



UNIVERSITI TEKNOLOGI MARA  
FACULTY OF HOTEL & TOURISM MANAGEMENT

ELECTRONIC WORD OF MOUTH (eWOM): EFFECTS OF  
COMMENTS ON FACEBOOK TOWARDS CUSTOMER  
BOOKING INTENTION IN BANDAR HILIR, MELAKA.

By:

NURUL'AIN BINTI ZULKIFLI  
(2013814584)

NURUL AZWANI BINTI MOHD LAZIM  
(2013856114)

FATIN HUMAIRA' BINTI ZULKIFLI  
(2013242932)

B.Sc. (Hons) in Tourism Management  
Undergraduate Project (HTT655)

JUNE 2016

## ACKNOWLEDGEMENT

This research project is the contributions from many parties who have involved either direct or indirectly to this research. Their contribution through both time and effort is valuable and therefore we would like to take this opportunity to express our gratitude towards all of people who have been helping us.

First of all, the most thanks and sincere gratitude to our beloved supervisor, Mdm Ezwani Binti Azmi who has sacrificed her time in advised, guidance, continuous encouragement and support us in finishing and making this research possible. Her valuable support and time giving to us from start to finish until we able to develop an understanding of this research thoroughly is really appreciated. We would also like to express our special thanks to Mr. Mohd Hasrul Yushairi Bin Johari our coordinator, for guiding us throughout this research.

Next, our thanks goes to our family and friends for their love and sacrifice in giving their best in helping us. Their supports and love have been essential in our pursuit of academic excellence not to forget those people who have sincerely answered our questionnaire papers.

We would like to acknowledge the past researchers whose published journals were helpful in providing us with the understanding of the prior significant findings and justification.

Thank you.

## TABLE OF CONTENTS

AUTHOR’S DECLARATION .....	i
ACKNOWLEDGEMENT .....	ii
TABLE OF CONTENTS .....	iii
LIST OF TABLES .....	vi
LIST OF FIGURES .....	vii
LIST OF ABBREVIATIONS.....	vii
LIST OF APPENDICES .....	viii
PREFACE .....	ix
ABSTRACT.....	x
1.0 INTRODUCTION .....	1
1.1 Background of the study .....	1
1.2 Problem statement.....	3
1.3 Research objective .....	5
1.4 Research questions.....	5
1.5 Scope of the study.....	6
1.6 Significance of the study.....	6
2.0 Literature review .....	8
2.1 Introduction.....	8
2.2. WOM to EWOM .....	8
2.2.1. Decision Making through Social Media .....	9
2.3. Customer Booking Intentions .....	10
2.4 Factors Influence Customer Booking Intention.....	11
2.4.1 Perceived eWOM Credibility .....	11

---

2.4.2 Positive eWOM.....	12
2.4.3. Negative eWOM .....	12
2.2.7. eWOM User Expertise .....	13
2.2.8 eWOM User Involvement.....	13
2.5 Theoretical Framework Model .....	14
2.6. Conceptual Framework.....	15
2.6.1 Hypothesis.....	16
2.7 Conclusion .....	16
3.0 Methodology.....	17
3.1 Introduction.....	17
3.2 Research Design .....	17
3.2.1 Survey research design.....	17
3.2.2 Descriptive study.....	18
3. 3. Populations and Sampling. ....	18
3.3.1 Population .....	18
3.3.2 Sample .....	18
3.3.3 Sampling technique.....	19
3.3.4 Sampling location .....	19
3.4 Instrumentation .....	19
3.5 Data Collection .....	20
3.6 Study Procedure.....	20
3.7 Data Analysis. ....	21
3.8 Methodology Framework .....	21
3.9 Conclusion .....	22
4.0 Result and Findings .....	23
4.1 Introduction.....	23
4.2 Pilot Test.....	23

## **ABSTRACT**

Electronic word of mouth (eWOM) is increasingly used by the consumers to make review or comments about the product or services through posted on a website or social media such as Facebook. Thus, the main objective of this research is to determine the effect of comment posted on Facebook towards customer hotel, restaurant and attraction booking intention in Melaka.

A total of 200 self-administered questionnaires were distributed to the tourists and visitors around Bandar Hilir, Melaka, Malaysia. The data were analysed by using the SPSS 18.0. The outcomes of this research project will help operators of hotel, restaurant and attraction in having a better explanation and understanding the factors that motivates customers booking intention. Besides that, it is hopefully that this research can increase the operators of hotel, restaurant and attraction level of awareness towards online reviews or comments posted made by customers through Facebook. This research also indirectly will educate public and also increase their level of awareness.