

Universiti Teknologi MARA

**Hotel Booking Website Preferences by
using Fuzzy EDAS**

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STUDENT'S DECLARATION

I certify that this report and the research to which it refers are the product of my own work and that any ideas or quotation from the work of other people, published or otherwise are fully acknowledged in accordance with the standard referring practices of the discipline.



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ABSTRACT

There are many hotel booking websites available on the internet, so it can be difficult to choose a booking website to book a hotel room. Plus, there are many criteria that need to be considered when choosing a hotel booking website. This study was conducted to determine the most important criterion in the selection of hotel booking websites and the ranking of hotel booking websites. In this study, four hotel booking websites, namely Expedia, Booking.com, Traveloka and Agoda, were evaluated on the basis of five criteria: efficiency of the system, privacy of users, reliability of the website, responsiveness of the service and sufficiency of information. Two decision makers who frequently travel through hotel booking websites were responsible for carrying out the evaluation for this study. Hotel booking websites have been ranked using a fuzzy Evaluation Based on Distance from the Average Solution (EDAS). As a result, the most important criteria in the choice of hotel booking websites are the privacy of users and the reliability of the website. The four websites for hotel booking have been ranked successfully. This study has shown that fuzzy EDAS can be used as the right method for clients or travellers to choose a hotel booking website. This study provides a reference for people travelling in making decision to choose hotel booking website.

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