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**FACTORS AFFECTING CUSTOMERS' PURCHASE INTENTION TOWARDS
HOTELS ONLINE BOOKING SYSTEM**

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ABSTRACT

Hotel online booking become interest to customers, so hotel pursue into hotel booking system. Regarding to that, the hotel need to aware factors influence customer online purchase intention. Based on the previous literature review, there abundance antecedents of consumer toward hotel's online booking system have been explained. However, narrative review of the existing key antecedents and mediators of purchase intentions need to be addressed. This study is to determine the factor that most influence customer purchase intention through online booking system. The method of this study is argumentative technique based on secondary data and content analysis will be used to analyze the data. Based on analysis conducted, the most influencing factors in customer purchase intention are eWOM as the customers tend to trust on the online review since internet becomes the platform for them. Thus, this hotel should focus more on eWOM factors to ensure customer purchasing intention is consistent and increase the revenue of hotel.

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