FACTORS INFLUENCING ONLINE BOOKING DECISION ON HOTEL WEBSITE

ADZWIN FARIEZA HANI BINTI JELANI

2016913033

BACHELOR OF BUSINESS ADMINISTRATION (HONS)

INTERNATIONAL BUSINESS

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

CAWANGAN MELAKA

KAMPUS BANDARAYA MELAKA

MELAKA

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ABSTRACT

This study examines the Factors Influencing Online Booking Decision on Hotel Website. The results were gathered from 366 respondents using questionnaires. A survey made up of 30 questions that uses a Likert Scale questions to collect measurable values from respondents. Data analysis were carried to determine significant relationship between independent variables (Hotel Website Appearance, Hotel Website Content, Price, Brand Image and Customer Review) with the dependent variable (Online Booking Decision). This results show that Hotel Website Appearance, Hotel Website Content, and Customer Review have significant effect on Online Booking Decision while Price and Brand Image do not have significant effect on Online Booking Decision. Recommendation has been made for hoteliers to improve their hotel websites.