

FACTORS THAT AFFECTING THE ADOPTION OF
USING ONLINE HOTEL BOOKING IN MALAYSIA

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CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

Malaysia is a developing country with mixed economy. In 2017, Malaysia has about 31 million of populations with 4.9% of GDP growth rate (World Bank, 2017). Malaysia's population has increased progressively from about 26 million in 2007 to 31 million in 2017. The substantial increase of population in Malaysia has increased the demand for products and services, especially online hotel booking. According to Wong and Law (2005), majority of people use the Internet to carry out their business due to the use of World Wide Web (WWW) all over the world has grown tremendously. Besides that, online hotel booking provide Malaysian convenient in term of time and money saving (Emir, Hazwani, Hedre, Dahlan, Azila, & Saiful 2016)

This research is conducted for investigation of the factors that affect the adoption of online hotel booking in Malaysia. The research intends to find out how online hotel booking will be affected by trust, perceived ease of use, social influence, perceived risk, perceived usefulness, and attitude. This chapter will begin with background of research which demonstrates the outlines of the research. Next, problem statement will be stated. This is followed by research objectives, research questions, hypothesis of the study, significance of the study and layout of the chapter for whole research proposal. Lastly, the conclusion will summarize the overall content of this chapter.

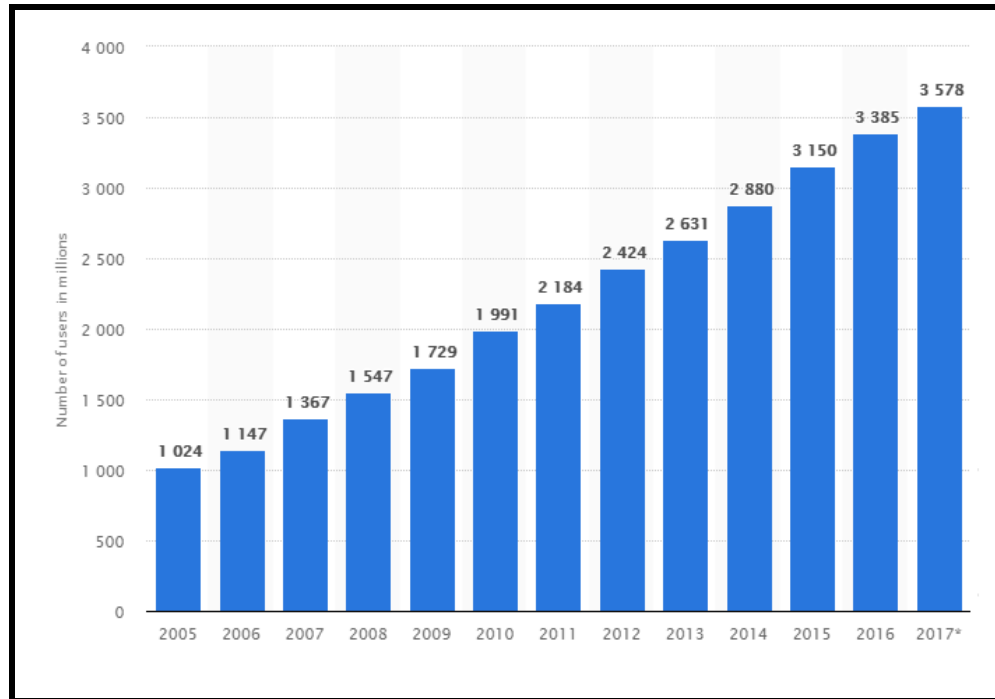
1.1 Research Background

1.1.1 Internet Usage

Network is the product of technological development, but also a sign of information age (Coffman, & Odlyzko, 2001). While Internet is a powerful tool that allows users to connect with each other around the world breakthrough constraint of space and time (Castells, 2014). Internet has changed people's traditional way of thinking and given us a great help in our life (Fatin, & Pujani, 2014). For instances, Internet' users can browse for many rich collections of books in online library even though they sitting at home; within seconds, users can receive message from thousands of miles away, in the shortest possible time to get around all kinds of detailed information they want to know; through each distance education network that runs by the school, users can learn more knowledge and so on. (Kudus, Safiah, Izharrudin, Massila, Hassan, & Mohammad, 2017). In addition, internet enables users to communicate, share or gather information easily and also act as a platform to conduct business worldwide (Evans, 2011).

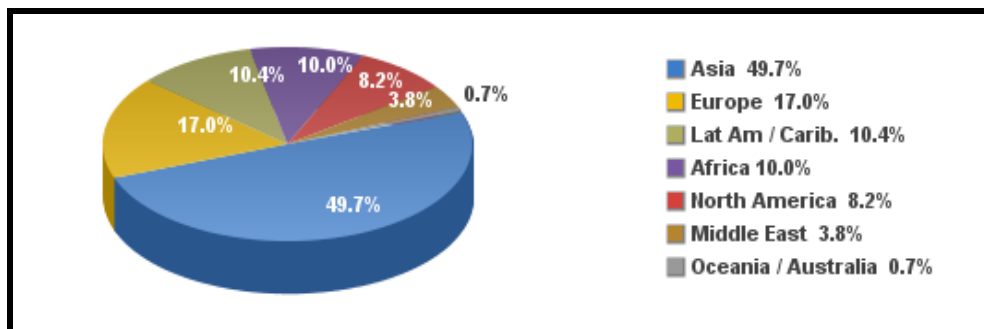
The Internet usage of worldwide is increasing gradually year by year. Every year, there are around 148.3 million of travelers use Internet to make hotel reservation. (Statistic Brain, 2017). According to Internet World Stats (2017) stated that the number of internet users worldwide was 3.58 billion, up from 3.39 billion in the previous year (Refer to Figure 1). This indicates that the global usage of Internet is growing tremendously. In addition, Asia has the highest number of Internet users which accounted for 49.7% of all the world regions (Refer to Figure 1.1).

Figure 1.1: Number of internet users worldwide from 2005 to 2017 (in millions)



Source: Internet World Stats (2017). *Internet Usage Statistics*.

Figure 1.2: Internet Users in the World by Region – June 30, 2017



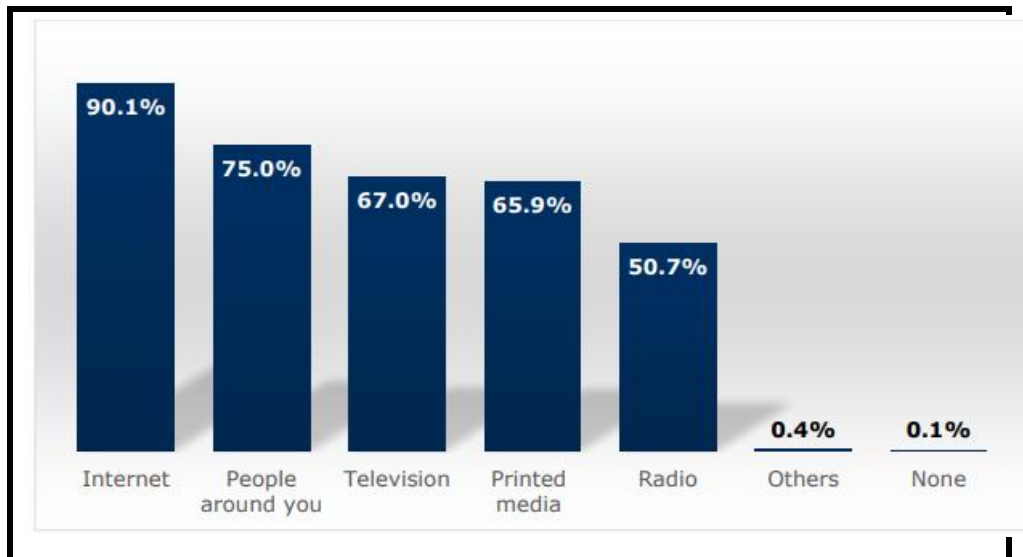
Source: Internet World Stats (2017). *Internet Usage Statistics*.

1.1.2 Internet Usage in Malaysia

Malaysia is dedicated to developing in the areas of network and infrastructure and enabling platforms such as national digital identification platform in order to stimulate the growth of digital services (Digital Connectivity Industry Performance Report, 2016). According to Internet Users Survey (2017), there was a growth of Internet users in Malaysia from 2014 to 2016. Malaysia Internet users have about 24.5 million and it captured 76.9% of the total population in 2016. The research stated that there was a significant increase of Malaysia Internet users from 20.1 million in 2014 to 24.1 in 2015.

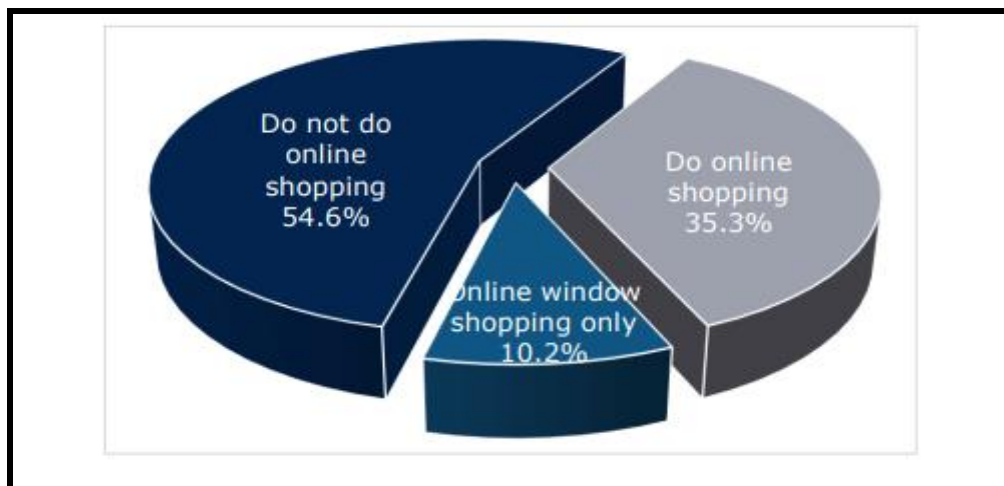
From the research of Digital Connectivity Industry Performance Report, (2016), 90.1% of Internet users gather information through online (Refer to Figure 1.2). Malaysia, however, has no significant Internet user gender gap which is 1.1%. (Internet Users Survey, 2017). The research mentioned that women were more likely to use Internet for learning purpose, online shopping, make payments whereas men usually use Internet for work and play online games. On the other hand, Digital Connectivity Industry Performance Report, (2016) and Internet Users Survey, (2017) prove that Internet user engaged in online marketplace is keep increasing from 35.5% in 2015 to 48.8% in 2016 (Refer to Figure 1.3, & 1.4). Furthermore, the number of Malaysia online hotel booking users has grown due to penetration of Internet (Euromonitor International, 2017). Therefore, Internet plays a vital role in social network that connects people and also serving as a venue to conduct international businesses.

Figure 1.3: Percentage of Internet users by types of information sources



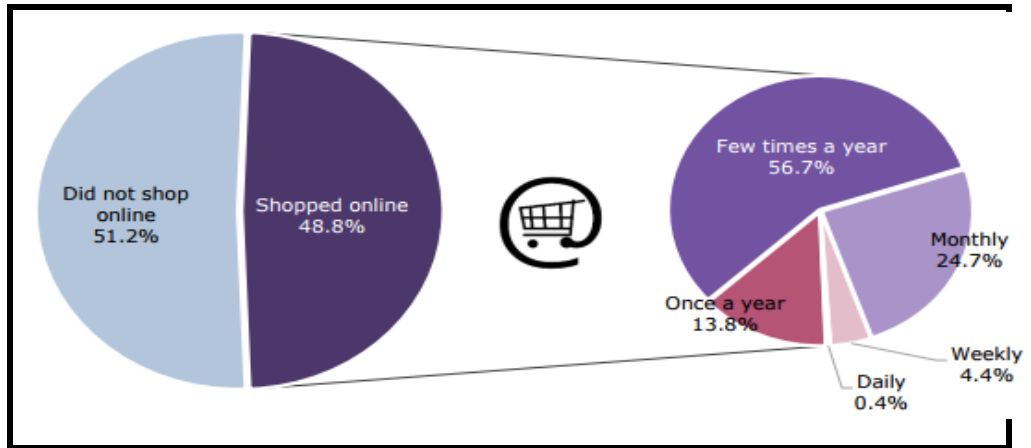
Source: Digital Connectivity Industry Performance Report (2016).
Malaysian Communications and Multimedia Commission

Figure 1.4: Percentage of Internet users by online shopping experience



Source: Digital Connectivity Industry Performance Report (2016).
Malaysian Communications and Multimedia Commission

Figure 1.5: Percentage of Internet users by online shopping activity and percentage of online shopping frequencies



Source: Internet Users Survey (2017). *Malaysian Communications and Multimedia Commission*

1.1.3 Generation X

Generation X can be defined as the generation born in between 1965's to the early 1980's (Bejtkovský, 2016). They grew up with economic depression and live in societal uncertainty environment (Lyons, Duxbury, & Higgins, 2007; Schewe, Meredith, & Noble, 2000). Their main characteristics attributed are responsible, adaptable, goal orientated, effective (Sheryll, 2017), individualism and self-reliance (Gursoy, Maier, & Chi, 2008; Murphy, Gibson, & Greenwood, 2010). Furthermore, as a consumer, Generation X care about people opinions and read a lot of online reviews (Peralta, 2015). Generally, Generation X is good at time management and multitasking. Having privacy, security and stability is the main concern of Generation X in their lives (Sheryll, 2017; Gursoy, et al., 2008; Murphy, et al., 2010).

1.1.4 Generation Y

Generation Y can be defined as Millennial or Echo Boomers (Durkin, 2008), they born between the 1981's to the early 2000's (Bejtkovský, 2016). Their main characteristic attributed are tech-savvy because they are heavy user of Internet (Immordino–Yang, Christodoulou, & Singh, 2012; Rawlins, Simeon, Ramdath, & Chadee, 2008). They grew up during economic growth period, strong influence by social media and Western culture. According to the study of Hewlett, Sherbin and Sumberg, (2009), Social network is a popular tool which helps people to get the latest information quickly and easily. Generation Y make online purchase frequently and contributed to e-commerce market growth (Lim, Omar, & Thurasamy, 2015). Therefore, the way to target and reach them is to understand their lifestyle in different generation (Smith, & Clurman, 1998; Hewlett et al., 2009).

1.2 Problem Statement

Majority of hotels have to change the way of operating their business due to emerging of information technology. Coupled with the Internet technology popularization, people's consumption model has changed, for instance, online hotel booking has replaced the conventional method of making hotel reservation by combining their business operation with information technology (Thadeshwar, & Joglekar, 2016). There are numerous popular travel websites in Malaysia such as Booking.com, Agoda.com, TripAdvisor.com, Traveloka.com and so on (SimilarWeb, 2017). However, along with the increasing amount of growth of numerous competitors in the travel industry, travel websites faced challenges in the field of online hotel booking.

In addition, it is also a challenges that faced by travel websites when using internet as marketing platform (Tse, 2013). The reason was sometimes travel websites may not fully exploit the Internet that brings inconvenient to e-bookers. For instances, poor web design which is difficult for users to get to their intended pages, extra charges such as shipping costs, poor customer services, and so on. Furthermore, there is limited studies about customers' intentions and online hotel reservations in Malaysia.

Lack of travelers' trust toward online hotel booking sites is the main issue that faced by every travel industry. According to Wu, and Chang, (2005); Kim, Chung, and Lee, (2011); Lien, Wen, Huang, and Wu, (2015), lack of trust is the main reason that consumers avoid to purchase online. The role of trust toward Online Travel Agency could be similar to the previous findings for instances, Wu, and Chang, (2005); Kim, et al. (2011); Lien, et al., (2015). For example, consumers normally will not use travel websites when those sites are not reliable.

Perceived risk also play a significant issue in affecting consumers' trust toward online hotel booking. (Head, & Hassanein, 2002; Kolsaker, Lee, & Choy, 2004) Travelers tend to be more likely to employ travel websites when they trust on the online websites due to trust is the main concern for making purchase decision (Lewis, & Semeijn, 1998). Yet, website users may not make online hotel booking when they perceived that their safety and privacy are at risk (Miyazaki, & Fernandez, 2001). On the other hand, if a customer perceived risk towards online transactions, trust is affected when customers are trying to make online transactions (Agaga & El-Masry, 2016). Hence, the hotel website should make sure that customers' personal information is protected.

According to Rouibah, Lowry, and Hwang (2016), they claimed that there is a relationship between trust and risk. In other word, there is a reciprocal affect among trust and risk. People fear of loss that might incur and try to avoid the risks in online transactions, as a result, the customer trust is influenced by the risk of

perception and the intention to make online transaction. Moreover, another problem that travel industry faced is lack of consumers' trust toward hotel. In general, customers' booking intention influenced by their trust toward hotel (Sparks, & Browning, 2011). Additionally, users' feedback tends to have either positive or negative influenced toward trust of individual toward hotel (Senecal, & Nantel, 2004; Chevalier, & Mayzlin, 2006). A negative online review leads to low level of individual's trust toward hotel. While low level of trust toward hotel may cause low level of booking intention. Statistics show that there is still a limited number of booking through hotel website (Statistic Brain, 2017). Therefore, this study focuses on examining the factors that affect the adoption of using the online hotel booking in Malaysia.

Although many researchers and studies have been conducted previously on the factor influencing online hotel booking intention and hypotheses are formed. However, there is no any research has been conducted on the factors that affecting the adoption of using the online hotel booking in Malaysia. This research solely focuses on the factors such as trust, perceived ease of use, social influence, perceived risk, perceived usefulness, and attitude that affecting the adoption of using the online hotel booking in Malaysia.

1.3 Research Objectives

The objective of this research study is to solve the problem statement as stated above by forming the general objective, which will then be narrowed down to more specific objectives.

1.3.1 General Objective

The main purpose of this research proposal is to examine the factors that influencing the adoption of online hotel booking in Malaysia. It attempts to observe and study whether factors (trust, perceived ease of use, social influence, perceived risk and perceived usefulness) are able to affect the individuals' attitude and adoption toward using travel website to book hotel.

1.4 Research Questions

The question that aroused in this research proposal were:

1. Is there any positive relationship between trust and attitude of consumers towards the adoption of online booking hotel?
2. Is there any positive relationship between perceived ease of use and attitude of consumers towards the adoption of online booking hotel?
3. Is there any positive relationship between social influence and attitude of consumers towards the adoption of online booking hotel?
4. Is there any positive relationship between perceived risk and attitude of consumers towards the adoption of online booking hotel?
5. Is there any positive relationship between perceived usefulness and attitude of consumers towards the adoption of online booking hotel?
6. Is there any positive relationship between attitude and the adoption of consumers towards online booking hotel?

1.5 Hypotheses of the Study

Hypotheses 1

H1: There is a positive relationship between trust and attitude of consumers towards the adoption of online booking hotel.

Hypotheses 2

H2: There is a positive relationship between perceived ease of use and attitude of consumers towards the adoption of online booking hotel.

Hypotheses 3

H3: There is a positive relationship between social influence and attitude of consumers towards the adoption of online booking hotel.

Hypotheses 4

H4: There is a positive relationship between perceived risk and attitude of consumers towards the adoption of online booking hotel.

Hypotheses 5

H5: There is a positive relationship between perceived usefulness and attitude of consumers towards the adoption of online booking hotel.

Hypotheses 6

H6: There is a positive relationship between attitude and adoption of consumers towards the adoption of online booking hotel.

1.6 Significance of the Study

This research aims to examine the factors of trust, perceived ease of use, social influence, perceived risk, perceived usefulness and attitude that will affect the customer's attitude and adoption of using online to book hotel. The significance of this study is to have a better understanding and insight on what drives consumer's attitude and adoption of using travel website to book hotel by determining which variable has significant relationship with dependent variable.

As the popularity of technology and the fraud case of travel website emerge in endlessly, this has led to consumer's loss of trust toward making hotel reservation through online. Therefore, we would like to run this research to study the factors that affect the adoption of online hotel booking in Malaysia in order to solve and reduce the issue and protect customers' personal information. At the same time, our study can help travel websites and hotel providers to understand the factors that influence the adoption of online hotel booking in Malaysia in order to intensify their strength and improve their weaknesses of services provided while promoting their sales.

Booking hotel through website can provide users with lots of benefits such as time, costs and mental effort saving, payment transfer is easier and faster, websites allow visitors to book a hotel room at anywhere and anytime and so on. Nevertheless, there are some factors that will influence customers' attitude and intention not to use online hotel booking. Thus, it becomes a waste when the online hotel booking is not fully utilized by the customers.

For the above mentioned reason, we would like to conduct this research study to figure those critical factors that will affect or change the customers' attitude and intention of using online hotel booking. Furthermore, this study serves as a

reference note for hospitality companies to formulate and strengthen their marketing plan and online hotel system.

1.7 Chapter Layout

In this research, it consists of 5 chapters. Each chapter has the connection to each other to finish the entire research. Below are the overall reviews of the 5 chapters:

Chapter 1: Research Overview

This chapter is the initial section which provides the overview of the research project and the issue statement of the study. Hence, objective, research inquiries and the hypothesis have to be accomplished, addressed, and tested in this chapter. This chapter clarifies the importance of the study.

Chapter 2: Literature Review

This chapter presents a comprehensive literature review of data from previous research that are obtainable on the study subjects. In addition, the relevant theoretical models will be discussed by using applicable and relevant journals to expose research issues. Besides, the conceptual framework is developed and proposed here for further processes and testing. Lastly, relevant hypotheses are developed based on the literature review the researchers did previously.

Chapter 3: Methodology

This chapter comprises the procedures carried out to test against the hypotheses in term of research design, data collection methods, sampling design, research instrument, construct measurement, data processing and data analysis.

Chapter 4: Data Analysis

This chapter starts with analyzing and discussing the outcomes which present the overall research findings by using tables and figures in order to make the readers easier to understand. Besides that, all data gathered from respondents are tested and descriptive analysis, scale measurement, inferential analysis are then presented in this section.

Chapter 5: Discussions, Conclusion and Implications

The last chapter explains the overall statistical analysis, key findings and the results of hypothesis testing found in the previous chapters. The context of the entire research study is summarized in this chapter. Lastly, the limitations of the study and recommendations are discussed for supportive of future research.

1.8 Conclusion

In nutshell, chapter one provides an overview of the research proposal. This summarizes the brief introduction, background of study and problem statement. Besides that, this chapter proposed research objectives and questions to examine the relationship between those variables and adoption of online hotel booking in Malaysia. In the following chapter, we will provide a clearer picture of our study through the previous relevant research that was done by the other researchers.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

The focus of this chapter is to understand the factors that influencing adoption of online hotel booking in Malaysia and the literature review collected through past studies by previous researchers. Chapter 2 is focuses on the discussion of literature review; the conceptual framework; and hypotheses development. The relevant journals and past studies from secondary sources have been studied and analyzed to support the research being conducted.

The literature review consists of independent variables (trust, perceived ease of use, social influence, perceived risk and perceived usefulness) followed by the study of attitude and online hotel booking intention that related to the research topic and research objectives. It continues with the conceptual framework, it explains the nature and the relationship between independent variables and dependent variable. The final section for this chapter is the formulation of hypothesis to test the validity of the theory formulated.

2.1 Review of Literature

This section evaluates the factors influence attitude which in turn affect adoption of online hotel booking. Secondary data such as journals, published reports and database are being analyzed to support the research conducted.

2.1.1 Online hotel booking Intention

Behavioral intention is argued that customers who have positive behavioral intention with a company usually expressing preference for the firm, praise the firm, repurchasing product, or service from the firm, or even increase the volume of purchase and not sensitive to premium price (Zeithaml et al, 1996). To predict future behavior intention, intention is always the used a measure because it is an accurate predictor. Chew and Jahari (2014) viewed that cognitive and affective evaluations of a destination exert significant influences on pre-visit and post-visit travel behavioral. While some of the research found that intention has no significant to somehow like behavior (Azjen & Fishbein, 1977; LaPiere, 1934; McGrew, 1967)

According to research of Jenson (2009), perceived risk and shopping orientation alone does not have any significant relationship to the purchase intention. It is because the customers perceived too much risk to purchase travel products online. The intention to shop online is one of the dependent variables that has influence on the customer satisfaction on online shopping (Li & Zhang, 2002). The depicted relationships among attitude, intention, decision-making, and online purchasing are based on the theory of reasoned action (Fishbein & Ajzen 1975), which attempts to explain the

relationship between beliefs, attitude, intentions, and actual behaviors (Li & Zhang, 2002).

Cham, Lim, and Aik (2015) examined the hospital service quality is impacted by the importance of brand image, as perceived by the medical tourists. Besides, Cham, et al., (2015) conducted the research to study the interrelationships among perceived service quality, patient satisfaction, and behavioral intention. Thus, they made the hypotheses on perceived service quality and patient satisfaction towards behavioral intention. They formulated the hypotheses saying that both perceived service quality and patient satisfaction have direct positive effect on behavioral intention. As the result, it indicated that perceived service quality has positive relationship with behavioral intention. A pleasant service experience would institute a positive attitude and intention among the medical tourists (Cham et al, 2015). Moreover, the result also showed that patient satisfaction has direct positive impact on behavioral intention. In other word, patients will return for further medical checkup and services if they feel satisfied on the medical services provided by the hospital.

In addition, this study is examined the relationships between motivational factors and hospital image (Lim, Cham, & Sia, 2017). On the hand, the relationship between hospital image and medical tourists' behavioral intention is also analyzed in this study (Lim et al, 2017). In this study, hospital's image is tested that it has direct impact on the tourists' behavioral intention. As the result, it indicated that hospital's image has positive relationship with medical tourists' behavioral intention. Medical tourists will return back to the particular country's hospital for further medical services, if the hospital's image could create confidence among medical tourists. Besides, they will help to spread positive word-of-mouth and suggest to their nearby people.

2.1.2 Trust

Trust can be defined as the willingness of consumers to place their confidence toward trust toward online hotel booking (Kok, & Teoh, 2013; Atchariyachanvanich, & Okada, 2011; Corritore, Kracher, & Wiedenbeck, 2003). Through the Internet, users are able to book hotel in a manner of less time and less expensive as well as obtain trustworthy information (Crnojevac, Gusic, & Karlovcan, 2011). In modern research study by Morgan and Hunt, (1994), this study point out that trust is related to consumers' perceptions. Travel websites can build online trust by sharing similar understandings of customers' needs, objectives, and policies to increase consumers' perceptions about privacy and security. Hence, the trustworthy of online hotel booking should be improve in order to successfully set up and maintenance long-term relationships with consumers.

According to Bart, Shankar, Sultan, and Urban, (2005); Lu, and Stepchenkova, (2012), consumer believe on feedback from social media plays a vital role in an online hotel booking situation. Thus, if there is no trustworthy about the online reviews, it will be no buying decision. On the other hand, Corbitt, Thanasankit, and Yi, (2003) study point out that individuals tend to make purchase online when they have trust toward electronic commerce. Therefore, trust is a significant factor to stand success in online businesses field (Hoffman, et al., 1999). From the past study, Lee, and Turban, (2014) mentioned that trust plays an important role especially in electronic commerce. The research point out that trust is not simply between the Internet and the consumer but also between the consumer and the computer system through which the transactions are executed.

Based on the past study, Amaro, and Duarte, (2016); Chen, (2006), consumers' intentions to purchase travel online is influenced by their trust toward online travel websites. While Wen, (2010); McCole, (2002) stated that consumers' intentions to purchase travel online is influenced by their trust toward online shopping. Both studies indicated that the intentions of consumers to buy travel online is significant affected by trust. In addition, Hoffman, et al., (1999); Kim, et al. (2011) point out that trust also make individual more likely to depend on the seller. Nevertheless, there will be a huge obstacle toward the trading in online due to lack of trust between buyers and sellers who do not know each other. When insecurity of transactions arises, the level of trust and confidence of consumers towards travel websites will begin to erode. For example, Ponte, Carvajal-Trujillo, & Escobar-Rodríguez, (2015); Kim, Tao, Shin, & Kim, (2010) stated that consumers' perceptions of the trustworthy towards an e-commerce company is relevant to privacy and security. Therefore, the customers' personal information must be protected and transactions must be guaranteed in order to gain the customer's trust in travel websites.

In the early research, Ert, Fleischer, & Magen, (2016) stated that consumer buying decision and trust can be facilitated by the formation of reputation through online travel reviews and host's visual photo. Users will infer the host's trustworthiness when viewing their photo. Thus, although a variety of review scores will affect consumers' buying decisions, yet the role of the host's photo remains significant. Past studies proven trust on online hotel booking has a positive relationship with consumers. For instance, the past study, Amaro and Duarte (2014), indicated that factors affecting online hotel booking when it comes to the consumers; trust factor is the most likely relevant factor. Furthermore, trust is the key factor that drive online purchase in the future (Wang, & Emurian, 2005). Hence, lack of trust is the main reason that consumer hesitate to book the hotel through online travel websites (McKnight, & Chervany, 2002).

However, Lien, et al., (2015) stated that trust has no significant influence toward intention of online purchase. The research examined a study of online hotel booking that lack of trust is the main reason for customers not continue buying items though the Internet and reluctant to provide their personal information that request by the particular websites. The result has proven that trust to be no any impact on online hotel booking. Hence, there is no significant positive relationship between trust and online hotel booking. Furthermore, the research study by Jiang, Chen, and Wang, (2008) stated that trust propensity has no significant positive relationship on online hotel booking. As the research was found the element of significant positive relationship on online hotel booking was individuals' knowledge.

From the past study, Ayeh, Au, and Law (2013) indicated that attitude is mediating tool that influences the perceived trustworthiness towards intention. Trustworthiness means telling the truth as what customers see and experience. Thus, this shows that individuals are paying more attention on the trustworthiness of contents that being post on social media. Nevertheless, customers believe that several hotels manager will pay to webmasters in order to delete consumers' unsatisfied comments or hiring individuals to write positive comments about their hotel on high profile site. Hence, the research stated that there is no direct positive relationship between trust and the adoption of online hotel booking. Besides that, trust has no influencing on online buying behavior (Lai, Huang, Lu, & Chang, 2013). The research mentioned that online purchase intention can be improve by detailing description of products in a simple way that easy understand by travelers in order to assist them when they are making purchase through online.

2.1.3 Perceived Ease of Use

Perceived ease of use can be defined as users would find the use of technology that is easy to operate, understand and effortless (Curran & Meuter, 2005; Davis, 1989; Jeong, & Lambert, 2001). Perceived ease of use occurs when a person believes that using particular technology will be free from effort. In other words, provided websites must be able to utilize by users easily to acquire information (Lederer, Maupin, Sena, & Zhuang, 2000). In addition, ease of use of Internet allows individuals to use the websites faster and easier to make online reservations (Herrero & San Martín, 2012; Essawy, 2013). According to Ayeh et al. (2013); Kim, and Kim, (2004), consumers tend to be more likely to consider the website which is easier to use when selecting a hotel accommodation. Therefore, individuals will adopt travel websites when it is perceived as to be easy to use and require a minimal effort to accomplish online hotel booking (Davis, 1986).

From the past study, Agaga, and El-Masry, (2016) stated that perceived ease of use plays a vital role in influencing consumers' attitude towards online hotel reservation. The research mentioned that consumers' perception towards perceived ease of use of online hotel booking can be improve by providing apps for consumers to make online hotel reservation through mobile devices. Hence, the willingness of customers to book hotel online will improve when travel websites are easy to learn and use that do not require a lot of mental effort. Based on the past research, Ozturk (2016) revealed that perceived ease of use can be refers as ease of making online hotel reservation. For instances, travelers are able to obtain information in few click and book hotel room online at anytime and anywhere through mobile hotel booking (MHB) technology. Furthermore, perceived ease of use enable individuals to find hotels in a more easily and faster way by using location-based search with global positioning system (GPS)

technology. Therefore, ease of use of online hotel booking enable individuals to use the travel websites easily with time saving.

According to Ajzen and Fishbein, 1980; Kucukusta, Law, Besbes, and Legohérel, (2015), Technical Acceptance Model can be described as users tend to be more likely to use a system that is easy to understand. The research point out that the acceptance toward the use of system is depend on the ease of use of the system. By applying this context to that of online hotel booking, perceptions of ease of use is key factor that affecting travelers' attitude to use travel websites for travel planning purpose. Perceived ease of use act as a factor of acceptance toward technology that can be learn and use easily by users that will involve minimum effort (Davis, Bagozzi, Warshaw, 1989; Davis, 1989; Davis, 1993). Besides that, consumers can shop online through Internet easily due to perceived ease of use (Monuwe, Dellaert, & Ruyter, 2004; Davis, & Venkatesh, 1996). From the past research, Wakefield, Stocks, and Wilder, (2004), ease of use is an important factor that can influence consumers' attitude towards online purchase. By applying this context to that of online hotel booking, consumers who were much motivated by ease of use were more likely to make online hotel reservation.

Based on the past studies, Bigné-Alcañiz, Currás-Pérez, Ruiz-Mafé, and Sanz-Blas, (2010); Kamarulzaman, (2007) point out that online travel purchase is influenced by perceived ease of use. However, Cyr, (2008) mentioned that customers will avoid to make online purchase when they found that the information is difficult to access from the websites. In the early study, Lai, Huang, Lu, and Chang, (2013) revealed that ease of use enable to simultaneously save consumer's time and energy. The research stated that ease of use will influence the decision of consumers to book hotel through online. Nevertheless, the findings indicated that there is no significant positive relationship between ease of use and online hotel

booking intention. This is due to the consumers' perceived ease of use as less important when comparing to perceived usefulness.

2.1.4 Social Influence

Social influence simple refers to the actions of an individual that influenced by other people around them (Saw, Goh, & Isa, 2015). According to Ahmad, and Juhdi, (2008), individual's behavior may affected by other people action. The research found that social influence may be represented by family members, peer pressure, persuasion, online reviews and electronic words of mouth. For instances, a person may buy travel online after being recommended by others. Additionally, family and peers have powerful social influence toward a person's behavior and their decision making (Jamal, Ramlan, Karim, Mohidin, & Osman 2015; Venkatesh, 2000). Based on Taylor and Todd (1995); Fulk (1993), the acceptance level of individual towards particular technology is rely on people who are important to them.

From the past study, Järveläinen, (2007) mentioned that social environments could have an influence on intention to book online. Social media is part of social influence that plays an important role especially in both tourism and hospitality business. This content has been proven by several research which are Escobar-Rodríguez, and Carvajal-Trujillo, (2013); Inversini, and Masiero, (2014); Luo, and Zhong, (2015). Besides that, online review can be treat as part of social influence that will affect individuals' attitude (Zhang, Ye, Law, & Li, 2010; Mauri, & Minazzi, 2013; Ladhari, & Michaud, 2015). Many travel websites offer a platform to their customers to share their experience and exchange information easily through provide comments on social media. For example,

TripAdvisory provide a platform to their customers in order to share their opinions with others.

According to Sparks, and Browning, (2011), customers' positive online ratings, comments and feedbacks on social media towards hotels will affect consumers' buying decision. Several studies stated that the more positive comments on social media about a hotel, the higher online hotel booking intention will be (Vermeulen, & Seegers, 2009; Ye, 2011; Mauri, & Minazzi, 2013). In addition, reviewers' booking hotel attitude is influence by consumers' evaluation towards hotel on social media. (Sridhar & Srinivasan, 2012). Furthermore, social influence has a significant effect on a person's behavioral intention towards the adoption of making an online purchase. This mean that the willingness of a person to book a hotel room by using travel websites is able to increase through the influence of their family, friends and peers (Escobar-Rodríguez & Carvajal-Trujillo, 2014).

According to Venkatesh, Morris, Davis, & Davis, (2003), social influence is one of the factor that influence consumers' online purchase attitudes. However, according to the past study that conducted by Wang and Liao (2008), there is no significant relationship between social influence and adoption of booking a hotel through online. The result shown that social influence was not a critical determinant of behavioral intention to use mobile devices to book hotel online. The research also found that the most relevant factors that affecting consumers' attitude to make online hotel reservation are perceived usefulness and perceived ease of use. From the prior study, San Martín, and Herrero, (2012) stated that there are several factors that encourage consumers to make online purchase such as the consumers' perception towards the performance of transaction and innovativeness of technology. The research stated that the perceptions of others has little affected towards the adoption of technology. This mean that social influence has weaker influence on the online purchase intention.

Therefore, the findings indicated that there is no significant positive relationship between social influence and online purchase intention. Based on Lee, Park, and Han, (2008), the higher proportion of negative online reviews of individuals will tend to generate negative attitude of consumers toward a travel purchase through online.

2.1.5 Perceived Risk

Perceived risk in the research means the customers worry about diverse type of risks (Forsythe & Shi, 2003) when engaging in mobile hotel reservation activities. It refers to financial, security and privacy, performance and privacy risks. While according to James and Matthew (2005), perceived risk has revealed that it can affect the attitudes the customers' behavioral intention because customers will seek out sufficient information to reduce the probability of expected losses as part of their purchase decisions. Those potential losses are financial, social, psychological, and time.

In the research of Ozturk, et al., (2016), it was aimed to develop and test the antecedents of consumers' continued usage behavior intention toward mobile hotel booking (MHB) technology. As the result, perceived risk has been shown that it has significant positive relationship towards the users' utilitarian and hedonic values in a mobile hotel booking environment. Therefore, to increase the confidence level of customers the hotels can provide quarantines related to security, and the technical performance of the system.

This study explored the factors that affect the users' intention to purchase travel online which are mostly determined by attitude, compatibility and perceived risk (Amaro & Duarte, 2014). Perceived risk plays a crucial role

in purchasing travel online (Amaro & Duarte, 2014). In other word, perceived risk has significant effect on the consumer intentions to purchase travel online. The users' willingness to purchase travel online is depending on how they perceived the risk on the Internet.

James and Matthew (2005) has examined the factors that influence consumers attitudes toward adoption of self-service technologies (SSTs), There are three different technologies are tested which are ATMs, bank by phone and online-banking. While the result of the study indicated that risk is an important determinant of users' attitudes toward online banking but not on Self-Service Technologies such as ATMs or bank by phones.

According to Wu and Wang (2005), innovation diffusion theory, perceived risk and cost were taken into the test to investigate what determines user mobile commerce acceptance. The finding has found out that perceived risk has significant influence on behavioral intention to use mobile commerce along with the other three determinants which are perceived usefulness, compatibility, and cost. In the research, perceived risk was believed to be a predictor and barrier to online transactions and negatively influence consumers' behavioral intent (Wu & Wang, 2005).

On the other hand, this study was examined and compared the effects of perceived risk and perceived enjoyment on hedonic and utilitarian smartphone applications (Xiang & Jing, 2015). In this study, the result indicated that perceived risk has negative impact on intention to use utilitarian smartphone applications but do not have any impact on intention to use hedonic smartphone application (Xiang & Jing, 2015). In other word, perceived risk does not have any relationship with the intention to use hedonic smartphone application.

The findings in all the studies mentioned above proved that there is a significant positive relationship between perceived risk and attitude that may affect the users' intention to use the system. Even though perceived risk is one of the factors in the previous studies, however, they are still some studies are opposing that there is a significant positive relationship between perceived risk and users' attitude.

While Wang and Wang (2010) has investigated perceived risk has a negative effect on the customers' perceived value of using mobile hotel reservation. As the result shown in the findings, perceived risk did not have any significant influence on perceived value. In other words, customers may either have high awareness of existence possible risks or have strong confidence in mobile hotel reservation because of the rapid improvement of online security and privacy in the past years.

2.1.6 Perceived Usefulness

In Technology Acceptance Model (TAM), perceived usefulness is the extent of how a person believes that the particular system or tool could help him/her to enhance the performance of what he/she want to do. Jahangir and Begum (2008) indicated that perceived usefulness refers to how a customer perceives regarding the outcome of the experience. In general, perceived usefulness refers to a person perception of how useful is the system can boost the performance. While in this research, perceived usefulness is used to investigate the perception of the customers on online hotel booking in Malaysia.

In the research of Herrero and Martin (2012), they analyzed the factors that determining the customers' intention to use the websites of the rural accommodations to search information and make online reservations. The result shown that the intention to use the websites to search information and make online reservations is determined by usefulness of website as perceived by users. The perceived usefulness of websites plays a crucial antecedent of the users' intention.

On the other hand, Zhao, et al., (2015) has analyzed how individual attributes of online review influence potential travelers' hotel bookings intentions. They believed that usefulness of the online reviews is one of the reason for the travellers to search information online and make decision for their trip planning. Hence, the study has found that there is a positive relationship between usefulness of online reviews and online purchase intentions. Perceived usefulness has been used to be investigate as one of the determinants of the intention to participate in firm-hosted online travel communities and effects on consumer behavioral intentions (Casalo, et al., 2010). They attempted to identify that perceived usefulness has positive effect on attitude toward participation in a firm-hosted online travel community. As the result, it indicated that perceived usefulness has positive influence on customers' intention to participate the community.

Agaga, and El-Masry (2016) want to identify the determinants of hotel booking intentions and the role of habit as a moderator that could affect the intentions. They wanted to investigate that perceived usefulness is positively influencing consumers' attitude towards online hotel booking. At last, the result has indicated that perceived usefulness is one of the relevant antecedents to form the positive attitude towards online hotel bookings. In other words, perceived usefulness has a significant positive relationship with user's attitude which also can positively affect the intention of the users.

In Li, et al., (2017), it has analyzed that the usability of economy hotel websites is positively influencing the online booking intention of consumers. They believe that the how the consumers perceived usefulness of the website could affect the intention to book hotel through online. The study has explored that usability of the website could influence the consumers' intentions of using online hotel booking.

Perceived usefulness has been used in a research as a factor along with ease of use, need for interaction and risk that can influence consumers attitudes and adoption of self-service technologies (SSTs) (James & Matthew, 2005). In the research, perceived risk is hypothesized as it will be positively related to attitude toward the SST. After the comparison of two structural models in the research, it showed that perceived usefulness has significantly influence the attitude for both technologies, ATMs and online-banking.

The findings in all the studies mentioned above proved that there is a significant relationship between perceived usefulness and attitude that may affect the users' intention to use the system. Even though perceived usefulness is one of the factors in the previous studies, however, they are still some studies are opposing that there is a significant relationship between perceived usefulness and users' attitude or intention.

According to Jarvelainen (2007), the study is to explore the motives for behavioral intentions to choose the online channel for purchasing in a relatively secure environment. The result showed that perceived usefulness has no influence on previous online booking channel choice but perceived ease of use did (Jarvelainen, 2007). In other word, perceived ease of use had a small effect on previous online booking, indicating that in an actual choice situation, perceived ease of use has value and usefulness does not.

In the study, it only said that perceived usefulness has impact on behavioral intention than perceived ease of use

2.1.7 Attitude

Attitude refers to consumers' response to variety circumstances that occur in life. Attitude is a summary of a person's evaluation towards an object or though (Wood, 2000; Petty, Cacioppo, & Schumann, 1983; Vijayasarathy, 2004). Therefore, a person may have different attitudes towards an object. Furthermore, attitude of an individuals also reflect their favourable and unfavourable towards an object (Fishbein, & Ajzen, 1975). This indicated that the more satisfied customer tend to have more positive attitude towards an object. Based on Olson, and Zanna, (1993); Gal, and Ginsburg, (1994), attitudes are all about learned. For instances, consumers' evaluations towards an object are developed through their experience. Besides that, attitude also can be influence by reliability of websites (Chen, & William, 1999).

Attitudes of individuals towards an object raise intention (Fishbein, & Ajzen, 1975). This mean that the more positive attitude of consumers are, the intention of booking hotel through online will increase. Besides that, consumers' intention towards online travel purchase has positive influenced by consumers' online shopping attitudes (Morosan, & Jeong, 2008; Lee, Qu, & Kim, 2007; Bigne, Sanz, Ruiz, & Aldás, 2010). The research stated that the more consumers shop online will lead to higher online travel purchase. On the other hand, attitude represent a person's positive or negative feeling or opinion towards an object (Wood, 2000; Rosenberg, & Hovland, 1960). Besides, attitude is a term that can interchange with satisfaction (Cronin & Taylor, 1992).

According to Petty, and Cacioppo, (1981), a person's attitude are often influenced opinions or comments of others. For instance, online reviews or messages tend to be a powerful tool that affect a person's attitudes towards certain objects or situations (Sen, & Lerman, 2007). Although some studies have found a positive relationship between attitude and adoption of using online hotel booking. However, according to the research study by Vermeulen, and Seegers, (2009) stated that a person's attitudes towards hotels was influenced by positive review or negative review or both. This shows that positive online comments will lead to positive attitudes while negative online feedback will cause individuals change their attitude to negative. Hence, the consumers' attitude toward the online travel purchase will become less favorable as the higher negative online consumer reviews increase.

2.2 Review of Relevant Theoretical Models

According to Bigne, et al., (2010) model consists of four variables which are perceived risk, online trust, perceived usefulness, and perceived ease of use has been investigated that they have significantly influence the Internet non-purchasers attitude towards buying airline ticket online while the other two variables which are perceived control and subjective are tested that they have impact directly towards the purchasers' intention to buy air ticket online.

The independent variables that are chosen from the model are risk, perceived ease of use, perceived usefulness, and trust. Risk refers to how a customer perceived the risk of buying online airline ticket where it has a negative relationship with the users' attitude (Bigne, et al., 2010). In the study of Forsythe and Shi (2003), perceived risk is categorized to product performance risk, financial risk, psychological risk, and time or convenience risk. Those risks are examined to find

out the relationship between perceived risk and online shopping behaviour. Perceived ease of use in this model means that if the airline website is easy to understand and use, the Internet users will be more likely purchase online airline tickets (Kim, et al., 2008). Perceived ease of use has been shown that it has positively influences Internet non-purchasers attitude towards buying airline ticket online.

On the other hand, the findings of the study showed that Internet non-purchasers perceived usefulness of Internet for airline ticket purchase has positive significant relationship with the future airline ticket online purchase intention (Bigne, et al., 2010). According to Davis, et al., (1989), perceived usefulness is the determinant of intention whereas attitude represents the affective component while Kim, et al., (2008) has evidenced the effect of perceived usefulness in online purchase intention. Therefore, perceived risk and usefulness is supported that both have significant relationship with the users' attitude towards the purchase online intention. For trust, it refers to how the customers believe on buying online airline ticket and it has positive relationship with users' attitude that may lead to online purchase intention (Bigne, et al., 2010). Some of the researchs tested that trust has impact intention through positive attitude (George, 2002; Wu & Chen, 2005).

In addition, this theoretical model created by Amaro and Duarte (2014) consists several independents variables such as perceived risk, trust, communicability, perceived behavioural control, perceived relative advantages and compatibility as well as attitude. Meanwhile, the dependent variable is the intention to purchase travel online. The independent variables that are chosen from the model are trust and perceived risk. Consumers' trust in online shopping had a positive effect on intentions to purchase travel online (Amaro & Duarte, 2014). One of the research has shown that people are more preferring to purchase online if they have higher trust in online shopping (Corbitt et al, 2003). While Wen, (2010) claimed that consumers' trust in online shopping had a positive effect on intentions to purchase travel online. From this study, the result indicated that trust has positively affect the user's attitude towards the intention to purchase travel online (Amaro &

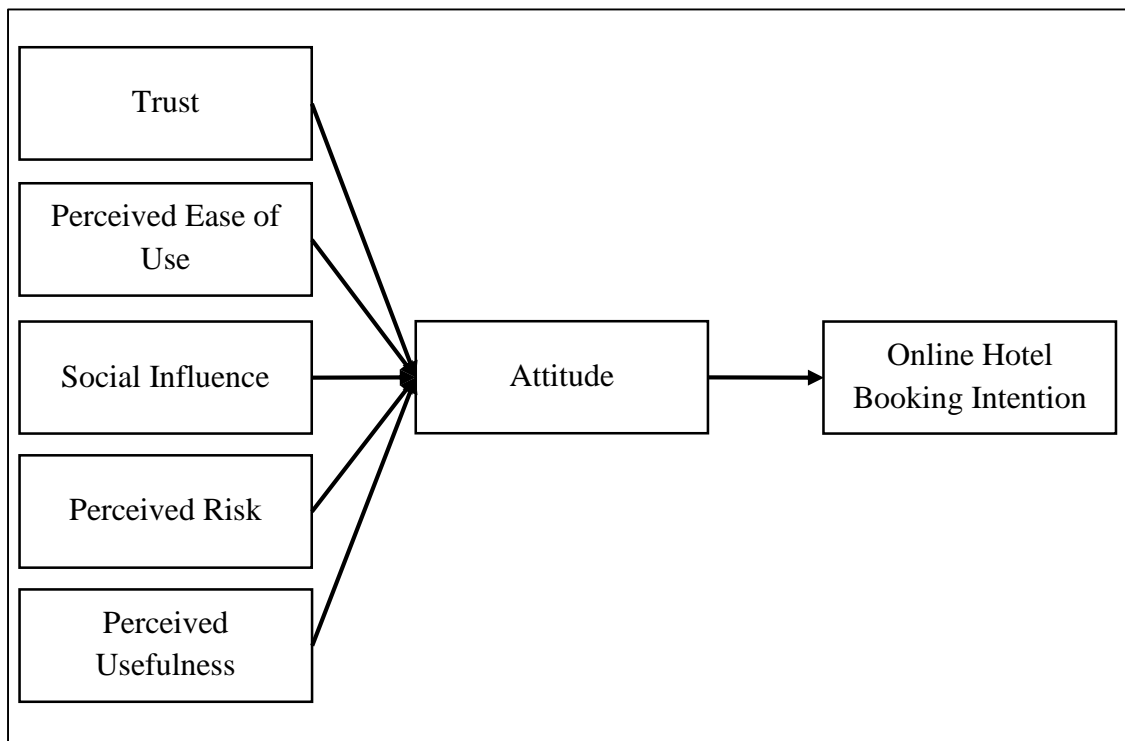
Duarte, 2014). Besides, trust was found that it plays a main predictor of intention to purchase flights from low-cost carrier websites (Escobar-Rodriguez & Carvajal-Trujillo, 2014).

On the other hand, perceived risk is tested that it has a negative effect on the intentions to purchase travel online in this study (Amaro & Duarte, 2014). The more the users perceived the risk of shopping online to purchase travel products, the lesser they will be willing to risk buying it from the websites. Thus, perceived risk plays an important role in purchasing travel online. There are few studies evidenced that perceived risk is negatively related to the purchase of airline ticket online (Kim, et al., 2005; Kim, et al., 2009; Kolsaker, et al., 2004). Thus, the only way to increase the users' willingness to purchase travel online is providing effective way to reduce users' perceived risk (Amaro & Duarte, 2014). Hence, both perceived risk and trust have significant relationship with the users' attitude toward purchase travel online.

2.3 Proposed Theoretical/ Conceptual Framework

Based on the review of previous research, the following conceptual model was developed accordingly.

Figure 2.1 Proposed Conceptual Framework



Source: Developed for the research

Figure 2.1 depicts the proposed conceptual framework that serves as the guideline for this study. The conceptual framework is formed based on the research objectives and research questions. It displays both dependent variable and

independent variables. These variables are connected and linked to form a test on this study. The six independent variables include trust, perceived ease of use, social influence, perceived usefulness, perceived risk, and attitude. The relationship between five independent variables and attitude and the relationship between attitude and online hotel booking intention of consumers are study in this research. Six hypotheses were developed to test the relationship between the variables.

2.4 Hypotheses Development

The hypothesis in this research were developed based on the past empirical study. Six hypotheses were proposed and the relationship among each variable is shown as the following.

2.4.1 The Relationship between Trust and Attitude

Trust can be defined as the willingness and attitude of consumers to belief about the reliability and dependability of a person or an object (Moorman, Deshpandé, & Zaltman, 1992; Agaga, & El-Masry, 2016). In the same vein, trust also can refer to a person belief the information that shares by others. Many research such as Bigne, et al., 2010; Escobar-Rodríguez and Carvajal-Trujillo, 2014; Kim et al., 2011; Amaro and Duarte, 2015; Ponte, et al., 2015 have agreed upon this definition in their literature review of trust. Those research stated that online trust can influence a person' attitude and intention to engage in behavior of booking hotel online. Therefore, online travel sales will increase as there are more consumers who trust in online travel products sites will always have a positive attitude towards them and more likely to repurchase.

Besides that, a research also found that trust will influence consumers' attitude towards the intention of booking hotel online. For example, Sparks, Perkins, and Buckley (2013) indicated that reviewers are more likely to trust in specific feedbacks rather than those fuzzy comments. This mean that reviews that are blur tend to have less persuasive towards individuals attitudes. In addition, the research also mentioned that customers' feedbacks tend to have an even greater effect on trust when compare to the comments that written by manager. Therefore, trust is a significant factor that drive successful of online businesses in the future. According to the research of Agaga, and El-Masry, (2016), trust in hotel online bookings is the most relevant factor of intentions to book hotel online. This study is supported by Escobar-Rodríguez, and Carvajal-Trujillo (2014), the main factor of intentions to buy online flights is trust.

According to the research of Amaro, and Duarte, (2014), trust and perceived risk is positively associated with attitude. Based on the research, it shows that the trust positively affect the intention of consumer to booking hotel online, however, perceived risk remain to negatively affect consumer' intention to book hotel online. This mean that individuals' attitude towards online hotel room reservation is inhibit by perceived risk. Alsajjan, and Dennis, (2010) point out that consumer attitude and intention to engage in behavior are affected by trust. By applying this context to that of online hotel booking, consumers will be more willing to place confidence towards online hotel reservation as there is higher level of trust towards the travel websites.

As a result, based on the above past studies and researches conducted, the researchers conclude that:

H1: There is positive relationship between trust and attitude.

2.4.2 The Relationship between Perceived Ease of Use and Attitude

According to Herrero and San Martín (2012), perceived ease of use is defined as the degree to which a user feel that particular technology is easy to learn, use and understand without require a lot of mental effort. It is also interpreted as the extent to which the online hotel bookers believe that booking hotel online will be free from effort and time saving with a few click. In addition, perceived ease of use is a concept that can influence the consumer's behavioral intention.

In the early study, Ayeh, et al., (2013) stated that when choosing a hotel accommodation through travel websites, the consumer is more likely to consider and compare the website which is easier to use that can help them done the task of booking hotel in a few seconds. For instance, the number of sales of travel websites will increase as people believe that using certain travel websites will be free from effort. Based on Aljukhadar, and Senecal, (2011), the characteristics of website ease of use comprise quality and trustworthy of information, site trust, payment system, and so on. These factor also significantly drives the attitude and purchase intentions of users. Therefore, individuals are willing adopt a technology if it is perceived to be easy to use and requiring minimal effort to accomplish online hotel booking.

From the past study, Agaga, and El-Masry, (2015) stated that perceived ease of use plays a critical role in influencing consumer's attitude towards

online hotel bookings. According to Ozturk, Bilgihan, Salehi-Esfahani, and Hua (2017), mobile hotel booking (MHB) technology had provide consumers convenient because it allows users to obtain the necessary information easily in order to book a hotel room at anytime and anywhere through different channels. Furthermore, users' attitude toward the use of system and perceived ease of use will affect an individuals' intention to adopt and use the system (Saade, & Kira, 2007). This indicated that a person will more likely to use particular travel websites which is easy to be use and understand that highly recommended by others.

As a result, based on the above past studies and researches conducted, the researchers conclude that:

H2: There is positive relationship between perceived ease of use and attitude.

2.4.3 The Relationship between Social Influence and Attitude

There can be find that only a few studies indicated that social influence have effect on consumers' attitude towards adoption of online hotel booking compare to other independent variables. Social influence refers to a person's responses that may be influenced by family members, peer pressure, persuasion, online reviews and electronic words of mouth (Ahmad & Juhdi., 2008). According to Cheung, Lee, and Rabjohn, (2008); Jalilvand, and Samiei, (2012) point out that electronic word of mouth plays a vital role in consumers' attitude. The study found that internet users' attitudes and behavioral intentions is driven by online feedbacks.

Therefore, reviewers' attitudes is often influenced by either positive or negative comments.

According to Ladhari, and Michaud, (2015), social influence such as e-WOM is a key factor that driven consumers' attitudes towards online purchase. The research examined that the more positive evaluations and comments about a hotel on travel websites, the more positive towards consumers' online hotel booking intention. In the early research, Järveläinen (2007) concluded that attitudes of consumers toward online hotel booking could be influenced by others who had previous online shopping experience. The research indicated that reviewers will based on the feedbacks of consumers to make online purchase decision. Based on Sridhar and Srinivasan, (2012), online word of mouth about product evaluations and experience will influence reviewers' decision making and purchase behavior.

Social influence has a significant affect towards a person's behavioral intention to adopt the use of technology to make an online purchase. Generally, positive feedbacks will have stronger influence against negative online reviews (Chiou & Cheng, 2003). By applying this context to online hotel booking, positive comments will have more positive impression of reviewers towards the hotel website instead of those negative reviews. According to Ladhari, and Michaud, (2015), individuals' feedback have positive effect towards online hotel booking. The research also mentioned that Facebook friends' comments tend to have an influence towards online hotel booking of an individual. In addition, the study found that there is a significant higher booking intention towards those users who have been exposed to positive feedback about a particular hotel report.

As a result, based on the above past studies and researches conducted, the researchers conclude that:

H3: There is positive relationship between social influence and attitude.

2.4.4 The Relationship between Perceived Risk and Attitude

Few of the previous studies have examined that perceived risk has positively influence the users' attitude that lead to affect the intention to use the system. For example, one of the study is examined the factors that affect the intentions to purchase travel online (Amaro & Duarte, 2015). In this research, the users' intention is also affected by the users' attitude while perceived risk has influenced the users' attitude and intention. To support our models, we have chosen to narrow our focus only on the relationship between perceived risk and users' attitude. Sample of 1732 internet users is obtained to indicate the intentions to purchase travel online. As the result, it showed that perceived risk plays a crucial role in purchasing travel online.

This research aimed to examined the factors that influence consumers' attitude and adoption of self-service technologies (James & Matthew, 2005) and perceived risk is one of the factors whereas the others are ease of use, need for interaction and usefulness. In the survey, respondents from banking industry were chosen to be constitute. 628 of the respondents are asked for antecedent beliefs about Automated Teller Machine (ATMs), bank by phone and online-banking. As the comparison, the result indicated that perceived risk was as important determinant of attitude only toward online-banking but not ATMs and bank by phone because online-banking is riskier compared to ATMs and bank by phone.

On the other hand, this work attempts to identify the determinants variables that make some Internet users not to buy airline online ticket (Bigne, et al., 2010). This study constituted of 309 non-purchasing internet

users. Those users are examined to find out why they do not buy airline online ticket and a hypothesis was made that perceived risk has negative influence on attitude towards behavior. At the end of study, the result indicated that perceived risk has negative affect on the users' attitude. In other word, there is a relationship between perceived risk and the users' attitude.

As a result, based on the above past studies and researches conducted, the researchers conclude that:

H4: There is positive relationship between perceived risk and attitude.

2.4.5 The Relationship between Perceived Usefulness and Attitude

In the past few research, perceived usefulness was found that there is significant relationship with the users' attitude. For example, perceived usefulness was examined as a factor that influence consumers' intention to book hotel online (Agaga & El-Masry, 2016). After the data was collected from 1431 internet users, they found that consumers' intention to book hotel online is determined by attitude along with commitment, trust, and their antecedents. Besides, attitude has higher influence on intention to book hotel online. As the result, perceived usefulness is one of the antecedents to form positive relationship with consumers' intention for hotel online bookings.

This research aimed to focus the examination of factors that influence consumer attitudes towards, adoption of, self-service technologies (James & Matthew, 2005) and perceived usefulness is one of the factors that affect consumers' attitudes. A survey approach was adopted targeting customers from banking industry. In the survey, usefulness was designed to be measure along with the others three antecedents which are ease of use, risk and need for interaction. A total of 215 respondents were asked for their antecedent beliefs about ATMs, 207 respondents were asked about bank by phone antecedent beliefs and 206 people were questioned about their antecedent beliefs about online-banking. After the comparison, the result indicated that perceived usefulness has significant relationship with the customers' attitude for both technologies, ATMs and SSTs.

On the other hand, this study was examined the factors that determine the consumer-generated media (CGM) usage for travel planning (Ayeh, et al., 2013). Perceived usefulness is examined that it has positive relationship with the attitude for travel planning. In this research, it was constituted with individuals with internet access who take vacation on a regular basis. In other words, a web platform was built to target those individuals who use internet to search for travel information and who had embarked on a leisure trip within the 12 months. 535 out of 834 respondents were chosen for the study and it leads to result that perceived usefulness has significant support to the users' attitude for travel planning.

As a result, based on the above past studies and researches conducted, the researchers conclude that:

H5: There is positive relationship between perceived usefulness and attitude.

2.4.6 The Relationship between Attitude and Adoption of Online Hotel Booking

Attitude can be defined as a person's favorable or unfavorable evaluation or appraisal of the behavior to be acted upon (Taylor, & Todd, 1995). According to Chiou, and Cheng, (2003), consumer' evaluation of brand and attitude towards the low-image brand is reduced when there are some positive messages on an Internet discussion forum. Besides, attitude is one of the components that will influence the consumer decision making (Venkatesh, & Brown, 2001). From the study of Fishbein, & Ajzen, (1975), indicated that the Theory of Planned Behavior is applied to predict travel behavior.

Attitude reflects the favorable or unfavorable assessments the behavior of consumer (Casaló, Flavián, & Guinalú, 2010; Wu, & Chen, 2005). The research found that there is a significant relationship between attitude and intention to engage in a firm hosted online travel community. According to the research of Lee, et al., (2009), consumer's attitudes towards a brand is influenced by users' feedback. In the same vein, positive feedback results in more favorable ratings being granted to a hotel. Besides that, the study stated that consumers' attitudes and perceptions also affect by the different of reviews. (Sparks, & Browning, 2011; Vermeulen, & Seegers, 2009).

In the early research of Díaz and Koutra (2013), decisions of tourist-choice are influenced by a hotel website. According to Luo (2002), the website' informativeness can be positively linked to attitudes toward the website. In

addition, Chen, and Well, (1999) cited that informativeness and attitude to the site are positively related. Sparks, and Browning, (2011) found that positive feedback from individuals will increases the level of trust shown toward the hotel. In order word, the positive comments tend to improve the attitude of users towards a hotel. Hence, the intention of booking hotel online is dependent on the positive attitude of users toward the hotel.

As a result, based on the above past studies and researches conducted, the researchers conclude that:

H6: There is positive relationship between attitude and online adoption of online booking in Malaysia.

2.5 Conclusion

This chapter outlines the literature reviews that are related to all the variables as stated in the proposed theoretical framework. The literature regarding determinates trust, perceived ease of use, social influence, perceived risk and perceived usefulness and attitude is being reviewed in this chapter. Moreover, the relationship between independent variable (attitude) and behavioral adoption intention are further discussed. The findings and relevant theoretical models of previous researchers are used to support the hypotheses and relationship between those variables. Next, the conceptual framework is proposed. This chapter will serve as the foundation for hypothesis to be tested and examined by appropriate data analysis techniques in following chapter.

CHAPTER 3: METHODOLOGY

3.0 Introduction

The purpose of this research is to examine the factors that affect the adoption of using hotel online booking in Malaysia. The five factors which are trust, perceived risk, perceived ease of use, perceived usefulness and social influence are tested on the users' attitude towards the intention of using the hotel online booking Malaysia. Thus, this chapter provides a precise and detailed information of the methodology used in this study. Topics like construct management, data processing, data collection method, sampling design, research design and research instrument are included in this research. This chapter will end with a discussion of the data analysis procedure once the data collection and processing are done.

3.1 Research Design

One of the important step in the entire research process is the selection of the research design. Research design refers as the blueprint for the collection, measurement and analysis of data (Burns & Grove, 2003). In addition, the collection, measurement and analysis of data is considered as the overall strategy

for the research, hence, integrating different components of the research logically and effectively addressed the research problem (Burns & Grove, 2003).

Meanwhile, Polit and Beck (2001) stated that research design refers to the researcher's overall for answering the research question or testing the research hypothesis. Robson (1993) divided research design into two categories which are the fixed research designs and flexible research designs. In general, fixed research designs refers to quantitative study which is a theory-driven while the flexible research designs refer to qualitative study. In quantitative study, those researchers fix their research design before the data collection.

3.1.1 Quantitative Research

Quantitative research is defined as business research that measures research objective through empirical assessments that involve mathematical measurement and analysis approaches (Zikmund, et al., 2010). Malhotra and Peterson (2006) stated that quantitative research consists a large sample of people which is representative of the total population. In this research, information is collected from a huge number of representative individual through distributing survey questionnaires. To conduct quantitative research, the purpose has to be specified, and therefore the researchers need to know exactly what information is needed (Burns & Bush, 2010). Hence, this study has adopted the quantitative research design to obtain quantifiable data about the five factors that affect the adoption of using hotel online booking in Malaysia. Meanwhile, the collected information is presented in numerical form and analyzed through the use of statistics by which the cause and effect of relationships and factors are examined.

3.1.2 Descriptive Research

Descriptive research is applied when researchers are trying to gather information about the current conditions or situations related to their research for the purpose of interpretation (Aggarwal, 2009). Descriptive research includes the process of interviewing, observing and surveying through questionnaire to acquire and collect information about the current existing conditions. Due to the nature of this study, the descriptive research is being adopted.

3.2 Data Collection Method

For further investigation or analysis, the process of collecting and acquiring information is needed. Data collection is a critical step in conducting and analysis a research. There are both types of data which are the primary data and secondary data. These both data are collected as the foundation of study for conducting research. Besides, by acquiring these both data, they are and used to address hypothesis research questions. Hence, both primary and secondary data have been collected and been used in this study.

3.2.1 Primary Data

Primary data is an original data collected for conducting a research. This data is firsthand data that will be used for the first research as well as for the future studies. As primary data is not altered by others, the reliability of the data is higher for conducting the current research (Saunders, Lewis, & Thornhill, 2009). There are different kind of collect primary data methods, such as interview, questionnaires, schedule, survey and others (Kothari, 2004). In this research, questionnaires are mainly used to collect data that are need for the further investigation. For the questionnaires, both soft copy and hard copy are distributed to the targeted people who use online hotel booking in Malaysia. Hence, the questionnaire has been designed specifically and simple to those users who used hotel online booking and allowed them to understand clearly and could provide more accurate answer toward the question.

3.2.2 Secondary Data

Secondary data is the data which has already been used in someone's research and it has already been passed through the statistical process (Kothari, 2004). Besides, secondary data is easy to be find and acquire because those data can be obtained from sources that are either have published or unpublished. According to Kothari (2004), published data can

been found in publication of local or foreign government, books, journals, magazines, newspaper, statistics and reports while unpublished data are available in diaries, letters, unpublished biographies and autobiographies. In this study, most of the data are found in journals.

3.3 Sampling Design

According to Zikmund, et al., (2010), sampling is about using a portion of units from the total population to make final analyze and conclusion about the entire inhabitants of a place. In the total population, all people share the common set of characteristics. From the total population, researchers can finalize their decision by selecting the specific elements through sampling. In conclusion, samples should be used to generalize the study as it represents the population. Thus, those who are hotel online booking users are targeted to conduct this research.

3.3.1 Target Population

Once the researchers have make decision about the sampling, they need to know and recognize the target population (Zikmund, et al., 2010). Besides, Tustin, Ligthelm, Martins, and Van (2005) defined target population as a part of the total population and the part of population allow sample to be drawn in the study. Researchers need this target population as those individuals are from the sample could assist the researchers to collect data and statistics that they need in the research. In this study, the target population is the users that using hotel online booking.

3.3.2 Sampling Frame and Sampling Location

Sampling frame is defined as the list of people forming a population from which a sample is taken. It can be sampled like individuals, households and institutions (Sekaran & Bounjie, 2010). The sampling frame for this study is focusing on users who used online hotel booking in Malaysia. The questionnaire for this study is designed by using Google form document and was distributed to respondents physically and virtually to obtain relevant and accurate data for the research. The sampling locations selected to distribute the questionnaires is at shopping malls around Klang Valley.

3.3.3 Sampling Technique

There are two sampling techniques which are non-probability sampling and probability sampling that researchers used to conduct their researches. Non-probability sampling techniques is a process where researchers draw the samples from the population without randomly selected (Schillewaert, Langerak, & Duhamel, 1998). Non-probability sampling technique consists of convenience sampling, quota sampling, judgement or purposive sampling and snowball sampling (Sekaran & Bounjie, 2013). Probability sampling technique is the vice versa of non-probability sampling technique, it used the form of random selection. Probability sampling technique have

several types, such as simple random sampling, systematic sampling, stratified sampling, proportional or disproportional sampling and cluster sampling (Sekaran & Boungie, 2013).

Purposive sampling technique is a kind of non-probability sampling technique as it does not require any probabilities approaches in sampling selection. In this study, purposive sampling technique is chosen as it generalize the primary data easier and faster. Another reason purposive sampling technique is selected in this study is we do not have sampling frame. Purposive sampling technique is a process of collecting data from specific respondents who fits the requirement or criteria set by the researchers (Lewis & Sheppard, 2006). In order to answer the questionnaire survey, those respondents are required to use online hotel booking during the past six months.

3.3.4 Sampling Size

Inappropriate or excessive sample size could affect the quality of the research (James, Joe, & Chadwick, 2001). Saunders, Lewis, and Thornhill (2007) claimed that a sample of 300 respondents can represent a huge population. According to Sekaran (2015), a recommended sample size will be set for a research is between 30 and 500. Hence, we have taken 300 respondents as a sample size for our research. These 300 respondents must have qualified to use online hotel booking in Malaysia.

3.4 Research Instruments

Martin, (2008) defined operationalization is the process of defining variables into measurable factors. The process defines fuzzy concepts and allows them to be measured, empirically and quantitatively. Researchers are recommended to adapt or adopt the measurements of from other existing researches because it can further enhance the reliability and validity aspects of the construct measurement (Hair, Balck, Babin & Tatham, 2010).

We have adapted and adopted measurement constructs from existing researches that closely related to our study. The construct measurement in this study is shown in the following table:

Table 3.1: Trust (T) Scale Items

No.	No. Original Scale Items from Agaga and El-Masry (2016)	Modified Scale Items Used in this Study
1	I believe that this hotel website is trustworthy	I believe that this hotel website is trustworthy
2	This hotel website is reliable	The hotel website is reliable
3	This hotel website has integrity	The hotel website is integrity

Table 3.2: Perceived Ease of Use (PEOU) Scale Items

No.	No. Original Scale Items from Agaga and El-Masry (2016)	Modified Scale Items Used in this Study
1	I think that learning to use hotel online bookings would be easy	I think that learning to use hotel online bookings would be easy
2	I think that interaction with hotel online bookings does not require a	I think that the interaction with hotel online bookings does not

	lot of mental effort	acquire a lot of mental effort
3	I think that it is easy to use hotel online bookings to accomplish my travel tasks	I think that it is easy to use hotel online bookings to accomplish my travel tasks

Table 3.3: Social Influence (SI) Scale Items

No.	No. Original Scale Items from Martin and Herrero (2011)	Modified Scale Items Used in this Study
1	People whose opinions I value think that using the websites of the rural accommodations is useful	People whose opinions I value think that using hotel online bookings is useful
2	People around me consider it appropriate to use the websites of the rural accommodations	People around me consider it appropriate to use hotel online bookings
3	People who are important to me agree that I use the websites of the rural accommodations	People who are important to me agree that I use hotel online bookings

Table 3.4: Perceived Risk (PR) Scale Items

No.	No. Original Scale Items from James and Matthew (2005)	Modified Scale Items Used in this Study
1	I feel secure conducting my banking business using the SST	I feel secure in using hotel online bookings
2	I feel safe conducting my banking	I feel protected in using hotel

	business using the SST	online bookings
3	I know that the SST will handle my business correctly	I know that using hotel online bookings website will handle my travel plan correctly
4	There is little danger that anything will go wrong when I use the SST	There is little danger that anything will go wrong when I use hotel online bookings

Table 3.5: Perceived Usefulness (PU) Scale Items

No.	No. Original Scale Items from Ayeh et al (2013)	Modified Scale Items Used in this Study
1	Improves my travel planning.	Hotel online bookings improve my travel planning
2	Helps me plan trips more efficiently	Hotel online bookings helps me plan trip more efficiently
3	Makes my travel planning easier	Hotel online bookings makes my travel planning easier
4	Make it easier for me to reach travel-related decisions	Hotel online bookings make it easier for me to reach travel-related decisions
5	Overall, I find useful for travel planning	Overall, I find useful for travel planning

Table 3.6: Attitude (AT) Scale Items

No.	No. Original Scale Items from	Modified Scale Items Used in
------------	--------------------------------------	-------------------------------------

	Okada Hitoshi (2011)	this Study
1	The idea of using the Internet to reserve a hotel from this booking service is appealing	The idea of using hotel online booking to reserve a hotel is appealing
2	I like the idea of using the Internet to reserve from this booking service	I like the idea of using hotel online booking to reserve hotel
3	Using the Internet to reserve from this booking service is a good idea	Using hotel online booking to reserve a hotel is good idea

Table 3.7: Intention on Online Hotel Booking (IOHB) Scale Items

No.	No. Original Scale Items from Chew and Johari (2014)	Modified Scale Items Used in this Study
1	I will recommend Marmaris as the holiday destination to other people	I will recommend other people to use hotel online bookings
2	If I think of holiday outside my country of residence in the future, I would consider Marmaris as my first choice	If I think of travelling in future, I will consider using hotel online bookings
3	I will tell other people good things about Marmaris as the holiday	I will tell good other people good things about using hotel online bookings as a part of travel planning

3.4.1 Questionnaire Design

A questionnaire is customized with a set of questions along with a few of alternatives for the respondents to select and record their answer that related to the research (Sekaran, & Boungie, 2010).

The self-administered survey usually was used to collect data related to the study. In our questionnaire, there are two sections which are section A and B. Section A is the demographic variables such as age, occupation, personal income (RM), the number of using hotel online booking and travel, and the website that respondents prefer. Section B is to understand and acquire information from respondents who have use hotel online booking in Malaysia. It includes all the measurement items of variables regarding the five factors which are trust, ease of use, social influence, perceived risk and perceived usefulness, users' attitude, and intention toward hotel online booking. The questionnaire consists of 31 questions in both section, where 7 items for demographic variables, 18 items for five independent variables and 6 items for dependent variables.

3.4.2 Survey Method

Every item for both independent and dependent variables is measured based on a 5-point Likert scale. The 5 points range is 1= Strongly Disagree to 5= Strongly Agree. The self-administered questionnaires are provided through Google form and the language of the questionnaire is in English language as English is an international language that understandable by most of the respondents. We have briefed the respondents on the purpose of doing the survey. Besides, we also transfer and convey our appreciation to respondents for spending their time to answer and provide information to our study. Furthermore, we promised that we will keep respondents' information in private and confidential. We have make a pre-testing of the

questionnaire to check the validity of the questionnaire before we distribute it to respondents for actual data collection.

3.4.3 Pilot Test

Pilot test is used to examine the reliability and validity of the questionnaire before the questionnaire is distributed to respondents for actual data collection. According to Zikmund, (2003), pilot test is a process where researchers conduct a small-scale test of a larger study to formulate for the research. At first, we let our supervisor, Dr. Cham Tat Huei to check the draft of the questionnaire. Once the validity of the questionnaire has been approved, we get a few respondents to conduct the pilot test. A sample size of 30 respondents in Universities Tunku Abdul Rahman (UTAR) Sungai Long were randomly selected to run the pilot test.

To consider the data is reliable, it is required to achieve a value of more than 0.6 in Cronbach's Alpha test. Hence, for this research, the value of all the items have achieved above than 0.800. As a result, this indicated that it is a high reliability in the Cronbach's Alpha reliability test.

Table 3.8: Cronbach's Alpha of Pilot Test

Variables	Cronbach's Alpha Value
Trust	0.839
Perceived Ease of Use	0.810
Social Influence	0.805
Perceived Risk	0.835
Perceived Usefulness	0.892
Attitude	0.900
Online Hotel Booking Intention	0.905

3.5 Scale of Measurement

3.5.1 Ordinal Scale

An ordinal scale is a rank-order observation and also denote differences among different categories (Sekaran & Bounjie, 2016). In the questionnaire, some of the alternatives are categorized orderly according to some preferences.

Example of Ordinal Scale Question

1. How much is your income per month?
 - No income
 - < RM 1,000
 - RM 1,000 - RM 3,000
 - RM 3,001 - RM 5,000
 - RM 5,001 - RM 7,000
 - > RM 7,000

Source: Generated for research purpose

3.5.2 Nominal Scale

According to Sekaran and Bounjie (2016), nominal scale allows researchers to qualitatively differentiate groups by categorizing them mutually exclusive and collectively exhaustive sets.

Example of Nominal Scale Question

2. Where do you often travel to?

- Domestic
 Oversea

Source: Generated for research purpose

3.5.3 Likert Scale

According to Sekaran and Boungie (2016), Likert scale which is also known as interval scale, is used to measure attitudinal scales that can be tapped on five-point (or seven-point or any other number of points) scale. In other word, Likert scale is used to examine how strongly subject is being agree and disagree with statement on a five-point scale (Sekaran, & Boungie, 2016). The five-point Likert scale range are from Strong Disagree (1), Disagree (2), Neutral (3), Agree (4), to Strong Agree (5). For this research, five-point Likert scale has been selected to measure the relationship between independent variables and dependent variables.

Table 3.9: Example of Likert Scale Question

Variables	Items	SD	D	N	A	SA
Perceived Ease of Use	1. I think that learning to use hotel online bookings website would be easy.	1	2	3	4	5

	2. I think that the interaction with hotel online bookings website does not acquire a lot of mental effort.	1	2	3	4	5
	3. I think that it is easy to use hotel online bookings website to accomplish my travel tasks.	1	2	3	4	5

Source: Generated for research purpose

Table 3.10: Measurement Used for Each Variable

	Variable	Measurement	Scale of measurement
Demographic	Age	Ordinal	-
	Occupation	Nominal	-
	Income (RM)	Ordinal	-
	Number of Booking Hotel	Ordinal	-
	Travel Area	Nominal	-
	Website	Nominal	-
Independent Variables	Trust	Interval	-
	Ease of Use	Interval	-
	Social Influence	Interval	-
	Perceived Risk	Interval	-
	Perceived Usefulness	Interval	-
Dependent Variables	Attitude	Interval	-

	Intention	Interval	-
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3.6 Data Processing

3.6.1 Data Checking

Once we received the feedback from respondents, we made a checking on the 30 sets of pilot questionnaires to find out for any possible invalid or mistake occur in the questionnaire. Before finalized the questionnaire, we determine the issues with the questionnaire and take corrective actions to improve the standard and quality of the questionnaire.

3.6.2 Data Editing

Data editing is the process that involving detecting, adjustment, and correcting errors from the collected survey data. The purpose of data

editing is to maintain and control the accuracy and quality of the data. For example, if there are two answers in one question which is also known as data error, most of researchers will complying rule and ask to choose only one answer in order to make the data more complete and valid. There are two major types of data editing which are performed manually or using computer to edit. Sometimes, researchers use the combination of both methods.

3.6.3 Data Coding

In this study, the questionnaire consists of two sections where section A is related to the demographic information and some general information about hotel online banking like the number of using hotel online booking and places that they travel while Section B is about the relationship between the independent variables and dependent variables. However, we have made coding for the five-point interval scaling in the questionnaire. We code “1” for strongly disagree, “2” for disagree, “3” for neutral, “4” for agree and “5” for strongly disagree.

3.7 Data Analysis

In our study, the system of Statistical Package for the Social Science (SPSS) version 22 has been used to analyze the collected data after we complete the data processing such as checking, editing, coding and interpreting the data.

3.7.1 Descriptive Analysis

Descriptive analysis is defined as the process of converting raw materials for interpretation and it make researchers understand better and easily (Zikmund, 2003). Researchers will calculate the frequency of each items after they collected the information. Furthermore, they will measure the central tendency, which including to calculate the mean, mode and median. Moreover, standard deviation and variance will be measured to determine the outliers in the distribution of scores. In this study, we have measured all frequency of each statements and items, the central tendency and also the dispersion of scores such as the variance and standard deviation.

3.7.2 Reliability Test

Cronbach's Alpha is used to measure and analyze the relationship between independent variables and dependent variables in our study. According to Santos, (1999) stated that reliability test is important when derivative variables are intended to be used for subsequent predictive analyses.

According to Cronbach's Alpha reliability test, 0 to 1 is the coefficient value ranges. If the value is result with 0.6 or even lower is indicated as poor internal consistency accuracy but if the value is above 0.6 is

considered as acceptable. To have good and high association between the variables, the value required to be more than 0.7.

Table 3.11: Cronbach's Alpha Rules of Thumb

Cronbach's Alpha	Internal Consistency
< 0.6	Poor
0.6 to < 0.7	Moderate
0.7 to < 0.8	Good
0.8 to < 0.9	Very Good
> 0.9	Excellent

However, if the coefficient value is lower than 0.5, the value is an unacceptable value.

3.7.3 Inferential Analysis

In our study, we used Simple Linear Regression Analysis (SLRA) and Multiple Regression Analysis (MRA).

3.7.3.1 Simple Linear Regression Analysis

Simple Linear Regression Analysis is the process of an independent variables used to predict the value of dependent variable. According to Seltman, (2015) said that the simple linear regression analysis is a recommended analysis for explanatory and analytical variable (Y) and the outcome (x) is quantitative in nature.

The equation for the analysis is shown below:

$$E(Y |x) = \beta_0 + \beta x$$

3.7.3.2 Multiple Regression Analysis

Multiple Regression Analysis is the process of two or more independent variables are used to predict the value of dependent variable. According to Sekaran and Bounjie, (2012) also said that a few independent variables are used to explain the variance of the dependent variable in Multiple Regression Analysis.

The formula that developed for Multiple Regression Analysis is shown below:

$$Y = a + b_1 * X_1 + b_2 * X_2 + \dots b_p * X_p$$

3.8 Conclusion

In this chapter, the justification of the research has been completed as all the eight parts have been discussed. The research design is explained to identify the quantitative and descriptive research in the beginning of this chapter. The primary data and secondary data are explained under the part of data collection method. The primary data is collected and acquired from the questionnaire and the data found in other existing studies is considered as secondary data. Target population, sampling frame and location, sampling element, sampling technique and sampling size are explained under sampling design. Next, followed with the data processing, which including checking, editing, coding all have been explained in the study. Besides, data analysis which includes descriptive analysis and inferential analysis is explained. However, Chapter 4 is more on calculation and interpreting the data in detail by using the Statistical Package for the Social Science (SPSS).

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

This chapter will discuss on the data analysis in this study which are obtained through the survey questionnaires that collected from 300 respondents. SPSS version 22 was adopted to examine the descriptive analysis, central tendencies measurement of construct, scale measurement, Pearson correlation analysis, and multiple regression analysis. Descriptive analysis, central tendencies measurement of construct, scale measurement, and multiple regression analysis will be presented in order to find out the relationship between the independent variables and dependent variable. Lastly, the results and testing of hypotheses were discussed.

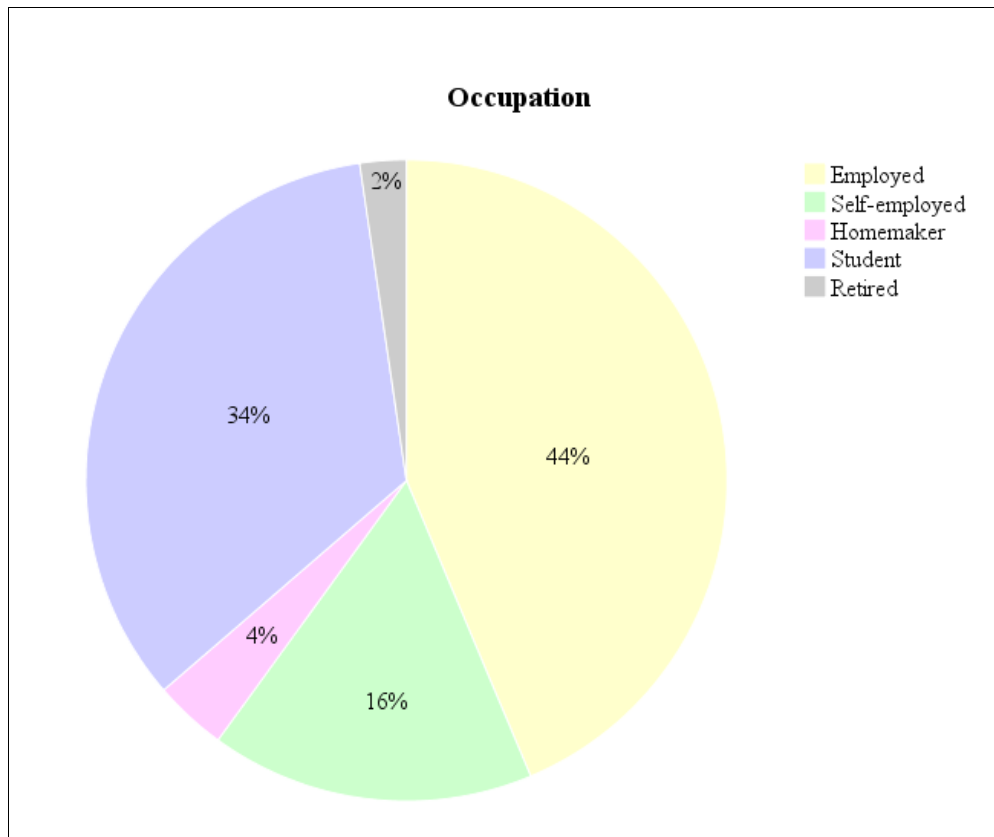
4.1 Descriptive Analysis

This section described the transformation of collected data into a form that allowed researchers to understand better, interpret, rearrange, order, and manipulate data to generate useful descriptive information.

4.1.1 Respondent Demographic Profile

Section A of the survey questionnaire was designed to collect demographic information of the respondents including the occupation, income level, times of using online to book hotel, types of travel, and website chosen.

Figure 4.1: Occupation of the Respondents



Source: Developed for the research

Table 4.1: Occupation of the Respondents

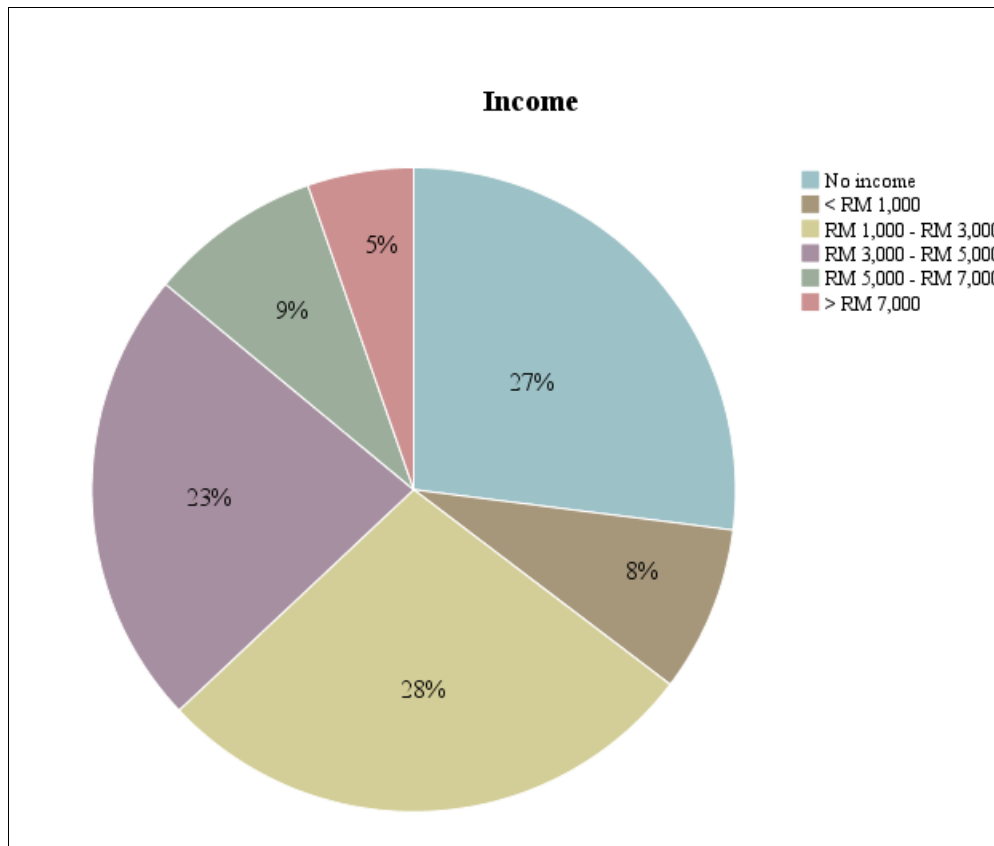
	Frequency	Percent	Valid Percent	Cumulative Percent
Employed	131	43.7	43.7	43.7
Self-employed	49	16.3	16.3	60.0
Valid Homemaker	11	3.7	3.7	63.7
Student	102	34.0	34.0	97.7

Retired	7	2.3	2.3	100.0
Total	300	100.0	100.0	

Source: Developed for the research

The Figure 4.1 and Table 4.1 showed the occupation of respondents. The employed was the highest amount among the 300 respondents which constituted the highest percentage of 43.7% or equivalent to 131 respondents. It was followed by student with the percentage of 34% or 102 respondents. While the lowest amount was retired which constituted the lowest percentage of 2.3% or equivalent to 7 respondents.

Figure 4.2: Monthly Income of the Respondents



Source: Developed for the research

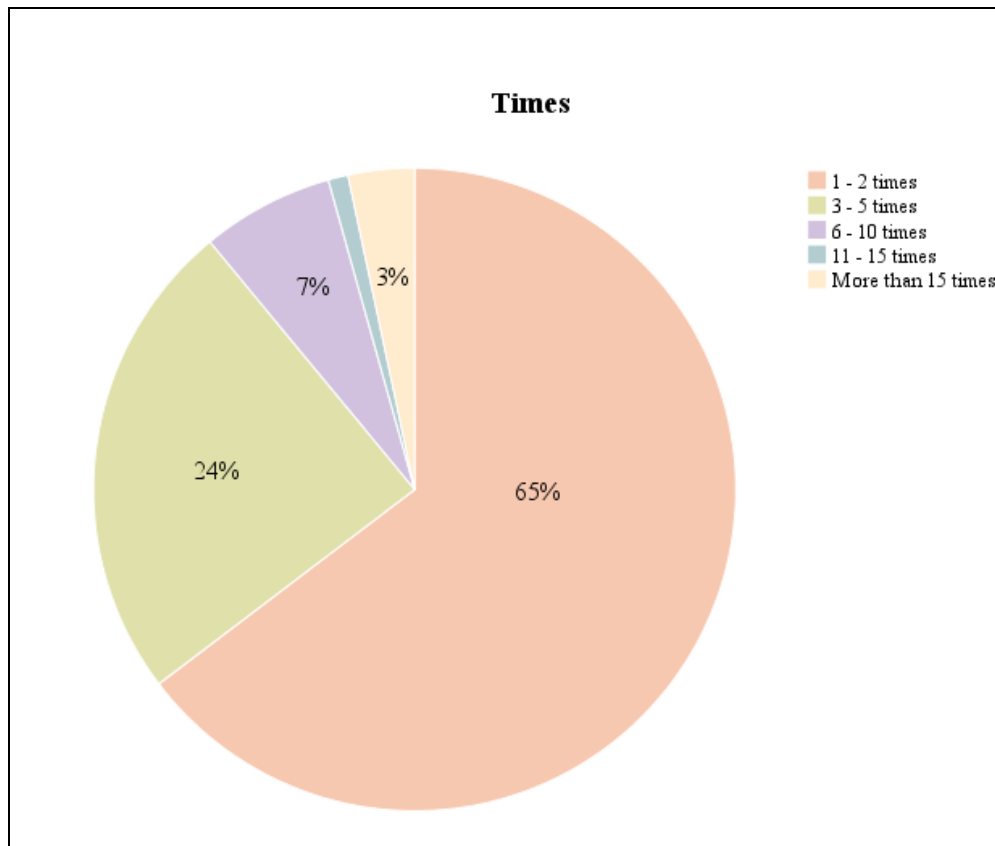
Table 4.2: Monthly Income of the Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
No income	81	27.0	27.0	27.0
< RM 1,000	25	8.3	8.3	35.3
RM 1,000 - RM 3,000	83	27.7	27.7	63.0
Valid RM 3,001 - RM 5,000	69	23.0	23.0	86.0
RM 5,001 - RM 7,000	26	8.7	8.7	94.7
> RM 7,000	16	5.3	5.3	100.0
Total	300	100.0	100.0	

Source: Developed for the research

According to the Figure 4.2 and Table 4.2, there are 83 respondents with the monthly income between RM 1,000 to RM 3,000 has the highest proportion with 27.7%. Subsequently, there were 27% or 81 respondents with no income. Besides that, there were 69 respondents with the monthly income between RM 3,001 to RM 5,000 who made up 23% of the sample. In addition, 8.7% or 26 respondents have monthly income between RM 5,001 to RM 7,000. Furthermore, there were 8.3% or 25 respondents with monthly income below RM 1,000. Lastly, the lowest proportion was contributed by 5.3% or 16 respondents who were having the monthly income of above RM 7,000.

Figure 4.3: Times of the Respondents book hotel through online (during the past six months)



Source: Developed for the research

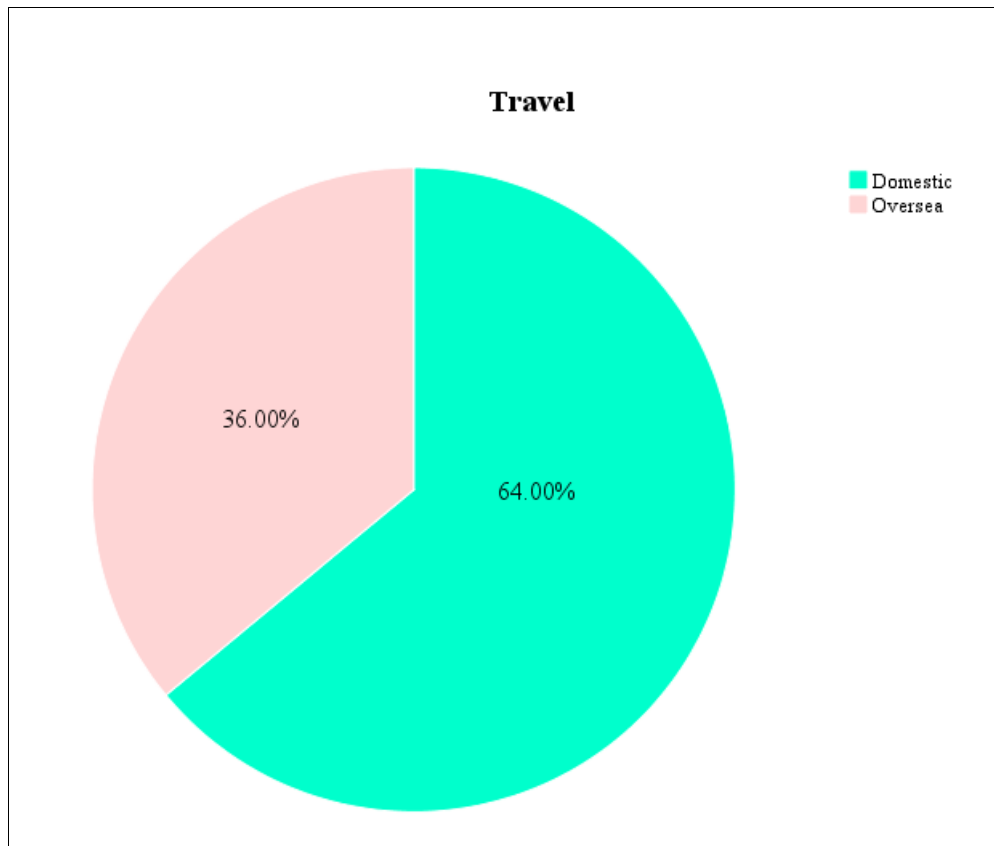
Table 4.3: Times of the Respondents book hotel through online (during the
past six months)

	Frequency	Percent	Valid Percent	Cumulative Percent
	1 - 2 times	194	64.7	64.7
	3 - 5 times	73	24.3	89.0
	6 - 10 times	20	6.7	95.7
Valid	11 - 15 times	3	1.0	96.7
	More than 15 times	10	3.3	100.0
	Total	300	100.0	100.0

Source: Developed for the research

Based on the Figure 4.3 and Table 4.3, there were 64.7% or 194 respondents have booking hotel through 1 to 2 times during the past six months which is the highest proportion among all. Subsequently, 24.3% or 73 respondents have booking hotel through online for around 3 to 5 times during the past six months. In addition, there were 6.7% or 20 respondents used website for about 6 to 10 times to book hotel online during the past six months. On the other hand, 10 out of 300 respondents (3.3%) book hotel online during the past six months for more than 15 times. Lastly, 1% or 3 respondents book hotel online for around 11 to 15 times during the past six months which was lowest proportion among all.

Figure 4.4: Travel of the Respondents (Oversea or Domestic)



Source: Developed for the research

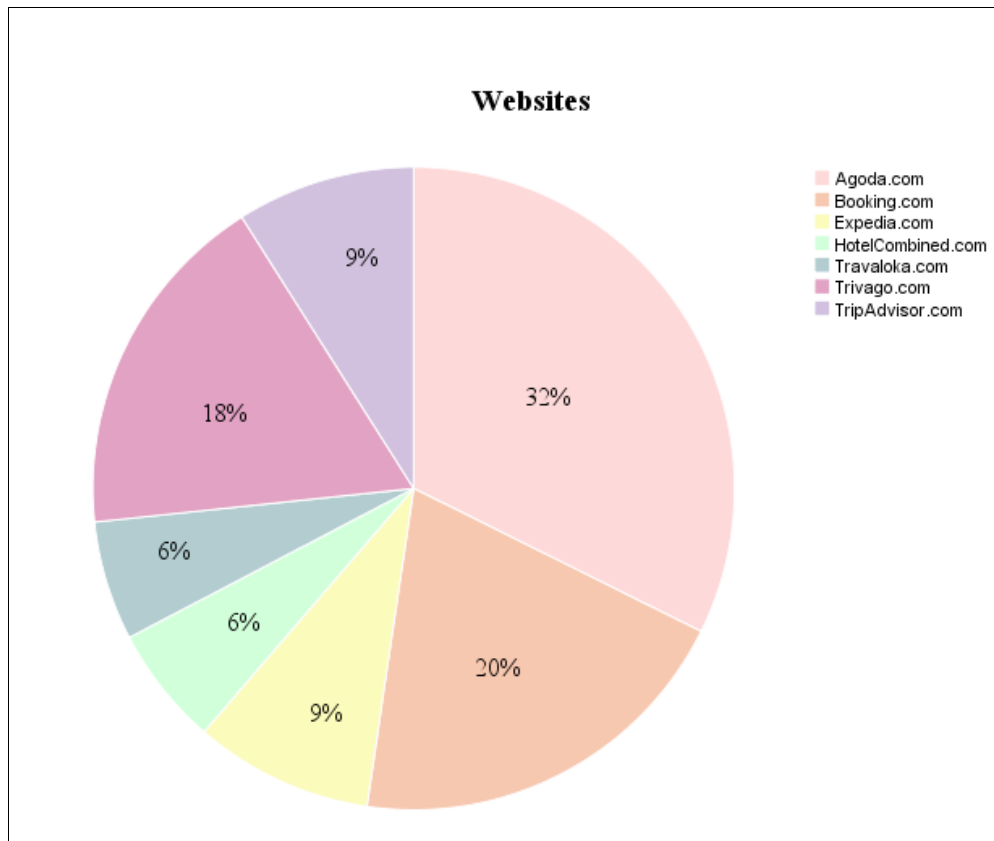
Table 4.4: Travel of the Respondents (Oversea or Domestic)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Domestic	192	64.0	64.0	64.0
	Oversea	108	36.0	36.0	100.0
	Total	300	100.0	100.0	

Source: Developed for the research

According to Figure 4.4 and Table 4.4, there were 64% or 192 respondents prefer to book hotel online for domestic travel while 36% or 108 respondents travel overseas through online hotel booking.

Figure 4.5: Website that the Respondents prefer



Source: Developed for the research

Table 4.5: Website that the Respondents prefer

	Frequency	Percent	Valid Percent	Cumulative Percent
	Agoda.com	97	32.3	32.3
	Booking.com	60	20.0	52.3
	Expedia.com	27	9.0	61.3
Valid	HotelCombined.com	18	6.0	67.3
	Travaloka.com	18	6.0	73.3
	Trivago.com	53	17.7	91.0
	TripAdvisor.com	27	9.0	100.0
	Total	300	100.0	100.0

Source: Developed for the research

As referred to Figure 4.5 and Table 4.5, there were 97 respondents used Agoda.com to book hotel which constituted the highest percentage of 32.3%. Besides that, there were 20% or 60 respondents used Booking.com to book hotel. It was followed by 9% or 27 respondents that used Expedia.com and TripAdvisor.com to book hotel respectively. Furthermore, there are 6% or 18 respondents used Travaloka.com and Hotelcombined.com to book hotel respectively. Oh the other hand, the respondents who used Trivago.com to book hotel formed the least group, which was 53 respondents or equivalent to 17.7%.

4.1.2 Central Tendencies Measurement of Construct

Table 4.6 Table of Measurement of Constructs

	Trust	Perceived Ease Of Use	Social Influence	Perceived Risk	Perceived Usefulness	Attitude	Online Hotel Booking Intention
Valid	300	300	300	300	300	300	300
Missing	0	0	0	0	0	0	0
Mean	3.7867	3.8900	3.9011	3.8683	3.7960	3.7278	3.7156
Median	3.6667	3.8333	3.6667	3.7500	3.8000	3.8333	3.6667
Mode	3.00	4.67	4.67	3.50	4.00	3.33	4.67
Std. Deviation	.73535	.84651	.76445	.60771	.59898	.91539	1.08116
Variance	.541	.717	.584	.369	.359	.838	1.169
Range	2.67	2.67	2.67	2.50	3.00	3.00	3.00

Source: Developed for the research

Based on the Table 4.6, the mean value for trust, perceived ease of use, perceived risk, perceived usefulness, attitude and online booking intention were around 4, which represented a slightly agree in the seven point Likert scale. This showed that majority of the respondents were slightly agreed that these variables could affect their attitude and intention to book hotel through online. However, the social influence had the highest mean among the variables which was 3.90. This indicated that most of the respondents book hotel through online because of being influence by social.

4.2 Scale Measurement

The result of reliability analysis of each constructs was showed in the following section. The purpose of scale measurement is to ensure that the reliability of instrument used and the appropriate testing of hypotheses.

4.2.1 Reliability Analysis

Table 4.7 Reliability Test

No	Constructs	Cronbach's Alpha	Number of Items
1	Trust	0.871	3
2	Perceived Ease of Use	0.880	3
3	Social Influence	0.869	3
4	Perceived Risk	0.838	4
5	Perceived Usefulness	0.893	5
6	Attitude	0.926	3
7	Online Hotel Booking Intention	0.947	3

Source: Developed for the research

The reliability test of each variable was presented in Table 4.7. Based on the acceptable rule of Cronbach's alpha, the alpha value that is more than or equal to 0.7 is an acceptable value, yet less than 0.7 and more than or equal to 0.6 is questionable, while less than 0.5 is acceptable. Reliability is an alternative to study the ability of an instrument to measure consistently. According to Tavakol & Dennick (2011), the value of Cronbach's alpha will increase if the items in a test are correlated with each other.

As shown in table 4.7, the reliability test result has revealed that all the 7 constructs are above satisfactory as the alpha values are above 0.7. Based on the outcome, online booking intention has the highest internal consistency reliability with the alpha value of 0.947. Hence, it is an acceptable value and 3 items was applied to define it. On the other hand, perceived risk has the lowest reliability among these 5 constructs with the alpha value of 0.838 with 4 items measured under this variables. Moreover, 3 items that were measured under trust, perceived ease of use and social influence have the alpha values of 0.871, 0.880, and 0.869 respectively. In addition, perceived usefulness and attitude each scored a 0.893 and 0.926 of Cronbach's value respectively. From the result, it could be concluded that all these variables were useful determinants in this research study as all the Cronbach's alpha values were more than 0.7 and close to 1.

4.3 Inferential Analysis

Inferential analysis is a method used by researchers to draw general conditions about the sampling data. (Burns & Bush, 2000).

4.3.1 Multiple Regression Analysis

Multiple regression analysis between the dependent variable (attitude) and independent variables (trust, perceived ease of use, social influence, perceived risk and perceived usefulness) that affect respondents' intention to book hotel online was shown in the following table:

Table 4.8: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.860 ^a	.740	.735	.47096

a. Predictors: (Constant), Perceived Usefulness, Perceived Risk, Trust, Social Influence, Perceived Ease Of Use

Source: Developed for the research

As shown in Table 4.8, the correlation coefficient ($R = 0.860$) implies that there was a positive relationship between attitude towards the independent variables which were trust, perceived ease of use, social influence, perceived risk and perceived usefulness. Moreover, the coefficient of determination (R square) that is used to examine the regression model is equal to 0.740. This indicated that 74.0% of the total variation in the attitude among Generation X and Y towards intention of using online hotel booking was explained by the five predictor variations (trust, perceived ease of use, social influence, perceived risk and perceived usefulness). Meanwhile, 26.0% of the variation in the attitude among Generation X and Y towards intention of using online hotel booking will be explained by other factors. Thus, it implies that other than trust, perceived ease of use, social influence, perceived risk and perceived usefulness, there are also other factors that will influence the attitude among Generation X and Y towards intention of using online hotel booking.

Table 4.9: ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	185.335	5	37.067	167.115	.000 ^a
Residual	65.211	294	.222		
Total	250.546	299			

b. Predictors: (Constant), Perceived Usefulness, Perceived Risk, Trust, Social Influence, Perceived Ease Of Use

c. Dependent Variable: Attitude

Source: Developed for the research

A confidence interval of 95% was set for this research study with α value of 0.05. As shown in ANOVA Table 4.9, the F value of 167.115 is significant at $p = 0.000$ ($p > 0.05$) and thus, the fitness of the model is confirmed. Moreover, the overall regression model of the five predictor variations which are trust, perceived ease of use, social influence, perceived risk and perceived usefulness has worked well in explaining the variation in the attitude of respondents in using online hotel booking.

Table 4.10: Summary of Regression Coefficient

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.464	.219		-2.117	.035
Trust	.208	.062	.167	3.333	.001
1 Perceived Ease Of Use	.501	.074	.463	6.733	.000
Social Influence	.277	.067	.231	4.113	.000
Perceived Risk	.117	.064	.077	1.814	.071
Perceived Usefulness	-.020	.052	-.013	-.390	.697

a. Dependent Variable: Attitude

Source: Developed for the research

Based on Table 4.10, the equation for the multiple regression analysis is as follow:

$$\text{Attitude} = -0.464 + 0.208 (\text{Trust}) + 0.501 (\text{Perceived Ease of Use}) + 0.277 (\text{Social Influence}) + 0.117 (\text{Perceived Risk}) - 0.020 (\text{Perceived Usefulness})$$

According to Table 4.10, there is a significant positive relationship between trust, perceived ease of use, and social influence towards attitude of respondents to book hotel online. However, there is an insignificant positive relationship between perceived risk and perceived usefulness towards attitude of respondents to book hotel online.

Based on the equation formed, the regression coefficient of trust is 0.208. This means that one unit increase in trust while others remain will increase of 0.208 units in the attitude of respondents to book hotel online.

Furthermore, the regression coefficient of perceived ease of use is 0.501, thus the level of attitude of respondents to book hotel online will increase by 0.501 units when perceived ease of use increases one unit while others remain. Moreover, the regression coefficient of social influence is 0.277. It means that one unit increase in social influence while others remain will increase the level of attitude of respondents to book hotel online by 0.277 units. Other than that, when perceived risk increased one unit while the others remain, the attitude of respondents to book hotel online will increase by 0.117 units.

Next, the standardized coefficients (Beta) indicated that which variables is the most or least influential to attitude of respondents when five variables are compute together. Among the five independent variables, perceived ease of use has the strongest influence on the respondents' attitude with the standardized beta equal to 0.463. Therefore, it signify that perceived ease of use is the most important predictor of the attitude of respondents to book hotel online. Next, it is followed by social influence and trust with the standardized beta equal to 0.231 and 0.167 respectively. Lastly, perceived risk and perceived usefulness has the least influential on the respondents' attitude with the standardized beta of 0.077 and - 0.013 respectively.

According to Table 4.10, the perceived risk and perceived ease of use had negative correlation to the dependent variable, attitude of respondents to book hotel through online. The p value for perceived risk and perceived ease of use were 0.071 and 0.697 respectively, which were higher than p value of 0.05. In contrast, trust, perceived ease of use and social influence had the p value of 0.001, 0.000 and 0.000 respectively. It indicated that these three independent variables had positive correlation with the dependent variable, attitude.

4.3.2 Simple Regression Analysis

Simple regression analysis between the independent variable (attitude) and dependent variables (online hotel booking intention) that affected respondents' intention to book hotel online was shown in the following table:

Table 4.11: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.860 ^a	.740	.735	.47096

a. Predictors: (Constant), Attitude

Source: Developed for the research

Based on Table 4.11, the R square for the multiple regressions was 0.740, or 74.0%. It indicated that 74.0% of the differences in the intention of respondents to use online to book hotel could be explained by the variance in attitude.

Table 4.12: ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	268.873	1	268.873	993.706	.000 ^a
Residual	80.632	298	.271		
Total	349.505	299			

a. Predictors: (Constant), Attitude

b. Dependent Variable: Online Hotel Booking Intention

Source: Developed for the research

A confidence interval of 95% was set for the research study with α value of 0.05. Table 4.12 demonstrated that the F value for the simple regression was 993.706, with significant value of 0.000. It could be concluded that the model had a significant effect in this research study as the significant value (0.000) was less than critical value of alpha, α (0.05). Hence, attitude had a significant effect toward the intention of booking hotel through online.

Table 4.13: Summary of Regression Coefficient

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.146	.126		-1.159	.247
Attitude	1.036	.033	.877	31.523	.000

a. Dependent Variable: Online Hotel Booking Intention

Source: Developed for the research

According to Table 4.13, the independent variable (attitude) had positive correlation with independent variable (intention of online hotel booking). The reason was due to the p value of 0.000 for attitude, which was lower than critical value of alpha, $\alpha = 0.05$.

4.3.3 Test of Significant

Table 4.14: Test of Significant

Constructs	Significant value
Trust	0.001
Perceived Ease of Use	0.000
Social Influence	0.000
Perceived Risk	0.071
Perceived Usefulness	0.697
Attitude	0.000
Online Hotel Booking Intention	0.000

Source: Developed for the research

H1: There is a positive relationship between trust and attitude.

According to Table 4.14, the significant value of trust was below the α -value of 0.05, which was 0.001. This indicated that there was a positive relationship between trust and attitude. Hence, H1 was accepted.

H2: There is a positive relationship between perceived ease of use and attitude.

According to Table 4.14, the significant value of perceived ease of use was below the α -value of 0.05, which was 0.000. This indicated that there was a positive relationship between perceived ease of use and attitude. Hence, H2 was accepted.

H3: There is a positive relationship between social influence and attitude.

According to Table 4.14, the significant value of social influence was below the α -value of 0.05, which was 0.000. This indicated that there was a positive relationship between perceived ease of use and attitude. Hence, H3 was accepted.

H4: There is a positive relationship between perceived risk and attitude.

According to Table 4.14, the significant value of perceived risk was above the α -value of 0.05, which was 0.071. This indicated that there was a positive relationship between perceived ease of use and attitude. Hence, H4 was rejected.

H5: There is a positive relationship between perceived usefulness and attitude.

According to Table 4.14, the significant value of perceived usefulness was above the α -value of 0.05, which was 0.697. This indicated that there was a positive relationship between perceived ease of use and attitude. Hence, H5 was rejected.

H6: There is a positive relationship between attitude and online hotel booking intention.

According to Table 4.14, the significant value of perceived usefulness was above the α -value of 0.05, which was 0.000. This indicated that there was

a positive relationship between perceived ease of use and attitude. Hence, H6 was accepted.

4.4 Conclusion

In this chapter, descriptive analysis was conducted to investigate and determine the demographic profile of the target respondents. In addition, the collected data has been measured in the central tendencies for independent variables and dependent variable. Reliability test of the seven constructs was done to determine the validity and reliability of the questionnaire. Furthermore multiple regression analysis between one dependent variable and few independent variables and simple regression analysis between one dependent variable and one independent variable was done to examine the relationship between the variables. Researchers had set a confidence interval of 95% for the analysis and used it as a benchmark to determine support or reject for each hypothesis. Lastly, the further discussion and findings will be carried out in the following chapter.

CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATION

5.0 Introduction

Chapter 5 will discussed about the research results that obtained from data analysis in Chapter 4. The research results will be further discussed with the possible implications. Furthermore, the limitations for this study and obstacles faced by the researchers will be discussed to provide platforms for future researches. Lastly, suggestions for future researches and conclusion will be provided.

5.1 Summary of Statistical Analyses

A detail summary of all the descriptive analysis, scale measurement and inferential analyses presented in chapter 4 will be further discussed in this chapter.

5.1.1 Descriptive Analysis

The questionnaire is divided into two parts which are section A and section B. Section A is regarding the respondents' demographic profile and information while section B is about the respondents' opinion regarding the variables that affect their attitude and behavioral intention to book

hotel online. A total of 300 survey forms are qualified due to not missing information. Hence, a total of 300 copies of questionnaires are analyzed under this research study.

5.1.2 Scale Measurement

Scale measurement is tested and identified by using reliability test in SPSS. The Cronbach's Alpha is applied to observe the reliability of 24 items that are developed to measure the seven constructs. Among the seven constructs, online hotel booking intention has the highest Cronbach's alpha which is 0.947, followed by 0.926 for attitude, 0.893 for perceived usefulness, 0.880 for perceived ease of use and 0.871 for trust, 0.869 for social influence, and 0.838 for perceived risk. All of the seven constructs has Cronbach's alpha value of more than 0.7 which indicates that the constructs have genuine, superb and justifiable value.

5.1.3 Inferential Analysis

The purpose to carry out multiple regression analysis is to examine the underlying relationship between independent variables and dependent variable. The independent variables include trust, perceived ease of use, social influence, perceived risk, and perceived usefulness.

Simple regression analysis is also referred as bivariate regression which is a statistical analysis between one dependent variable in the research study

is online hotel booking intention while the independent variable is the attitude of respondents towards online hotel booking.

5.2 Data Analysis

5.2.1 Trust

H1: There is a positive relationship between trust and attitude.

Based on the Table 5.1, the multiple regression analysis indicated that there is a positive relationship between trust and attitude as the significant value is 0.001 which is lower than $\alpha = 0.05$. Therefore, H1 is supported.

From the study of Wen, (2010), the research indicated that online hotel booking is trustworthy in the way that the travel websites are in well-designed which provide convenient for users to search information and make booking. Besides, consumers are tend to trust the travel websites as the websites security system is safe which protected consumers personal information and privacy (Ponte, et al., 2015). A study of Kim, et al., (2010) mentioned that lack of trust becomes the critical issue face of online businesses. Therefore, trust is a significant factor for online businesses success as if there is no trust between buyer and seller on online transaction; it will be no buying decision. The research concluded that trust is one of the factors that influencing online shopping behavior.

According to the research of Agaga, and & El-Masry, (2016), trust in hotel online bookings is the most relevant factor of intentions to book hotel online. The research signifies that as the trust of consumers towards the online shopping store increases, the online shopping behavior among consumers also increases. Besides, trust is a significant factor to stand success in online businesses field. This is supported by Hoffman, (1999) which stated that trust between parties is a powerful tool that will influence consumers buying decision. The more a buyer trust towards the travel websites, the less time consideration on purchase decision. This signifies that trust is an important factor to be concerned which it will influence the online shopping behavior. Moreover, the research of Amaro, and Duarte, (2016) indicated that trust factor is the most likely relevant factor that influence customers' intention to book hotel online. The research concluded that if the consumers trusted the website, they were prone to buy more from it which increases their online booking behavior.

Based on the results, it shows that the relationship between Trust and attitude of intention online hotel booking is significant and positively correlated. Hence, the research objective has been achieved for this research.

5.2.2 Perceived Ease of Use

H2: There is a positive relationship between perceived ease of use and attitude.

Based on the Table 5.1, the multiple regression analysis indicated that there is a positive relationship between trust and attitude as the significant value is 0.000 which is lower than $\alpha = 0.05$. Therefore, H2 is supported.

Based on the study of Herrero, and San Martín, (2012), indicates that perceived ease of use plays an important role towards online hotel booking which it influences the satisfaction and online hotel reservation among the consumers towards the particular website. In the study of Davis, (1986), signifies that perceived ease of use influences the consumer's online hotel booking behavior and concludes that online consumer prefers to have a user friendly website in online shopping environment; therefore, the design of websites should be easy to load webpage and use, time saving, and simple navigation. The research suggests as the comfort of using a website increases, the probability of revisiting the website also increases.

From the study of Ayeh, et al., (2013), signifies that the perceived ease of use of a website plays an important role in attracting, sustaining, and retaining the interest of a consumer at a site. Therefore, an effective website is an important reason for online hotel booking behavior. The research proves that consumers pay attention to the travel website which is easier to use when selecting a hotel accommodation. In the research of Essawy, (2013), specifies that website have an effect on consumer's online hotel booking behavior. The research indicates that the website should be able to let the consumers found that the needed information easily whenever they wanted to enjoy online hotel booking. The researcher suggested that a website must be provided with all features planned, and

also useful in an attempt to influence a user's affective condition and to increase online hotel booking behavior.

Based on the results, it shows that the relationship between perceived ease of use and attitude of intention online hotel booking is significant and positively correlated. Hence, the research objective has been achieved for this research.

5.2.3 Social Influence

H3: There is a positive relationship between social influence and attitude.

Based on the Table 5.1, the multiple regression analysis indicated that there is a positive relationship between trust and attitude as the significant value is 0.000 which is lower than $\alpha = 0.05$. Therefore, H3 is supported.

According to Järveläinen, (2007), the major factor of online hotel booking among consumers is always social environment. The research states that during online hotel booking, consumers are influence by people who are close to and around them. Moreover, social media plays an important role in influencing reviewers' attitude towards online booking intention. This content has been proven by several research which are Escobar-Rodríguez, and Carvajal-Trujillo, (2013); Inversini, and Masiero, (2014); Luo, and Zhong, (2015). These researches disclosed that social influence is a powerful tools in the way that influence on the willingness of consumers purchasing travel products behavior.

In addition, a research of Zhang, et al., (2010) proves that social influence was identified as an important factors which lead to the buying behavior in online hotel booking. The research stated that the online comments is part of social influence as it is directly influence the reviewers' buying decision. For example, the number of online hotel booking will increase as the comments and feedbacks towards the travel websites is more positive. According to Sparks, and Browning, (2011), customers' positive online ratings, comments and feedbacks on social media towards hotels will affect consumers' buying decision. The research concluded that social influence is one of the factors affecting online hotel booking behavior among consumers. The research states that positive evaluation will generate more satisfy users to book hotel online.

Based on the result, it shows that the relationship between social influence and attitude of intention online hotel booking is significant and positively correlated. Hence, the research objective has been achieved for this research.

5.2.4 Attitude

H6: There is a positive relationship between attitude and online hotel booking intention.

Based on the Table 5.1, the multiple regression analysis indicated that there is a positive relationship between trust and attitude as the significant value is 0.000 which is lower than $\alpha = 0.05$. Therefore, H6 is supported.

From the study of Fishbein, and Ajzen, (1975), indicates that attitude is also refer to a term that can interchange with satisfaction. In this research, the researcher had proposed the Theory of Planned Behavior (TPB) which is the extension of Theory of Reasoned Action (TRA). The TPB is applied to predict travel behavior. The study claimed that an individual's performance can be influence by individual's attitude. In other words, if a person has a positive attitude toward online hotel booking, an individual's intention to use website to book hotel is high. In contrast, if a person has a negative attitude toward online hotel booking, an individual's intention to use website to book hotel is low.

In the study of Taylor, and Todd, (1995) signifies that a person's favorable or unfavorable evaluation or appraisal of the behavior to be acted upon. In other words, a person's intention to act on particular behavior can be predicted by a person's attitude toward a specific behavior. Hence, attitude is an important source to predict and know a person's intentional behavior (Petty, et al., 1983). There are several research such as Vijayarathy, (2004); Wood, (2000); Lee, et al., (2007); Morosan, and Jeong, (2008); Bigne, et al., (2010); Sen, and Lerman, (2007) supported that the attitude is one of the major element can be used to study human behavior as it related to intention.

Based on the result, it shows that the relationship between attitude and intention online hotel booking is significant and positively correlated. Hence, the research objective has been achieved for this research.

Table 5.1 Summary of the Results of Hypotheses Testing

Hypotheses	Results	Supported
H1: There is a significant positive relationship between trust and respondents' attitude.	$p = 0.001 < 0.05$	Yes
H2: There is a significant positive relationship between perceived ease of use and respondents' attitude.	$p = 0.000 < 0.05$	Yes
H3: There is a significant positive relationship between social influence and respondents' attitude.	$p = 0.000 < 0.05$	Yes
H4: There is a significant positive relationship between perceived risk and respondents' attitude.	$p = 0.071 > 0.05$	No
H5: There is a significant positive relationship between perceived usefulness and respondents' attitude.	$p = 0.697 > 0.05$	No
H6: There is a significant positive relationship between respondents' attitude and online hotel booking intention.	$p = 0.000 < 0.05$	Yes

Source: Developed for the research

5.3 Practical Implication

The core objective of this research is to identify the factors that influence the respondents' intention of online booking hotel. This study has explored a conceptual model (Figure 5.1) that examined the relationship among all the variables. Based on the result of this research, the trust, perceived ease of use and social influence can significantly affect the attitude of the respondents' intention of online booking hotel. Nevertheless, perceived risk and perceived usefulness are the variables that demonstrated negative relationship with the attitude. Therefore, this research will provide practical implications to those travel websites who concern on the factors that influence attitude of online hotel booking intention among Generation X and Generation Y in Malaysia.

Based on the research findings, it shows that trust is a variable that depicted positive relationship with the respondents' intention of online hotel booking. Nowadays, many people use Internet to carry out their business due to tremendous growth in the use of WWW all over the world. Besides, trust is one of the key factors that stimulate the conduct of business between seller and buyer. Therefore, trust is a valid proof that can affect respondents' attitude in using website to book hotel. By offering online hotel booking to people with a well security system, it not only can increase the reputation of hotel but also able to increase the level of hotel brand awareness as the number of travel websites users increase gradually. Hence, there is a positive relationship between trust and respondents' attitude in using website to book hotel. In addition, the respondents are willing to trust the travel websites when their personal information is being protected. Thus, managers are advised to concern about and continuously improve the hotel websites security system in order to ensure that the personal information of customers are protected and transaction are guaranteed.

Furthermore, managers should focus on improving the level of perceived ease of use of travel websites. The reason is perceived ease of use is one of the important

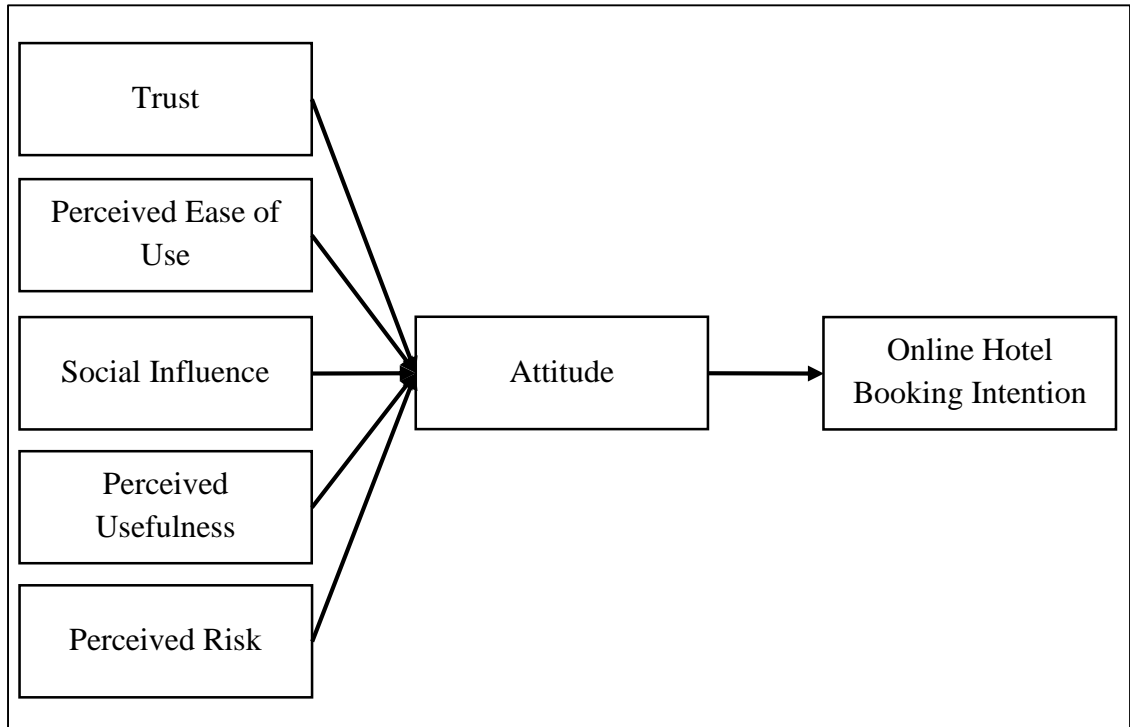
factors in determining the attitude of respondents and will further prompt their intention of booking hotel online. Based on the result that generate from this research, perceived ease of use has a positive relationship with respondents' attitude towards online hotel booking. Besides, perceived ease of use of websites is one of the determinant that users most concern about. The reason is perceived ease of use provide a lot of convenient and time saving for users. For instance, an easy operate travel website allows users to obtain information easily in a short time and make online hotel reservation in just few click. On the other hand, the design of travel website should be clear and easy to read and use by individuals.

Besides, social influence has a significant relationship with the dependent variable and attitude in this research. The feedbacks from family, friends and peers can directly influence respondents' attitudes towards online hotel booking. The reason is majority of people tend to trust those who are important to them. On the other hand, social influence is a unique variable because majority of individual action is based on others opinion. For example, the more positive comments towards a travel websites, the more intention of booking hotel through travel websites. In contrast, the lower ratings and negative feedbacks will generates a lower intention of using websites to book hotel. Thus, managers have to improve and provide a high quality of services to attract more customers to book hotel through online. Hence, the number of online hotel booking users will increase as there are more positive evaluation of experience consumers. The reason is satisfied customers often tend to have more positive comments and spread positive words of mouth.

Based on this research, attitude is proven to have significant relationship with intention of respondents to book hotel through travel websites. Consumers' attitude is often driven by their satisfaction. A satisfied customer often tend to present in more positive behavioral intention compare to those unsatisfied consumer. Besides, a high satisfied and pleasant consumer will turn up to be a loyal consumer that make repeated use and purchase the products. However, a lower satisfied and unpleasant consumer tend to present in negative behavioral intention and spread negative words of mouth. Therefore, travel websites should

improve their management to maintain the positive attitude and high customer satisfaction to convince the use of online hotel booking. Managers should find out and analyze the reasons that lead to consumers' behavior such as factors that cause favorable and unfavorable feelings of consumers.

Figure 5.1 Proposed Conceptual Framework



Source: Developed for the research

5.4 Limitation of the study

In this study, we have found out some unavoidable shortcomings while we were conducting our research. The limitations of the study have to be highlighted in order to support the upcoming researchers to acknowledge and gain some information from our study.

Researchers have investigated five independent variables in this research study. There are trust, perceived ease of use, social influence, perceived risk and perceived usefulness. Nevertheless, there may be some crucial variables which can affect and influence the consumers' attitude and behavioral intention towards the online hotel booking such as perceived price, websites design, convenience, and etc. This statement is supported by Saw, et al., (2015) which mentioned that the consumer perceived price as an indicator of buying intention. Based on the study of Wong and Law (2005), pricing can significantly affect consumers' attitude of booking hotel online. The perceived price, websites design, convenience have been slighted in this study. Thus, it is considered as a limitation of this study.

Furthermore, there are limited research studies that were done in term of Malaysia context. Hence, it is hard for the researchers to find more journals to support this research project. In addition, there are different cultures, values and beliefs that practice by different people in different countries. This context was supported by Ueltschya, Larocheb, Tamiliac, and Yannopoulos, (2004) which point out that local consumers' needs and the level of satisfactory is not alike as some of foreign consumers. Therefore, the research studies done in overseas may not fully reflect to Malaysia. Meanwhile, this research may not fully apply in other country. As a result, the past studies that the researches have reviewed may not provide precise information to this research study.

Besides, the sample size employed in this research is relatively small due to time constraints. Limitation of time has hindered the researchers to distribute more questionnaires to the respondents. Furthermore, some useful variables are missed out from the analysis. The total respondents for this research were set to be 300 respondents due to time limits and submission deadline. Nevertheless, the sample size of 300 respondents may not comprehensive enough to represent Malaysia as a whole. The data collected from a small sample size may not provide precise and accurate results to this research study. Therefore, the better way to generalize the result for larger sample size, the study should have involved more participants. A greater sample size will help to generate more appropriate output and more reliable findings (Button, Ioannidis, Mokrysz, Nosek, Flint, Robinson, & Munafò, 2013).

5.5 Recommendation for Future Research

Several suggestions are recommended by researchers in this section to overcome limitations and also to enhance the quality and reliable of this research for the further investigation. Through this research, it is able to provide an in-depth understanding on the factors that affecting the online hotel booking intention in Malaysia.

Firstly, the researchers can develop or discover more factors that influence attitude of online hotel booking intention in Malaysia. Although this research emphasized on five main independent variables that will have significant influence on intention of online hotel booking which chosen by researchers after the group discussion. However, there are some overlooked factors by researchers such as perceived price, convenient and web design are available independent variable but are not included in this study. Furthermore, perceive price is one of the main sensitive variable in determining the adoption of online hotel booking. Thus, those

missing variables should be included in future research to provide a better insights for travel websites companies to improve and enhance the matter of setting attractive price for customers.

Secondly, the researchers can compare the study with other country. They could still focus in Malaysia context but more supportive journals that are done by other Asian researchers should be adopted. This is because other Asian countries are more likely to share similar thoughts and beliefs as Malaysians. Thus, the researchers are suggested to conduct research that they can find supporting journals from similar background. Moreover, for further improvement of the study other travel websites should be included such as AirAsia.com, and etc. Therefore, different travel websites companies are able to study more about the online hotel booking intention of respondents.

Lastly, the researchers are recommended to manage the time effectively and adopt a wide range of survey method in further research. Apart from printed survey questionnaire, other survey method such as qualitative interview can be used to obtain more respondents. The interviewer can get direct feedback from the respondents through direct interact with the respondents. In addition, the interviewer can avoid respondents to fill in the questionnaire in a willful way or leave blank when they do not understand about the question. This is because respondents can ask interviewer to explain directly when they face the problem of understanding the question. Moreover, the researchers should also increase the number of respondents from 300 to 1300 in order to acquire more accurate and reliable data collection for further research. A greater sample size often help travel websites companies to know more about the respondents of online hotel booking intention.

5.6 Conclusion

In conclusion, this research has successfully achieved the research objectives, which is to identify the factors that influence the consumers' intention online hotel booking in Malaysia. Based on the result, most of the hypotheses developed under this research are valid. The trust, perceived ease of use, and social influence are the variables that have significant influence on respondents' attitude and behavioral intention using online hotel booking. Besides, perceived risk, and perceived usefulness do not have positive relationship on respondents' attitude toward the usage of online hotel booking. It is notable that attitude has a significant relationship with behavioral intention based on the findings from this research study.

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APPENDICES

Appendix 1.1



FACULTY OF ACCOUNTANCY AND MANAGEMENT
BACHELOR OF INTERNATIONAL BUSINESS (HONS)
QUESTIONNAIRE SURVEY

Dear respondents,

We are students from Universiti Tunku Abdul Rahman (UTAR), Faculty of Accountancy and Management (FAM) majoring in Bachelor of International Business (Hons). We are conducting a research entitled “**Factors that affecting the adoption of using the online hotel booking in Malaysia**”. Our objective of this survey is to understand the factors that influencing the adoption of using the online hotel booking among consumers in Malaysia.

This questionnaire consists of two sections and it will take approximately 5 minutes to complete. Please be informed that all information collected from this survey is solely for research proposal writing. Under the Personal Data Protection Act (PDPA) 2010, we assure you that all information collected will be kept confidential and no publications will contain information from which you may be identified.

We thank you for your time and effort in completing this questionnaire.

From:

NAME	STUDENT ID
Chan Chin Khai	14UKB05627
Lee Sze Qie	15UKB02618

I hereby acknowledge that I have read and understood the purpose of providing my personal data from this survey solely for research proposal writing.

Signature,

Section A: General Information

Please tick (✓) the box that best corresponds to your answer for each question below.

1. What is your generation?
- Generation X(1965-1980)
 - Generation Y(1981-2000)
2. What is your occupation?
- Employed
 - Self-employed
 - Homemaker
 - Student
 - Retired
 - Others :

3. How much is your income per month?
- No income
 - < RM 1,000
 - RM 1,000 - RM 3,000
 - RM 3,001 - RM 5,000
 - RM 5,001 - RM 7,000
 - > RM 7,000
4. How many times have you book hotel through online (during the past six months)?
- 1 - 2 times
 - 3 - 5 times
5. Where do you often travel to?
- 6 - 10 times
 - 11 - 15 times
 - More than 15 times
 - Domestic
 - Oversea
6. Which hotel booking website do you prefer?
- Agoda.com
 - Booking.com
 - Expedia.com
 - HotelCombined.com
 - Travaloka.com
 - Trivago.com
 - TripAdvisor.com

Section B: Investigating the factors that affecting the adoption of using online hotel booking in Malaysia

Instruction: Please follow the instruction stated carefully and answer these questions. Please indicate your level of agreement with each of the statement by **circling the number** that reflects your opinion the most.

1	2	3	4	5
Strongly Disagree (SD)	Disagree (D)	Neutral (N)	Agree (A)	Strongly Agree (SA)

Variables	Items	SD	D	N	A	SA
Trust	1. I believe that hotel online bookings website is trustworthy.	1	2	3	4	5
	2. The hotel online bookings website is reliable.	1	2	3	4	5
	3. The hotel online booking has integrity.	1	2	3	4	5
Perceived Ease of Use	1. I think that learning to use hotel online bookings website would be easy.	1	2	3	4	5
	2. I think that the interaction with hotel online bookings website does not acquire a lot of mental effort.	1	2	3	4	5
	3. I think that it is easy to use hotel online bookings website to accomplish my travel tasks.	1	2	3	4	5

Variables	Items	SD	D	N	A	SA
Social Influence	1. People whose opinions I value think that using hotel online bookings is useful.	1	2	3	4	5
	2. People around me consider it appropriate to use hotel online bookings.	1	2	3	4	5
	3. People who are important to me agree that I use hotel online bookings.	1	2	3	4	5
Perceived Risk	1. I feel secure in using hotel online bookings website.	1	2	3	4	5
	2. I know that using hotel online bookings website will handle my travel plan correctly.	1	2	3	4	5
	3. There is little danger that anything will go wrong when I use hotel online bookings website.	1	2	3	4	5
	4. I feel protected in using hotel online bookings website.	1	2	3	4	5
Perceived Usefulness	1. Hotel online bookings improve my travel planning.	1	2	3	4	5
	2. A online booking helps me plan trip more efficiently.	1	2	3	4	5
	3. Hotel online bookings makes my travel planning easier.	1	2	3	4	5

Variables	Items	SD	D	N	A	SA
Perceived Usefulness	4. Hotel online bookings make it easier for me to reach travel-related decisions.	1	2	3	4	5
	5. Overall, I find useful for travel planning.	1	2	3	4	5
Attitude	1. The idea of using hotel online booking to reserve a hotel is interesting.	1	2	3	4	5
	2. I like the idea of using hotel online booking website to reserve hotel.	1	2	3	4	5
	3. Using hotel online booking to reserve a hotel is good idea.	1	2	3	4	5
Intention to use Online Hotel Booking	1. I will recommend other people to use hotel online bookings.	1	2	3	4	5
	2. If I think of travelling in future, I will consider using hotel online bookings.	1	2	3	4	5
	3. I will tell other people good things about using hotel online bookings as a part of travel planning.	1	2	3	4	5