

FACULTY OF HOTEL & TOURISM MANAGEMENT

**ACCESSING CUSTOMER'S BEHAVIOUR TOWARDS ONLINE HOTEL
RESERVATION**

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ABSTRACT

Online purchasing nowadays is an essential instrument for hotels to reach and connect with guests, gain strong guest loyalty, and encourage repeat patronage. In the present hotel industry, shift and trend from online purchasing has give a positive impact for hotel operators to gain exclusive purchasing from their guests. By examining the fundamental factors that influence customers' attitude and purchase behaviour toward online hotel room reservations which include information, trust, price and convenience, major 5-star hotels will be assessed in accordance to the four factors framework. Thus, the study aimed to examine the factors that influence customers' attitude and purchase behaviour toward online hotel room reservations. This study offers better understanding of the factors that influencing customers' attitude and purchasing behaviour toward online hotel room reservations.

Key words : customer attitudes, customer behaviour, trust, price, information, convenience

DECLARATION

I hereby declare that the work contained in this research was carried out in accordance with the regulation of University Technology MARA and is our own except those which have been identified and acknowledged. If we are later, found to have committed plagiarism or other forms of academic dishonesty, action can be taken against us in accordance with UiTM's rules and academic regulations.

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TABLE OF CONTENT

INTRODUCTION

1.1	Overview	1 - 2
1.2	Background of Study	3
1.3	Problem Statement	4 - 5
1.4	Research Objectives	6
1.5	Research Questions	7
1.6	Conceptual Framework	8
1.7	Significance of the Study	9
	1.7.1 Academic Perspective	
	1.7.2 Industry Perspective	
1.8	Limitation of the Study	10
1.9	Definition of Key Terms	11

LITERATURE REVIEW

2.0	Overview	12
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2.1	Factors Influencing Customer’s Online Purchasing Behaviour Towards Online Hotel Reservation	12 - 14
2.1.1	Information	
2.1.2	Trust	
2.1.3	Price	
2.1.4	Convenience	
2.2	Customers online purchasing behaviour	15

METHODOLOGY

3.0	Overview	16
3.1	Research Design	17
3.2	Research Method	18
3.3	Data Collection	19
3.4	Data Analysis	20

FINDINGS AND DISCUSSIONS

4.0	Overview	21
4.1	Findings & Discussions	22 - 24
4.2	Suggestion For Future Research	25
4.3	Conclusion	26

REFERENCES