

DETERMINATION OF ONLINE RESERVATION FOR HOTEL SERVICES

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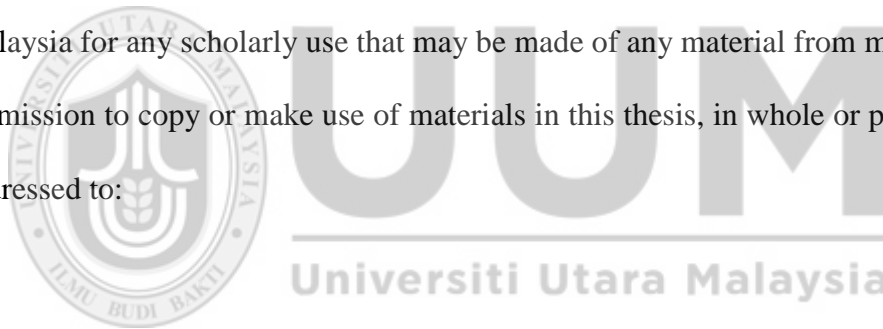
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ABSTRACT

Determination of Online Reservation for Hotel Services

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.

ABSTRAK

Penentuan Tempahan Dalam Talian Untuk Perkhidmatan Hotel

Agensi pelancongan merupakan perantara diantara pembekal servis industri pelancongan dan pelanggan yang memerlukan servis mereka. Perkembangan internet ini telah menggalakan perantara agensi pelancongan kini berkembang sebagai agensi pelancongan atas talian. Kajian ini bertujuan untuk meneroka ciri-ciri untuk agensi pelancongan dalam talian melalui analisis faktor penerokaan, menentukan hubungan antara faktor dan akhirnya untuk mengkaji faktor yang paling mempengaruhi pelancong semasa membuat tempahan hotel melalui agensi pelancongan dalam talian. Kajian ini telah menggunakan pendekatan bukan kebarangkalian dengan kaedah persampelan mudah. Kira-kira 450 soal selidik telah diberikan dalam lokasi kajian, walau bagaimanapun hanya 410 soal selidik yang dapat dikumpulkan daripada responden. Untuk analisis data, penyelidik hanya menggunakan 398 soal selidik dan baki 12 soal selidik tidak termasuk dalam analisis data kerana soal selidik tersebut tidak lengkap. Keputusan menunjukkan bahawa analisis faktor penerokaan telah mengenal pasti 13 faktor yang sesuai untuk agensi pelancongan dalam talian. Keputusan analisis korelasi Pearson menunjukkan semua pembolehubah mempunyai hubungan yang positif dan signifikan antara satu sama lain kecuali untuk keupayaan acara-acara khas dan niat pembelian semula kerana kedua-dua pembolehubah ini mempunyai hubungan yang negatif tetapi signifikan diantara satu sama lain. Tambahan pula, kajian ini meliputi analisis regresi berganda dengan mempertimbangkan niat pembelian semula sebagai pembolehubah bersandar. Keputusan menunjukkan empat faktor (kemudahan, ciri tempahan dalam talian, infrastruktur asas hotel dan keupayaan acara-acara khas) telah didapati signifikan dalam mempengaruhi pelancong.

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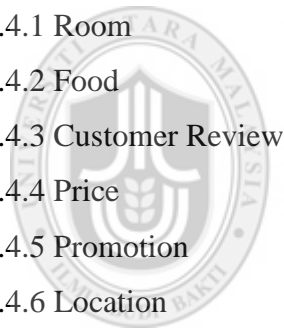
Special thanks to my parents. They forced me to further my studies and because of them, I'm here at this level. Thanks mummy and dad for your supports and love. I extend my appreciation to my brother and fiancé who continually gave me moral support and encourage me in order to complete my dissertation. Furthermore, I would like to thank my friends who support me throughout the period completion of this dissertation and also not to forget the respondents who helped me to fill up the survey questionnaire.

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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

F7 – Factor 7

F8 – Factor 8

F9 – Factor 9

F10 – Factor 10

F11 – Factor 11

F12 – Factor 12

F13 – Factor 13

RO1 – Room 1

RO2 - Room 2

RO3 – Room 3

RO4 – Room 4

RO5 – Room 5

RO6 – Room 6

RO7 – Room 7

RO8 – Room 8

FO1 – Food 1

FO2 – Food 2

FO3 – Food 3

FO4 – Food 4

CR1 – Customer Review 1

CR2 – Customer Review 2

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

OF2 – Other Facilities 2

OF3 – Other Facilities 3

OF4 – Other Facilities 4

OF5 – Other Facilities 5

OF6 – Other Facilities 6

OF7 – Other Facilities 7

OF8 – Other Facilities 8

OF9 – Other Facilities 9

OF10 – Other Facilities 10

OF11 – Other Facilities 11

OF12 – Other Facilities 12

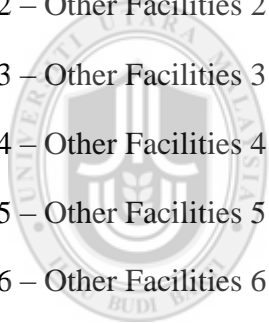
OBI1- Online Booking Intention 1

OBI2- Online Booking Intention 2

OBI3 – Online Booking Intention 3

OBI4 – Online Booking Intention 4

OBI5 – Online Booking Intention 5



OBI6 – Online Booking Intention 6

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

RI3 – Repurchase Intention 3

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

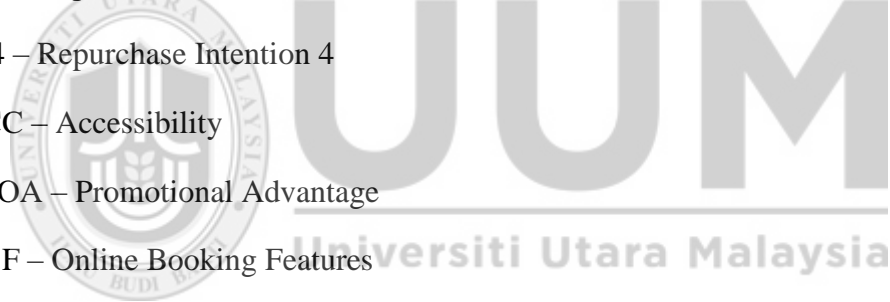
LA – Location Advantage

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). Wymbms (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).

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