



**FACTORS INFLUENCING CONSUMERS' ONLINE BOOKING INTENTION  
ON HOTEL ROOMS**

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**BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) MARKETING  
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CAMPUS BANDARAYA MELAKA**

**DECEMBER 2018**

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**Submitted in Partial Fulfilment of the Requirement for the Bachelor of  
Business Administration (Honours) in Marketing**

**FACULTY OF BUSINESS MANAGEMENT UNIVERSITY OF  
TECHNOLOGY MARA CAMPUS BANDARAYA MELAKA**

**DECEMBER 2018**

**DECLARATION OF ORIGINAL WORK**



**BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) IN  
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**FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITI OF TECHNOLOGY MARA**

**CAMPUS BANDARAYA MELAKA**

I, ERMAWATI BINTI MAD DAUD @ AJAMAIN, 960826125132 Hereby, declare that:

1. This work has not previously been accepted in substances for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
2. This project-paper is the result of my independent work and investigation, except where otherwise stated.
3. All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## **LETTER OF SUBMISSION**

The Head of Program  
Bachelor of Business Administration (Hons) in Marketing  
Faculty of Business Management  
Universiti Teknologi MARA  
Melaka Kampus Bandaraya  
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75300 Melaka

Dear Madam,

### SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "Factors Influencing Consumer's Online Booking Intention on Hotel Rooms" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA. Thank you.

Yours sincerely,

ERMAWATI BINTI MAD DAUD @ AJAMAIN  
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## ABSTRACT

The new era of advanced information technology through internet has becoming convenience for internet user. Understanding internet as one of the useful platform of information sharing, people are now influenced to spend most of their time using internet especially for purchasing. Within hotel context, online reviews are definitely important as most of leisure travellers tend to evaluate the reviews of the hotels first before they decided to purchase or book the hotel room(s).

Moreover, due to the fact that when consumers read online reviews, they are not paying attention only to the review scores but to other factors as well. This paper aims to discover the factors such as perceived price, perceived trust, online reviews and website usability that influence customers' booking intentions on online hotels websites or application such as booking.com, Airbnb, Traveloka, Agoda, Hotels.com and etc.

Through internet survey, questionnaires will be distributed to the target respondents and the respondents will be selected by using convenience sampling. Statistical Package for the Social Sciences (SPSS) will be employed for data analysis right after data collection.

Keywords: Online Booking Intention, Perceived Price, Perceived Trust, Online Reviews, Website Usability.