

UNIVERSITI TEKNOLOGI MARA

FACTORS THAT INFLUENCE THE EFFECTIVENESS  
OF USING ONLINE BOOKING IN  
HOTEL ORGANIZATION

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## ABSTRACT

The online booking system is a modern reservation system used by hotel organizational and is one of the favourite booking methods used by guests and customers. Hotel online booking system are being used by many organizational in many industries around the world. The hotel industry is among the industries that experience online booking systems compared to other industries. This study aims to discuss the factors that influence the effectiveness of online booking in hotel organizations during the Covid-19 pandemic. The factors discussed in this study are price and promotion, online service quality, and perceived health risk. This study used an argumentative research design to explore the factors that influence the effectiveness of online booking in the hotel industry during pandemic Covid-19. The secondary data collection method is also has been used to collect the information that relates to the topic. The secondary data sources used are from various sources, including journals, articles, online books, government records, and websites. The findings of this study further highlighted how price and promotion, online service quality, and perceived health risk have been identified as influencing the effectiveness of using online booking during the Covid-19 pandemic in hotel organization. In conclusion, the development of the online booking system in hotel organization will provide many benefits to many parties, especially to the hotel's management and guests

*Keyword: Online booking, price and promotion, online service quality, perceived health risk, hotel organization.*

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