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T E R E N G G A N U

**TITLE:**

**UNDERSTANDING THE e-WOM AND CONSUMER BEHAVIOR: A CONCEPTUAL  
STUDY IN HOSPITALITY AND TOURISM**

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## **ABSTRACT**

This study purpose is to evaluate the current studies regarding e-WOM and consumer behavior in hospitality industry. Besides that, this study aims to compare the findings from empirical research that conducting on related studies and providing some general considerations. Two research objectives have been acknowledge in this study and method for this study is on qualitative study to analyze e-WOM and consumer behavior in hospitality industry. This study review passes research as the secondary sources to gather the information required in order to achieve the objectives of the study. Such information has been collected mainly from journal article that conduct on the relationship of e-WOM and consumer behavior in hospitality industry. Findings in the study show that influencing factor impacted the usage of e-WOM in the means of positive and negative consumer perspective. Other than that, this research shows five factors affecting consumer behavior on E-WOM which is; Service Quality, Pre-Purchase Expectation, Helping Companies, Social Identity and Failure and Recovery. Thus this research achieved the purpose of the study by analyzing e-WOM and consumer behavior in hospitality industry.

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## TABLE OF CONTENT

<b>Chapters</b>	<b>Contents</b>	<b>Pages</b>
	<i>Author's Declaration</i> .....	ii
	<i>Abstract</i> .....	iii
	<i>Acknowledgement</i> .....	iv
	<i>Table of Content</i> .....	v
<b>1</b>	<b>INTRODUCTION</b> .....	<b>1</b>
	1.0 Overview.....	1
	1.1 Background of the study.....	1
	1.1.1 Consumer Behaviour .....	2
	1.2 Problem Statement.....	3
	1.4 Purpose of the study.....	5
	1.4.1 Research Objective.....	5
	1.4.2 Research Question.....	5
	1.5 Significance of the Study.....	6
	1.5.1 Individual Perspective.....	6
	1.5.2 Industry Perspective.....	6
	1.5.3 Academic Perspective.....	6
	1.6 Limitation of the Study.....	7
	1.7 Definition of Key Terms.....	7
	1.8 Conclusion.....	9
<b>2</b>	<b>LITERATURE REVIEW</b> .....	<b>10</b>
	2.0 Overview.....	10
	2.1 Conceptual Framework.....	10
	2.1.1 Consumer Behaviour.....	11
	2.1.2 Define Behaviour.....	11
	2.1.3 Satisfaction.....	12
	2.1.4 Decision Making.....	12

2.1.5 Revisit Intention.....	12
2.1.6 Intention to Purchase.....	13
2.2 Electronic Word-Of-Mouth (e-WOM).....	13
2.3 Main Review-Generating Factors.....	15
2.3.1 Customer satisfaction behavior.....	15
2.3.2 Customer dissatisfaction.....	16
2.3.3 Service quality.....	16
2.3.4 Pre-purchase expectation.....	17
2.3.5 Helping companies.....	17
2.3.6 Social identity.....	17
2.3.7 Failure and recovery.....	18
2.4 Impact of e-WOM on Consumer Behaviour.....	18
2.5 Conclusion.....	19
<b>3     METHODOLOGY.....</b>	<b>20</b>
3.0 Overview.....	20
3.1 Research Design.....	20
3.2 Database and related article selection.....	21
3.3 Research Ethic Consideration.....	23
<b>4     FINDINGS AND DISCUSSION.....</b>	<b>24</b>
4.1 Findings and Discussion.....	24
<b>5     CONCLUSION.....</b>	<b>38</b>
5.1 Conclusion.....	38
<b>REFERENCES.....</b>	<b>40</b>