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**THE IMPACT OF ONLINE USER REVIEW ON HOTEL
ROOM SALES AT IMPIANA KLCC HOTEL**

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ABSTRACT

The purpose of this research is to look into the influence of online review to consumer. These days almost every time consumer will refer on online information because they can access it easily rather than asking directly without any cover-up medium that can interfere. Before making any decision, consumers will search and read all the reviews that they can got from all previous consumers to take into consideration during their decision making process. The researcher has used empirical theory but the variables based on the previous study by Kem Z.K. et al (2014) . The study focused on Impiana KLCC Hotel because it is a strategic place for tourist to accommodate at Kuala Lumpur area. The study is done using reliability analysis and regression analysis. In this research, the researcher mainly focus on the consumer that made the reservation through online travel agent. However, researcher also get respondent that made the reservation through company or direct booking. It is found that the reviews about the Impiana KLCC Hotel did influence the consumer when they are in decision making process.

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