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FACULTY OF HOTEL & TOURISM MANAGEMENT

**THE INFLUENCE OF CUSTOMERS' ONLINE REVIEW TO THE
HOTELS' SERVICES PERFORMANCE IN MALAYSIA**

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DECLARATION

I hereby declare that the work contained in this research was carried out in accordance with the regulations of Universiti Teknologi MARA and is our own expect those which have been identified and acknowledged. If we are later, found to have committed plagiarism or other forms of academic dishonesty, action can be taken against us in accordance with UiTM's rules and academic regulations.

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ABSTRACT

The purposes of this study are to identify the online travel intermediaries as the channel for customers' online reviews in Malaysia and to determine the influence of the customers' online reviews to the hotels' service performance. This research paper is conducted using the argumentative of secondary data. The limitation of the study such as availability of the materials, time and diversions lead us to that research methodology. However, the finding and discussion showed that online reviews are the most influence to the hotel's service performance. The outcome of this study perhaps could help the customer choose their best online travel intermediaries for booking an accommodation and facilities.

Keywords – Customers' Online Reviews, Trivago, TripAdvisor, Expedia, Hotel Service Performance.

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