



**FACTORS INFLUENCING CONSUMER BEHAVIOR IN
MAKING ONLINE HOTEL RESERVATION**

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DECEMBER 2018



DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION
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I, Nur Ain Binti Mohd Rosli, (I/C Number: 950312-14-6666)

Hereby, declare that:

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

Signature: _____

A handwritten signature in black ink, appearing to be 'Nur Ain Binti Mohd Rosli', written over a horizontal line.

Date: _____

20/12/2018

LETTER OF TRANSMITTAL

20th December 2018

Mardziyana Mohamad Malom
Ketua Pusat Pengajian (Ijazah)
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JOHOR DARUL TAKZIM

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the research report title "Factors Influencing Consumer Behaviour in Making Online Hotel Reservation" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,



(Nur Ain Binti Mohd Rosli)

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Bachelor of Business Administration (Hons.) Marketing

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ABSTARCT

The research intends is to investigate the factors influencing consumer behaviour in making online hotel reservation. The hotel industry is profited from the fast expanded of e-commerce. Hotel reservations have ordinarily positioned high as a standout amongst the most popular items purchased through online. Online booking is a popular alternative for the travellers due to the nature of the business. Consumer now can have greater access to the information about the hotels. Hence, in the growing online market, hotel still looking and searching for the proficient method and efficient way to encourage and convince traveller to book room directly through hotel website. The methodology used in this research is quantitative. The target of respondents in this study are people that stay around Kuala Lumpur. In addition, there are 120 sets of questionnaire were distributed using simple random sampling technique. The data that have been collected are analyzed using Statistical Package for Social Science (SPSS) version 22. Then, Internal Reliability test and regression analysis are conducted. There are three independent variables which are price, trust and convenience and dependent variable is consumer behaviour in making online hotel reservation. In this research, results shows that the independent variable which is convenience and price are significantly influence consumer behaviour in making online hotel reservation. On the other hand, independent variable which is trust do not significantly influence on consumer behaviour. Lastly, the limitation involve with this research project were identified and recommendation also provided in this research. This finding can give company an insight on how to encourage customer using website to make an online reservation.

Keywords: consumer behaviour, online reservation, trust, price, convenience