completed a successful domestic tour, given the price I pay.	4.03	.795	4
Making payments online is generally risky.	4.07	.863	3
Total Mean	4.06		
Perceived Online Attitude			
Variables	Mean	SD	Rank
Using the internet to make domestic travel purchases in Egypt is a good, smart, and positive idea.	4.03	.795	2
When I booked my domestic tours through online travel sites, I was overjoyed.	3.69	.869	4
When purchasing a domestic tourist tour, online promotions (pictures, videos, and multimedia) influence my decision to use a specific e-channel.	3.85	.948	3
I like to look for domestic tour information on travel websites.	4.11	.732	1
I prefer to book domestic tours through online travel sites that have service offices.	3.50	.841	5
I like to book domestic tours through online travel agencies.	3.37	.921	6
Total Mean	3.76		
Perceived Online Trust			

Table (4) Factors affecting Online Purchasing Intention of Egyptian Domestic Tourist

Variables	Mean	SD	Rank
Egypt's domestic tourism purchasing websites are reliable.	3.33	.968	6
Online sites for domestic tourism purchases in Egypt are trustworthy and have integrity.	3.59	1.079	5
I trust in online domestic tours providers who I have previous deals with them.	4.10	.919	3
I trust in online domestic tours providers who display all information particularly price.	4.27	.804	2
I don't trust in online payment.	4.01	1.043	4
I prefer to book my domestic tours form security online sites.	4.28	.805	1
Total Mean	3.93		
Perceived Online Purchase Intention			
Variables	Mean	SD	Rank
Perhaps the internet is the best booking channel for me in the future	4.00	.894	1
I plan to book my next domestic tour in Egypt via online travel sites	3.94	.887	2
In the future, I will continue to purchase domestic tours online rather than through traditional means.	3.54	1.043	4
I will recommend that others book their domestic tours through online travel sites.	3.70	.892	3
Total Mean	3.80		

The detailed examination of the results presented in Table (4) reveals that:

A. Perceived usefulness:

Participants assured that using the internet to purchase travel products was very useful (mean = 4.48) and it helps more quickly in purchasing process (mean = 4.47) especially when they will purchase tourism product (mean = 4.34). The results clarified that online information assists tourists to compare tours and choose the best for them. Furthermore, internet makes their purchase decisions and provides product information within the shortest time (mean = 3.44). Finally, either travel agency websites or social media pages help tourists to find the most information about their domestic tours in Egypt with mean 3.17. These results agree with the previously stated in the literature review (Nunkoo , & Ramkissoon, 2013., Mwangi,& Kagiri, 2016) which stated that online purchasing have relative advantage for tourists and helps to increase the performance.

B. Perceived Ease of Use:

Most of the respondents assured the ease of using the Internet in shopping of domestic travel tours in Egypt (mean = 4.07) and found what they want on the domestic travel websites or social media pages (mean = 4.01). Moreover, they clarified that online purchase process does not require a lot of mental effort or skills (mean = 4.00) and flexibility to edit tours program on domestic travel websites or social media pages. The internet helps them to make their domestic travel purchases and to compare products when booking domestic tours (mean = 3.62). Previous results confirm that the using of internet in tourism product online purchasing is more useful and ease to use according to (Davis, Bagozzi, & Warshaw, 1989; Oh, Kim, Lee, Shim, & Park 2009; Nunkoo et al. 2016).

C. Online Risks:

Participants agreed that the using credit cards to purchase domestic tours in Egypt online and the sending sensitive information through the Internet are risky (mean = 4.10). They assured both payments online process in general and online domestic tourism purchases in Egypt through the internet in particular are risky (mean = 4.07, 4.00). The above results referred that although there more advantages to using online purchasing, it seems risky. These results confirm the previous studies results such as in literature review (Chikweche & Fletcher ,2010 ; Pappas ,2016; Nicolaou, Ibrahim, & Van Heck, 2013; Elshaer, Marzouk, & Khalifa, 2022).

D. The Perceived Online Attitude

Responders confirmed that using the internet as tool for making domestic travel purchases in Egypt is a good, smart, and positive idea (mean = 4.03). Furthermore, most of domestic tourists seek for their tour information from online travel sites (mean = 4.11) that have the online promotions (pictures, videos, multimedia) and have influenced their decision (mean = 3.85). Although domestic tourists feel happy when they booked domestic tours via online travel sites, they only prefer to purchase their tours from online travel sites whose have services offices.

Previous results confirm that the importance of

positive domestic tourists's attitude toward e-purchases for tourism services will increase in the future and its positively influence intention during online purchasing process. Furthermore, the attitudes toward quality of online sites have the strongest association with e-purchase intention according to (Nunkoo et al.,2016; Sparks, Perkins, & Buckley, 2013;Lim, &Ting, 2012).

E. Perceived Online Trust

The results confirmed that respondents prefer to book their tours form security online sites (mean = 4.28) as well as they trust in online providers who display all information particularly price especially, they have previous deals with them (mean = 4.10). They assured that they don't trust in online payment process (mean = 4.01). Moreover, online purchases from travel agencies sites in Egypt needs more integrity and trustworthy.

These results agree with the previously stated in the literature review (Winnie , 2014; Zimmer, Aarsal, Al-Marzouq, & Grover, 2010; McCole, Ramsey, & Williams, 2010) which stated that trust on online sites plays an important role toward e-loyalty and e-satisfaction of tourists through its quality and truthful during dealing personal information.

F. Perceived Online Purchase Intention:

Results support using of the internet as the best booking channel for me in the future (mean = 4.00). Many domestic tourists confirmed their intention to plan to book their next tour via online travel sites (mean = 3.94).

They expressed their interest to recommend others to book their domestic tours online and to purchase their tours online in the future (mean = 3.54). The results agree with the study published by Pantano and Servidio (2011) that clarified the influence of information diffusion via websites on the behavioral intentions of tourists.

Correlational Analysis of model factors:

Table (5) Correlation between Factors of Online Purchasing Intention

		Perceived Online Purchase Intention
Perceived usefulness	Pearson Correlation	.534**
	Sig. (2-tailed)	.000
	N	216
Perceived Ease of Use	Pearson Correlation	.505**
	Sig. (2-tailed)	.000
	N	216
Online Risks	Pearson Correlation	-.025-
	Sig. (2-tailed)	.000
	N	216
Perceived Online Attitude	Pearson Correlation	.558**
	Sig. (2-tailed)	.000
	N	216
Perceived Online Trust	Pearson Correlation	.525**
	Sig. (2-tailed)	.000
	N	216

Pearson correlation analysis is usually used to examine how strong the relationship between all factors of Online Purchasing. The correlation results in table (5) reflect this relationship as follows:

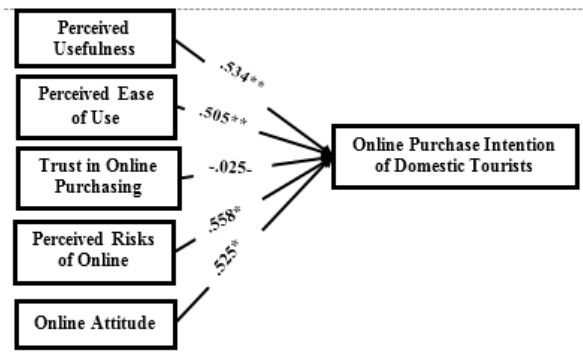
- Perceived usefulness, and Perceived Ease of Use are highly significant with Perceived Online Purchase Intention of domestic tourists ($r=0.534^{**}$, p . value = 0.00), ($r=0.505^{**}$, p . value = 0.00).
- Perceived Online Attitude, and Perceived online trust are highly significant with Perceived Online Purchase Intention of domestic tourists ($r=0.558^{**}$, p . value = 0.00), ($r=0.525^{**}$, p . value = 0.00).
- Perceived online risks with Perceived Online Purchase Intention of domestic tourists ($r = -.025^{**}$), which is highly significant p . value = (0.00).
- These results indicate that there is positive significant relation between factors (Usefulness, Ease of Use, Online Trust, Online Attitude) and Domestic tourist’s Online Purchase Intention in Egypt. These results support hypothesis of study

(H1, H2, H3, and H5). The relationship between the factors (usefulness and ease of use) and Online Purchase Intention have been supported by previous studies on health tourism in Thailand (Phatthana & Mat, 2011)

5. Conclusion

Online becomes very a significant for tourists and travel agencies in commercial communities because they are releasing more and more aware of this new promising world. Furthermore, many advantages of internet will be provided such as introducing and comparing information of tourism services, as well as an easy, and time-saving method of buying them. Moreover, domestic tourism in Egypt is crucial to the country's tourism business, particularly when arrivals of international tourists are decreasing in 2011 due to the political unrest. Therefore, It confirms the significance of digital transactions and their impact on domestic tourists' purchase intentions in this time. The results of study confirmed the results of previous studies that indicate there are five factors that influence of Online Purchasing Intention in Egyptian Travel agencies that include Perceived Usefulness, Perceived Ease of Use, Perceived Risk, Customer’s Attitude, and Customer’s Trust (see figure2).

FIGURE



Moreover, there are risks facing application digital transaction in tourism. On a final note, the conclusion of this study refers to; all objectives of study have been achieved and all hypotheses have been accepted. The study recommends the follows:

- Travel agencies in Egypt need encourage domestic tourists to pay online.

- Travel agencies need offer different types of online payment.
- Travel agencies need use software more security to encourage tourists to pay online.
- The Egyptian Ministry of Tourism & Antiquities enhances the infrastructure that supports digital transaction in tourism sector in Egypt.

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