



**Factors Affecting Customer Behavior Towards Online Hotel  
Reservation among Hotel Guests**

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## ABSTRACT

This study was conducted to assess the factors that influence customer behavior on online hotel reservations among hotel guests. The objective of this study was to find out the factors that most influence the attitude of online customers that influence customer buying decisions among hotel guests. In this study, previous literature was used to fill the gap between the title of the study and the existing study. The journal and articles come from trusted sources and the information from the journal is sufficient to meet the needs of researchers. Today, many hotels use online shopping as part of their marketing strategy with a primary focus on increasing customer retention and repeat business as customers using online bookings also increase. Sometimes, the hotel's official website is not very effective in meeting the needs and wants of customers for online transactions due to late reply from the hotel. Therefore, to measure consumer attitudes towards the usability of online shopping by considering perceived usability, online booking costs and trust. Perceived use refers to users who find that using online bookings is useful in making online bookings or online payments. Users intend to book a hotel through the online booking system on mobile devices when they find it convenient to use. Consumers also have confidence in online vendors when vendor reputation can survive, quality information is provided by vendors for customers as well as customers who are satisfied with previous experience. Moreover, anxiety can arise as a result of loss of control if the online transaction is not smooth or there are some errors. However, the reluctance of Malaysian consumers to conduct online transactions is due to security concerns of online transactions (trust), and perceived usefulness plays a stronger role in shaping attitudes towards online shopping.

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