

UNIVERSITI TEKNOLOGI MARA

**EFFECTS OF PERCEIVED EASE OF
USE AND PERCEIVED USEFULNESS
ON ONLINE HOTEL BOOKING
DECISIONS: THE MEDIATING
ROLE OF SOCIAL ADJUSTIVE
ATTITUDE AND UTILITARIAN
ATTITUDE**

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Dissertation submitted in partial fulfillment
of the requirements for the degree of
Doctor of Business Administration

Arshad Ayub Graduate Business School

October 2022

ABSTRACT

There is a rapid growth of internet-based travel search hotel reservation via websites. It becomes a powerful search engine for hotel users. Online hotel reservations include reservations made by the customer directly online or based upon customers accessing information online provided by the hotel or its agents (such as travel agents or tour operators). By examining the hotel's online (web) presence, customers can now search for, select, and book hotels online. Sabah is one of the best tourist destinations in the country and the tourism industry is developing very fast. This study examines the predictive power of perceived ease of use and perceived usefulness towards online hotel booking decision among tourists in Sabah. This study also examines the mediation effect of social-adjustive attitude and utilitarian attitude on its relationship between customers' online hotel booking decision in Sabah. A total number of two hundred and one questionnaires were used in the study. The data were then analyzed using PLS-SEM. The final findings revealed that social-adjustive attitude did not possess any predictive power towards online booking decision. The utilitarian attitude was also found to have no mediating effect on the relationship between perceived ease of use and online booking decision. On the other hand, the utilitarian attitude was found to have a mediating effect on the relationship between perceived usefulness and online booking decision. Though the results revealed that customers' online booking decisions were not influenced by social-adjustive attitude, it still contributes to the current literature, especially regarding Sabah's hotel online bookings

ACKNOWLEDGEMENT

Give thanks to the LORD for He is good; His love endures forever.

Psalm 107:1

First and foremost, praise and thanks be to GOD ALMIGHTY for the many blessings undeservingly bestowed over me. I lay my faith in Him, who I can trust always. Completing this thesis would not have been possible without the support and encouragement of several notable people. Hence, I would like to take this opportunity to show my gratitude to those who have assisted me in a myriad of ways.

I would first like to express my heartfelt thanks and gratitude to my beloved supervisors, Professor Dr. Nor Hashima Hashim, and Professor Dr. Ts. Imbarine Bujang, for their unwavering support and patience throughout my journey in completing my studies.

Special thanks go out to my classmates, Dr. Faidzal Mit Dahlan, Dr. Irene Siagian, and Dr. Nelson Lajuni, for always providing much needed motivation from time to time, support, assistance, and most of all, true friendship throughout the years.

Finally, I must express my most profound and sincere gratitude to my beloved parents, Mr. Joeh Liew and the late Madam Ellen Assan Gaban, for their unceasing prayers and continuous encouragement. My husband, Joshua Peter for always rooting for me, both my children Laura Calista and Logan Zachary, who has been my constant driving force and my rock. To my siblings Josephine Sherilyn and Dr. Kenny Jerry together with their respective families for providing me with unfailing support and prayers throughout my years of study. All of you have been the motivational force for me to get through this journey. This accomplishment would not have been possible without all of you.

The completion of this doctoral research is a tribute to my dearest mother, who passed away in October 2020.

This would have made you proud.

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