

The Acceptance of Customers Towards Online Booking Hotel In Southern Region, Malaysia

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ABSTRACT – This study explores the acceptance of customers towards online booking hotel in Southern Region, Malaysia. By using online hotel reservation system to help hoteliers and tourists both will get a lot of benefits, especially in terms of time. Information about setting up their existing business online requires a minimum travel agent. Now, the online booking section only has the development between different methods in terms of booking. In addition, online booking is also a rapidly growing phenomenon nowadays. A total of 40% of the rooms in the cities have used the online system in 2009 and growing. A total of 550 questionnaires were collected and analyzed and shows significance. Data for all variables are being tested using t test and ANOVA techniques.

1. INTRODUCTION

The growth of online booking in Asian countries such as Malaysia also placed in the category of high rates. Moreover, there seems to be a great online user who uses the Internet for online booking hotel industry more particularly (Fatemah Meskaran, 2013). For Internet marketers also provide new opportunities by offering them creative ways to promote, distribute products, communicate and provide information to their target consumers. Online booking is one method of purchase that are gaining widespread acceptance in the world. On the other hand, within the other, the impersonal nature of the environment, time and space within the online and the use of transaction-oriented infrastructure trends to increase anxiety and doubt (Prybutok, 2008).

The issue of safety was recognized as the most important concern for the online booking system by (Nunkoo et. al., 2013) there are seven of the top ten hotels have spent more through online if measures to maintain the safety is increased. Previous study, Bakar, et. al. (2011) on online ticketing had been done and shows significant on their results.

Customer satisfaction is a degree of satisfaction provided by the goods or services of a company as measured by the number of repeat customers. Customer satisfaction is the key to a business where satisfaction in receipt of a service to be assessed by the customer (Mustafa, 2007). The purpose of this study is to identify the acceptance of customers on online reservation of hotels in Malaysia.

2. METHODOLOGY

Some online websites only display images of rooms and hotels without placing full description of the rooms offer. So it makes difficult for users to get know in more details about the room reservation. Besides that, it might happen that the rooms do not meet the criteria when it is received by customer such as quality, size, conditions, and so on. The customers meet a risk when there are looking at fake website to make a reservation of hotel rooms. It is very important to understand the needs of users and also checking the review of websites from others preview customers while surfing the website to make online booking. A quantitative research based on questionnaires from the survey was used to collect the data from target respondent. The questionnaires has distributed to target respondents selected area in Malaysia. A sample was selected from 550 respondents from workers in Negeri Sembilan, Melaka and Johor. The data was gathered over two-month period. Data was analysed using “Statistical Package for Social Sciences (SPSS) Version 22 for Windows.

SPSS is a comprehensive system for analysing data which for generating charts, tabulated reports and plots of distribution and trends, descriptive statistics and complex statistical analysis. The data and discussion of the findings are based on research objectives and the research framework in figure 1 below. These findings are describing in the form of descriptive statistics and research results are presented in pie charts, bar graphs, frequency, percentage and reliability analysis results.

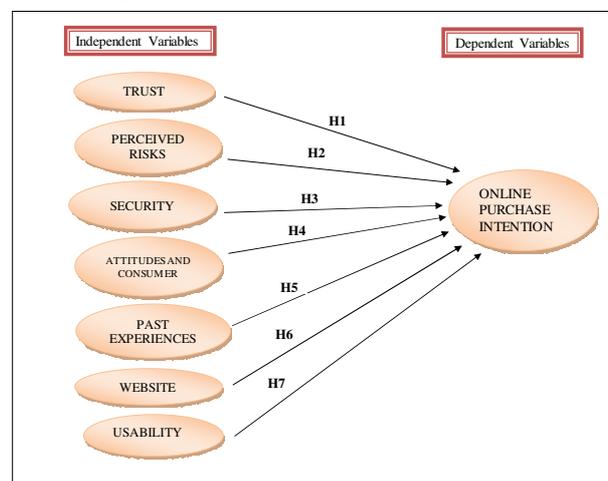


Figure 1: Research Framework

3. RESULTS AND DISCUSSION

This study has revealed the result that there is a positive correlation between the all the factors with the online purchase intention. Besides that, the significant and correlation between the independent and dependent variable has been analyzed and discussed thoroughly. Eventually, had identified the most significant factor that effect the customer's intention to accept the online booking hotel in Malaysia.

In table 1 below, the result explains that 17.70% of the variance in trust can increase the online purchase intention, 22.80% of the variance in perceived risk can increase the online purchase intention, 33.50% of the variance in security and privacy can increase the online purchase intention, 20.30% of the variance in attitudes can increase the online purchase intention, 15.90% of the variance in past experience can increase the online purchase intention, 16.60% of the variance in website quality can increase the online purchase intention, and 31.80% of the variance in usability can increase the online purchase intention.

Table 1: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
Trust Factor	0.421 ^a	0.177	0.174	0.41000
Perceived Risk	0.478 ^a	0.228	0.225	0.39700
Security and Privacy	0.579 ^a	0.335	0.332	0.36857
Attitudes	0.450 ^a	0.203	0.2	0.4035
Past Experience	0.399 ^a	0.159	0.156	0.4144
Website Quality	0.412 ^a	0.17	0.166	0.4118
Usability	0.567 ^a	0.321	0.318	0.3724

^aa. Predictors: (Constant), Trust, Perceived Risk, Security and Privacy, Attitudes, Past Experience, Website Quality, Usability

^bb. Dependent Variables: Online Purchase Intention

4. CONCLUSIONS

This research has found out that still most of the people are not aware of the presence as well as the importance of online systems in southern region, Malaysia. Adoption of online booking system could boost the image of our country as we are using high-tech payment for our daily purchase. Otherwise, the users will have lack of confidence to pursue the online booking system.

To conclude, this paper studies the acceptance of customers towards online booking hotel in southern region, Malaysia. This paper studies have 7 factors which is past experiences, attitudes, usability, website quality, security and privacy, perceived risk and trust. These factors are chosen in order to state that how it will impact the acceptance of customers towards online

booking hotel in Malaysia.

All variables are most significant factor that influences the customers' acceptance. To identify the most significance factors a questionnaire was developed and distributed to 550 customers. The SPSS analysis 22 is used to calculate the statistic results. The researches were conducted in Malaysia, due to that reasons this research represent all consumer in Malaysia that use online booking hotel.

Finally, this study shows that the acceptance of customers towards online booking hotel in Southern Region, Malaysia. So that a better improvement should be implemented in online booking system to ensure customers feel safety to adopt it in the future. The government and non-government sectors can contribute them for the better policy maker, better management and decision making in term of financial and non-financial (Sam, et.al., 2017). Therefore, the system needs to mitigate the risks that can potentially occur during each transaction. This ensures the users feel more secured and helped to develop the trustworthy environment.

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