

**THE ROLE OF TRIPADVISOR IN INFLUENCING TRAVELLERS' DECISION
MAKING**

**AHMAD IZZAT BIN ISMAIL
2011273588**

**NUR AIN BT ISHAK
2011719699**

**NURUL AMIEZA BINTI ABD. TALIP
2011494604**

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DEDICATION

We would like to dedicate this research project to our beloved parents, advisor, family members and friends for their support, motivation and encouragement throughout this research project is being processed.

Moreover, we would like to share our research project to all those who interested in the topic of the role of travel websites that influences travellers' decision making.

ABSTRACT

TripAdvisor is the world's largest travel community pioneering the Web 2.0 travel revolution. TripAdvisor were among the highly sought after medium of information gathering regarding travel products. It offers the real advice from real travellers and lots of features to help travellers plan and share their holiday. The goal of this study is to investigate on the role of TripAdvisors in travellers' decision in deciding their travel destinations. The main focus was on the three attributes which are features, speed and Electronic word-of-mouth (e-WOM) as it influences travellers' decision making. By analyzing each of the attributes, the researchers produced some interesting findings, which have important in improving the travel websites. A total one hundred (100) travellers were investigated by a structured questionnaire which consists of three (3) sections. The sections were demographic profile, attributes of TripAdvisor and travellers' decision making. From the analysis of data, the most agreeable attributes were identified in the findings of this research. Finally, some recommendations are proposed for the TripAdvisor and others online travel sites to focus on the others perspective that can contribute on travellers convenience in accessing the websites.

TABLE OF CONTENTS

Acknowledgement	i
Dedication	ii
Abstract	iii
Table of Contents	iv
List of Tables	vi
List of Figures	vii
List of Abbreviations	viii
Chapter 1 - Introduction	
1.0 Introduction.....	1
1.1 Background of Study	1
1.2 Problem Statement.....	4
1.3 Research Objectives.....	5
1.4 Research Questions.....	6
1.5 Theoretical Framework.....	7
1.6 Hypotheses.....	9
1.7 Significance of the Study.....	9
1.8 Definition of Terms	10
Chapter 2 – Literature Review	
2.0 Introduction.....	12
2.1 TripAdvisor.....	12
2.2 Concept of TripAdvisor	13
2.3 Independent Variable.....	14
2.4 Dependent Variable	19
2.5 Relationship between Independent Variable and Dependent Variable	25
Chapter 3 – Research Methodology	
3.0 Introduction.....	33
3.1 Research Design	33
3.2 Sample and Population	34
3.3 Instrument Development.....	36
3.4 Questions Used in the Questionnaire.....	38
3.5 Pilot Studies	41
3.6 Data Collection Process	42