



**FACTOR EFFECTING CONSUMERS' PURCHASING  
BEHAVIOR IN MAKING ONLINE HOTEL RESERVATION**

**NUR AIN BINTI MOHD ROSLI**

**2015101161**

**BACHELOR IN BUSINESS ADMINISTRATION (HONS)  
MARKETING  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
JOHOR**

**SEPTEMBER 2018**

## TABLE OF CONTENT

### CHAPTER ONE: INTRODUCTION

1.0 Introduction	1
1.1 Background of The Company	1
1.2 Background of The Study	3
1.3 Issues and Problem Statement	5
1.4 Research Objective	6
1.5 Research Question	6
1.6 Significance of Study	7
1.7 Scope of Study	8
1.8 Limitation of Study	8

### CHAPTER TWO: LITERATURE REVIEW

2.0 Introduction	9
2.1 Trust	9
2.2 Price	11
2.3 Convenience	12
2.4 Consumer Behaviour in Online Booking	14
2.5 Proposed Conceptual Framework	16
2.6 Hypothesis	16

### CHAPTER 3: RESEARCH METHODOLOGY

3.0 Introduction	24
3.1 Research Design	24
3.2 Data Collection Method	24
3.3 Sampling Design	26

## CHAPTER 1

### INTRODUCTION

#### 1.0 INTRODUCTION

##### 1.1 Background of Company

###### 1.1.1 Overview of the Company

Genting Malaysia Berhad (Genting Malaysia), incorporated on May 7, 1980, is involved in a tourist resort business at Genting Highlands. The late Tan Sri Dato' Seri (Dr) Lim Goh Tong is the Founder of the Genting Group. The Company is engaged in providing leisure and hospitality services, which consist of gaming, hotel, entertainment and amusement. The Company operates through two segments, which is leisure & hospitality, and properties. The leisure & hospitality segment comprises integrated resort activities, which include the gaming, hotel, entertainment and amusement, tours and travel related services and other supporting services. The Properties segment is involved in property developments, property investment and management. Genting Malaysia's shares have been traded on the Main Market of Bursa Malaysia since its listing on 22 December 1989.

The Company owns and operates various properties, such as Resorts World Genting (RWG) in Malaysia, Resorts World Birmingham (RWB) and other casinos in the United Kingdom (UK), Resorts World Casino New York City (RWNYC) in the United States and Resorts World Bimini in the Bahamas (Bimini operations). RWG is a leisure and entertainment resort in Malaysia with a casino, over 10,000 rooms spread across approximately five hilltop and a mid-hill hotels, theme parks with fun rides and entertainment attractions, as well as dining and retail outlets, international shows and business convention facilities. In addition, the Company owns and operates approximately two seaside resorts in Malaysia, such as Resorts World Kijal (RW Kijal) and Resorts World Langkawi (RW Langkawi).

The Company operates approximately six casinos in London, including four of the brands in the capital city, namely Crockfords, the Colony Club, Maxims Casino Club and The Palm Beach. Genting Malaysia also owns and operates a hotel in London. The remaining casinos are located in the United Kingdom provinces. In the United States, RWNYC operates as a video gaming machine facility located at the Aqueduct Racetrack in New York City. RWNYC offers the gaming and entertainment experience, with electronic gaming machines, shows, events and culinary delights. The Company also owns properties, which include a hotel, as well as office and retail spaces, in the City of Miami, Florida (Miami). In the Bahamas, the Company operates Resorts World Bimini, a 750-acre beachfront resort offering a casino, a hotel, villas, restaurants and bars, resort amenities and the yacht and marina complex in the Bahamas.

The principal activities of the Company's subsidiaries include operation of casinos, leisure and hospitality services, property investment and management, investments, tours and travel related services, provision of sales and marketing services and information technology related services.

#### **1.1.2 Vision**

To be the leading integrated resort operator in the world.

#### **1.1.3 Mission**

We are committed towards providing the most delightful and memorable experiences to our customers. We aim to generate sustainable growth and profits, and to consistently enhance our stakeholders' value.

#### **1.1.4 Nature of Business**

The Malaysian economy mostly are depend highly on trading of commodities until mid of 1990s, during this period the service industry which is including tourism was

**APPENDIX**  
**QUESTIONNAIRE**



**UNIVERSITI TEKNOLOGI MARA**  
**FACULTY OF BUSINESS**  
**BACHELOR OF BUSINESS ADMINISTRATION (HONS) IN MARKETING**

Dear respondents,

I am Nur Ain Binti Mohd Rosli (UiTM Student ID NO. 2015101161) from the Faculty of Business Administration in UiTM Johor. Currently, I am pursuing a bachelor program in Bachelor of Business Administration (Hons) in Marketing. As a requirement for my thesis, I am conducting a survey on **“CONSUMERS’ PURCHASING BEHAVIOR IN MAKING ONLINE HOTEL RESERVATION”**. Therefore, I need your sincere cooperation to complete this questionnaire. I would appreciate if you could spend a few minutes of your time to complete my questionnaire. The data collected from this research would be used for **academic and research purpose only**. All the information **will be kept strictly confidential**.

Yours truly,

(            )

Nur Ain Binti Mohd Rosli