ONLINE BOOKING HOTEL: THE EFFECTS OF BRAND IMAGE, PRICE, TRUST AND VALUE ON PURCHASE INTENTIONS

DAYANG SITI FAZILAH BINTI AWANG YAKUP

2013322325

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ABSTRACT

People nowadays prefer to book hotel online compare to walk -in to the hotel. Online booking hotel can save time and cost especially for the working people. This research examines the effect of brand image, price, trust and perceived value on customer's booking intentions. The result of this research are consistent with the findings from previous studies. From this research outcomes trust is the factor that give higher influence on customer's purchase intentions. However, brand image, price and perceived value also give the positive results which also will influence purchase intentions among the Malaysia customer's.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

According to Khan and Mahapatra (2009) innovation assumes a crucial part in making strides the nature of services gave by the specialty units. One of the advances which truly acquired data insurgency the general public is Internet Technology and is appropriately viewed as the third flood of insurgency after rural and modern upset. The front line for business today is e-Commerce. The impacts of e-trade are as of now showing up in every aspect of business, from client service to new item outline (Culture & Management, 2009). It encourages new sorts of data based business forms for coming to and cooperating with clients like internet publicizing and showcasing, online request taking and online client service and so on The examples of the transaction through online business are air tickets, cinema tickets, hotel booking and more.

There exist distinctive exchange sachems that are forked from various sorts of e-business. Business-to-business (B2B) depicts trade exchanges between organizations, for example, between a producer and a wholesaler, or between a wholesaler and a retailer. Business-to-shopper (B2C, here and there likewise called Business-to-Customer) depicts exercises of organizations serving end purchasers with items and/or administrations. Business-to-representative (B2E) electronic trade utilizes

an intra-business system which permits organizations to give items and/or administrations to their employees. Business-to-government (B2G) is a subordinate of B2B promoting and frequently alluded to as a business sector meaning of "open segment promoting" which includes advertising items and services to different government levels - including elected, state and nearby - through coordinated advertising correspondences strategies, for example, key advertising, marking, marketing communication, publicizing, and electronic correspondences. Shopper to-business (C2B) is an electronic trade plan of action in which customers (people) offer items and administrations to organizations and the organizations pay them. Customer to-shopper (C2C) (or native to-national) electronic trade includes the electronically facilitated exchanges between buyers through some outsider (Nemat, 2011).

Search engine marketing (SEM) is a type of web publicizing that organizations use to advance their items and services on search engine results pages (SERPs). SEM is centered around the viable utilization of search engine advertisements (a.k.a., supported results, supported connections) that show up on the SERP. SEM which permits firms to target purchasers by putting promotions on web crawlers has ended up being a viable gathering of people obtaining procedure. Dissimilar to conventional online publicizing, promoters pay just when clients really tap on an advertisement when effectively actualized, SEM can create unfaltering movement levels and huge profit for venture (ROI) (Gangeshwer, 2013).

According to Gangeshwer (2013), search engines implies that web crawlers,