DETERMINATION OF ONLINE RESERVATION FOR HOTEL SERVICES

By

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Travel agency is an intermediary between suppliers of travel industries to customers who need their services. This intermediary is now developed as an online travel agency due to the involvement of the internet. With the emergence of internet and its application, allow the travellers to access for the information search and booking of hotel easily to be done in virtual environment. The objective of study is to explore the factor for online travel agency through exploratory factor analysis, to determine the relationship among the factors and lastly, to examine which factor influence the travellers when booking hotel through online travel agency. This research used non-probability approach with convenience sampling method. About 450 questionnaire were given in the location of the survey, however only 410 were collected from the respondents. For the data analysis, the researcher used 398 questionnaires because the remaining 12 questionnaires were discarded. Result shows that exploratory factor analysis has identified 13 factors which were suitable for online travel agency. As for the Pearson correlation result, all the variables have positive relationships and significant with each other except for special events capabilities and repurchase intention as these two variables has negative relationships but significant between each other. Furthermore, the study extends the analysis through multiple regression analysis by considering repurchase intention as a dependent variable. Result indicates four factors (accessibility, online booking features, hotel basic infrastructure and special events capabilities) were found to be significantly influence the travellers.
Penentuan Tempahan Dalam Talian Untuk Perkhidmatan Hotel

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LIST OF ABBREVIATIONS

OTA – Online Travel Agency
SPSS – Statistical Package for the Social Science
RO – Room
FO – Food
CR – Customer Review
PRI – Price
PRO – Promotion
LO – Location
OF – Other Facilities
OBI – Online Booking Intention
RI – Repurchase Intention
EFA – Exploratory Factor Analysis
CFA – Confirmatory Factor Analysis
KMO – Kaiser – Meyer – Olkin Measure of Sampling Adequacy
PU – Perceived usefulness
PEOU – Perceived ease of use
TAM – Technology Acceptance Model
F1 – Factor 1
F2 – Factor 2
F3 – Factor 3
F4 – Factor 4
F5 – Factor 5
F6 – Factor 6
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RO1 – Room 1
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FO1 – Food 1
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FO3 – Food 3
FO4 – Food 4
CR1 – Customer Review 1
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CR3 – Customer Review 3
PRI1 – Price 1
PRI2 – Price 2
PRI3 – Price 3
PRI4 – Price 4
PRI5 – Price 5
PRO1 - Promotion 1
PRO2 – Promotion 2
PRO3 – Promotion 3
PRO4 – Promotion 4
PRO5 – Promotion 5
PRO6 - Promotion 6
LO1 – Location 1
LO2 – Location 2
LO3 – Location 3
LO4 – Location 4
LO5 – Location 5
LO6 – Location 6
LO7 – Location 7
OF1- Other Facilities 1
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OBI7 – Online Booking Intention 7
OBI8 Online Booking Intention 8
OBI9 – Online Booking Intention 9
OBI10 – Online Booking Intention 10
OBI11 – Online Booking Intention 11
OBI12 – Online Booking Intention 12
OBI13 – Online Booking Intention 13
OBI14 – Online Booking Intention 14
RI1 – Repurchase Intention 1
RI2 – Repurchase Intention 2
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RI4 – Repurchase Intention 4
ACC – Accessibility
PROA – Promotional Advantage
OBF – Online Booking Features
HBI – Hotel Basic Infrastructure
FBC – Food and Beverage Capabilities
SEC – Special Events Capabilities
PA – Price Advantage
LA – Location Advantage
CRAC – Customer Review Accountability
AC – Accommodation Capabilities
BAA – Basic Amenities Advantage
CRAD Customer Request Advantage
CHAPTER 1

INTRODUCTION

1.1 Introduction

Hotel industry is a business sector that provides accommodation for travellers. In fact, this reason is the main foundation of this industry. The important elements of this industry is mainly about fulfilling the needs of the clients, by not only creating a desirable environment, yet also a secure place for their temporary stay as well as provide them with a wide range of services as well as amenities to those travellers who stays at the hotel.

Besides that, as known to all, the hotel industry has become necessary to everyone from all over the world as nowadays people tend to travel a lot for various reasons and purposes, may it be for a vacation, a business tour or merely to visit their friends or family members (Alaine, 2014).

With the emergence of internet and its application, it enables travellers to access any required information and therefore bookings are also easily done in this virtual environment (Morrison et al., 2004). Wymbs (2000), has emphasized that internet is a global medium as most of the companies nowadays are using it as a tool to address the global audience.

Furthermore, the internet has ability to disseminate large volumes of information quickly and efficiently at a minimum cost. Due to these factors, internet usage among the consumers has increased rapidly. The consumers have started using the internet for various purposes such as to gather any sort of information, as well as to purchase products and services and also to make reservations (Hueng, 2003).
The contents of the thesis is for internal user only
REFERENCE


