



اَوْنَهْوَرَسِيَّتِي تِيَكْنُوْلُوْجِي مَارَا
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UNDERGRADUATE PROJECT

HTM 655

GROUP PROJECT

**THE INFLUENCE OF ONLINE CUSTOMER REVIEW ON HOTEL
BOOKING INTENTION IN THE HOTEL INDUSTRY**

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TABLE OF CONTENTS

Contents

ABSTRACT.....	i
ACKNOWLEDGEMENT.....	ii
TABLE OF CONTENT.....	iii-iv
CHAPTER 1: INTRODUCTION	
1.0 OVERVIEW.....	1
1.1 BACKGROUND OF STUDY.....	1-2
1.2 RESEARCH PROBLEM STATEMENT.....	2-3
1.3 RESEARCH OBJECTIVES.....	3
1.4 RESEARCH QUESTIONS.....	4
1.5 SIGNIFICANCE OF STUDY.....	4
1.5.1 Industry Perspective.....	4
1.5.2 Academic Perspective.....	4
1.6 LIMITATION OF THE STUDY.....	4
1.7 DEFINITION OF TERMS.....	5
1.7.1 Hotel Booking Intention.....	5
1.7.2 Online Customer Reviews.....	5
CHAPTER 2: LITERATURE REVIEW	
2.0 OVERVIEW.....	6
2.1 HOTEL BOOKING INTENTION.....	6-7
2.2 ONLINE CUSTOMER REVIEW.....	7-8
2.2.1 Positive Online Reviews.....	8
2.2.2 Negative Online Reviews.....	8-9
2.2.3 Trust.....	9
2.3 CONCEPTUAL FRAMEWORK.....	10
CHAPTER 3: METHODOLOGY	
3.0 OVERVIEW.....	11
3.1 RESEARCH DESIGN.....	11
3.2 DATA COLLECTION.....	11-13

CHAPTER 4: FINDINGS AND DISCUSSION

4.0	OVERVIEW.....	14
4.1	FINDINGS.....	14-16
4.2	DISCUSSION.....	17

CHAPTER 5: CONCLUSION AND RECOMMENDATION

5.0	OVERVIEW.....	18
5.1	CONCLUSION.....	18
5.2	RECOMMENDATION.....	19
REFERENCES.....		20-23
APPENDIX.....		24

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ABSTRACT

The main objective of this study is to identify the influence factors of online customer reviews and the factor that effect of online customer reviews on hotel booking in the hotel industry. The researchers use secondary data to obtain related literature and information accordingly to achieve the two of objectives of this study. For research design, an argumentative design has been applied in this study to identify the factors and to evaluate the factor that effect of online customer reviews on hotel booking intention in the hotel industry. Journal, website and article were used to collect the data and analyze the factors and factor that effect of online customer reviews on hotel booking intention in the hotel industry. The findings will later be implemented as a model for an online customer review to improve competitiveness attributes on hotel booking intention in the hotel industry. Moreover, the findings show that the positive, negative and trust gave effects on online customer reviews for hotel booking intention in the hotel industry, practically and academically. This study will benefit the hotel industry to increase hotel booking as well as benefit other researchers to be used as a reference in the future.