



# The Effects of Perceived Price, Website Trust and Online Reviews on Online Hotel Booking Intention in Kuala Lumpur

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**Abstract.** This research study is conducted to determine the factors that effects consumers online hotel booking intention and their usage. The objective of this study is to find out the three main factors which is the perceived price, website trust and online reviews and its effect on consumers when they make an online hotel booking and how they use online bookings to make an online booking for hotels. The 2 theoretical frameworks used in this research is the consumers' purchase intention model and the technology acceptances model. This research is conducted in a quantitative method approach and was conducted in Kuala Lumpur with a sample size of 384 respondents. The questionnaire is developed by using the 5-point Likert scale to measure the influence of the independent variables towards the dependent variable. The questionnaires were distributed using the simple random sampling method which is easy and convenient. This research shows that the three factors; perceived price, website trust and online reviews do have a significant relationship with consumers booking intention and all the 4-hypothesis tested in this study is accepted and proven to be significant. The findings of this research show that website trust has the highest influence when consumers make an online hotel booking intention and the lowest concern when it comes to online hotel booking intention is perceived price. The analysis is conducted by using IBM SPSS Version 24 and by the means of ANOVA test and the Pearson Correlation test. The analysis on the relationship between the independent variables of perceived price, website trust and online reviews with the dependent variable of online hotel booking intention and the analysis of online hotel booking intention and online hotel booking usage, has shown that all the independent variable affects consumers booking intention.

**Keywords:** Perceived Price, Website Trust, Online Reviews, Booking Intention, Booking Usage

## 1 Introduction

The advancement of the internet has made a few distinctive systems available to businesses (Lu, Zhao, & Wang, 2010). With the advancement of the internet, the tourism industry has taken a huge step in making the tourism industry become widely recognised by many. In today's ICT world, the Internet is the greatest development leading the industry of tourism (Buhalis & Law, 2008). It has become a way for travel companies to sell and communicate (Law & Wong, 2003; Llach, Marimon, Alonso-Almeida, & Bernardo, 2013). According to Lee and Morrison (2010), the internet is now a dominant channel used by travel companies for distribution. Hotel booking performed by travel agents are the traditional way a booking is done, now online booking brings more benefits to consumers such as the description of the hotel and place, images and videos and even better pricing without additional fee for booking (O'Connor & Frew, 2004; Sparks & Browning, 2011). Hence, many consumers would prefer to choose the option of online booking instead of the traditional method. Consumers are now willing to make an online booking for hotels based on the increased number of visitors to a website. Research shows that consumers prefer to compare price of hotel rooms from different travel sites online besides the hotel website alone (Denizci Guillet & Law, 2010). This study will use perceived price as one of the effects that causes consumers to make an online booking. Besides that, it is also stated that consumers choose to book their place of stay through third-party website to get prices that are cheaper and it enables them to save travel cost (Dabas & Manaktola, 2007). As online reviews are an important source of quality and service to travellers, hoteliers can take advantage of this and attract them to their websites (Dickinger, 2010). With the growing influence of website usage, many hoteliers have realised that technology and internet has become an important role today. A study conducted by Schmidt, Antoni Serra, & dos Santos (2008), mentioned that hotel websites are the heart of digital marketing and selling strategy for hotels. In this study website trust will be measured to see if consumers are actually willing to make a purchase from a different website other than the hotel's website. To add on, online reviews play an important role in helping consumers decide if they would make a booking or otherwise. Hence, online reviews will also be studied to see if it effects consumers booking intention. This study is to present the effects influencing online hotel booking intention (Emir, et al., 2016). As the effects presented in this study is focused more towards extrinsic factors or otherwise known as external factors, the theory will be derived from Jaafar, Lalp and Mohamed

(2012) consumers' purchase intention model. However, the advancement of the Internet is impacting almost every industry and this includes the tourism industry as well. With the advancement of the Internet, hotels are losing customers to Airbnb's and this are affecting them in the tourism sector. The Malaysian Reserve has reported that there are two reasons for the downfall, the first is because there are too many hotels in Malaysia and it can be found everywhere in Kuala Lumpur. The second reason is because of the rising Airbnb accommodations, tourists are choosing Airbnb's over Hotels nowadays (Shen, 2019). Several studies have identified a few factors that lead to consumers making a purchase intention online, consumers value creation (Francis & White, 2004), customer belief and promise (Chen, 2006; Kim, Chung, & Lee, 2011; Bonsón Ponte, Carvajal-Trujillo, & Escobar-Rodríguez, 2015), perceive worth (Amaro & Duarte, 2015) and attitude (Ayeh, 2015; Amaro & Duarte, 2015). To fill the gap, in this study it will focus on the three main effects which is the perceived price, website trust and online reviews that lead consumers to make an online hotel booking intention. It is also in reference to all the external factors affecting consumers rather than in previous studies. A model is developed which consists of the three independent variables and one dependant variable which uses the framework from the consumers' purchase intention model by Jaafar (2012), and technology acceptance model (TAM) by Davis, Bagozzi and Warshaw (1989) as a guideline. The intial framework by Jaafar (2012), consists of three factors affecting a consumer intention namely intrinsic, extrinsic and consumers' attitude. After analysing the model, it has been taken into consideration that the three factors this study is focusing on are extrinsic factors and the model could be very useful in determing what affects consumer intention to purchase or book. The TAM model will be used to test the usage of online hotel booking by consumers on apps and websites. Hence, there will be a hypothesis to test if the online intention is affected by consumers usage on the apps and website. The aim of the study is to identify the relationship between perceived price, website trust and online reviews with online hotel booking intetnion and the realtionship between online hotel booking intetnion and online hotel booking usage. The article is organized as follows. In the subsequent sessions, we review the literature and develop the hypotheses. We then summarize the research methodology, and report the results. Finally, we conclude with discussions.

## 2 Literature Review and Hypotheses

### 2.1 Explanation

#### 2.1.1 Perceived Price

Perceived price is when consumers interpret through subjective perceptions and classify them as either "expensive" or "cheap" in their remembrances, thus the real monetary price of a product is not the perceived price (Kashyap & Bojanic, 2000). An example is when consumers compare prices of sports and tourism products online and they find a price that is meaningful and perceive the price as cheap rather than expensive (Li, 2017). Hence, when purchasing on online sites consumers tend to evaluate the price before making a decision.

Based on previous research, it was identified that perceived price had an insignificant relationship on the effect of purchase intention (Kim, Xu, & Gupta, 2012). The study brought in a reversed answer with perceived price having a negative relationship with purchase intention and trust with a positive relationship (Kim, Xu, & Gupta, 2012). Hence, their study resulted in the influence of perceived price as not significant in consumers purchase intention. According to Chiang and Jang (2007), it was stated that the relationship between perceived price and online hotel booking intention was tested and it was found that perceived price directly affects purchase intention. In the study tested by Mohd Radzi, et al. (2017), it proved that price has a strong relationship with consumers booking intention and that price is a reason that effects consumers to make an online booking rather than a walk-in booking. Furthermore, another research said that perceived price has a significant result on the purchase intention and it effects purchase intention positively and produces a positive impact on consumer purchase intention (Lien, Wen, Huang, & Wu, 2015). The study tested the relationship of perceived price and hotel booking intention and found that the perceived price is a crucial factor influencing purchase intention positively, with price enhancing consumers booking intention (Lien, Wen, Huang, & Wu, 2015).

Perceived price could become an important determinant when consumers make a purchase intention and the result of the study did confirm that perceived price has an important role in consumers purchase decision (Chiang & Jang, 2007). Price is important when a consumer makes an online reservation intention and they would evaluate the quality and the price being offered before making a decision (Chiang & Jang, 2007). This shows that price is a factor that could possibly influence this study and bring a significant relationship to this study.

#### 2.1.2 Website Trust

Trust holds the definition of "the willingness of a party to be vulnerable to the actions of another party based on the expectation that the other will perform a particular action important to the trustor, irrespective of the ability to monitor or

control that other party” (Mayer, Davis, & Schoorman, 1995). It was studied that when consumers trust online websites, they generally spend lesser time searching for facts about the website and focus on carrying out the transactions (Kim, Xu, & Gupta, 2012). Hence, when consumers trust a website, they are more likely to make a booking through it.

Based on Jarvenpaa and Tractinsky (1999) research, it was claimed that trust has an indirect relationship with purchase intention. The study tested if consumers would make a web-based purchase and it was resulted with an insignificant relationship and consumers did not prefer online purchase, booking or anything to do with trust with online buying (Jarvenpaa, Tractinsky, & Saarinen, 1999). Other researchers, however supported the idea of trust directly influencing purchase intention. According to Athapaththu and Kulathunga (2018), there is a positive relationship between trust and purchase intention, the sample was tested with 2 universities using MBA students. The hypothesis was then reported as accepted and implies that with more trust on the online website, the greater the intention for consumers to make a purchase intention (Athapaththu & Kulathunga, 2018). Furthermore, another research conducted in Bangladesh in regard to youths found that trust has a significant role in online travel websites when making a purchase intention (Razak, Mat Yusoff, Rahman, & Said, 2018). Based on the study stated above it shows that trust can become an important element when consumers make an online booking and it is also one of the first thing that consumers notice when making a booking.

Moreover, many studies have been conducted to deny Jarvenpaa and Tractinsky (1999) study, which claimed that trust had an insignificant relationship with purchase intention. Chang, Kuo, Hsu and Cheng (2014), was eager to prove that consumers perceived trust is fundamental in business and decided to test on the website quality that makes perceived trust become the main priority in making a purchase decision. It was proved that website quality does influence purchase intention for hotels with trust being its mediator. This shows that website trust, regardless of it being a third-party or own website there has to be a few element or significant material that attracts and gives consumers the believe when using it or making a booking intention. Hence, a good website attracts consumers to make a decision regarding its purchase and intention to purchase or make a booking.

### 2.1.3 Online Reviews

Online reviews are defined as peer-generated evaluations of products a particular company or third-party websites post on their websites (Mudambi & Schuff, 2010). Another study has defined online review as an important source that allows consumers to share past experience and receive information that are dependable and thorough (Hyan Yoo & Gretzel, 2008; Tussyadiah, Gretzel, Fesenmaier, & Lee, 2011). This has made consumers to read reviews online before making any purchase decision.

A research conducted by Reddy and Aradhya (2017), was aimed at answering how online reviews affects consumer purchase and booking intention. After collecting the data and using stratified sampling it was discovered that both the hypothesis was rejected (Reddy & Aradhya, 2017). Based on this research it shows that online reviews are not significant to the hotel booking intention or purchase intention. A study was conducted to test if positive online reviews can affect consumers booking intention greater than negative reviews (Tsao, Hsieh, Shih, & Lin, 2015). The result of the study was accepted and it was mentioned that positive reviews can gain greater number of consumers in making an online booking intention (Tsao, Hsieh, Shih, & Lin, 2015). The research conducted by Lee (2009), was conducted on undergraduates and both the hypothesis was accepted and the argument quality is said to have more facts with more objectives while the quantity review is said to increase consumer purchase intention with the increased number of reviews. On the other hand, the research conducted by Lin, Lee, & Horng (2011), supported both the above hypothesis and the purchase intention of online users with high needs was affected more by the argument quality rather than the quantity of reviews produced. Hence, online reviews have a positive impact on consumers purchase intention and affects a consumers decision. A research conducted by Lian Fong, Kian, Fern and Quan (2018) tested the determinants of online booking intention and based on the research it was stated there is a positive relationship between usefulness of online consumer review and online hotel booking intention in Malaysia (Lian Fong, Kian, Fern, & Quan, 2018).

Online reviews are very informative and provides recommendation to consumers. Informative reviews provide added information such as characteristics and many other viewpoints to users while recommendation provides criticism and evaluations of a particular place or hotel (Park & Lee, 2008). Based on this explanation, when possible consumers read the reviews, they would make a decision to place an online booking based on the reviews read an understood. Hence, this study will test the relationship between online reviews and online hotel booking intention to prove that the relationship as the above researchers have produced are in line with one another.

#### 2.1.4 Online Hotel Booking Intention

In this study, booking intention is defined as the intent of consumers to make a booking of a room (Wei, Hiribae, Kuen, Yi, & Ling, 2014). Another research explains the term of purchase intention which means the decision-making process that consumer take in buying a particular brand and changes depending on certain factors (Shah, et al., 2012). Hence it can be seen that purchase intention is generally dependant and is always affected by some factors.

Online hotel booking refers to the purchase intention of consumers that make a booking for a hotel room through the various websites provided or listed (Lien, Wen, Huang, & Wu, 2015). The online hotel booking intention is the main dependant in this research and there are three effects that are causing consumers to make an online hotel booking intention. Purchase intention is a condition whereby the seller and customer are in state to make a deal with each other (Raza, Ahad, Shafqat, Aurangzaib, & Rizwan, 2014). Individuals tend to use their current knowledge and external information when making an online hotel booking intention (Bukhari, et al., 2013). This is one of the reasons why this study is mainly focusing on the external factors effecting a consumers online booking intention.

If the perceived price is considered to be reasonable and affordable, it will result in a greater perceived value and also increases the chances of a consumers' intention to make a booking (Chiang & Jang, 2007). A research by Duman and Mattila (2005) acknowledged that price plays a significant role in the tourism sector and hotel bookings. Lockyer (2005), discovered that when consumer look to book a hotel, price becomes the main and important factor that will affect their decision. Other studies proposed that price is a way to attract consumers and to enhance their value (Chen & Dubinsky, 2003) while enhancing the service and ensuring that consumer make a hotel booking (Duman & Mattila, 2005). Hence, perceived price can be seen as an important factor that can affect consumers online booking intention of hotels.

Trust plays an important role when consumers make an online hotel booking intention. As it can be seen from the study conducted by Kim, Xu, and Gupta (2012), consumers tend to spend less time searching for information about a website, if they trust the online website they are interacting with and carry out their activities. Bijlsma-Frankema and Woolthuis (2005) mentioned in their book that consumers tend to buy from a more trusted source rather from a distrusted person or source. In references to this, Amaro and Duarte (2015) and Ashraf et al. (2014) found in their study that there is a significant relationship between trust and consumers purchase intention. Hence, when consumer trust the online travel products and services they would tend to make an online booking.

Online reviews can help consumer decide if they would like to make an online booking intention. According to Ye, Law and Gu (2009), it has been presented in their study that reviews which are positive can make a significant increase in the number of hotel booking made by consumers. Once consumers read online reviews, they tend to trust the vendor and decide to make an intention to purchase a particular product or service (Elwalda, Lu, & Ali, 2016). Park, Lee and Han (2007) said that consumers feel satisfied when there is a significant number of reviews and if the reviews are filled with messages that have quality meaning, in which it will increase their booking intention. Based on the many previous findings it can be seen that online reviews have a significant relationship with online hotel booking intention and can affect a consumer's decision.

#### 2.1.5 Online Booking Usage

Online hotel booking is becoming a popular way for consumers to make a booking. The advancement and adoption of technology in today's world has made it easier for travellers to book hotel rooms from their home by using online facilities such as mobile apps and websites (Delizo & Esguerra, 2013). Online booking system is a software that allows consumers to book and pay directly at a website or application and everything such as the booking date, picking of time and paying is handled online and consumers are the first hand users (Johnston, 2017).

A research conducted by Kamsin and Kim (2005), aimed at identifying the usage of online booking among undergraduate students in Kuala Lumpur. Consumers prefer online booking rather than the traditional method of booking, the reason for such preference is because of the the design of web page, attractiveness, layout and accessibility (Stephens, 2004). Based on the research conducted by Kamsin and Kim (2005), it was recorded that online booking usage had an insignificant result with booking or purchase intention. It was mentioned that undergraduate's do not prefer to make bookings online as they are not safe and secure while many respondents generally disliked using online methods in purchasing or making bookings.

There are many factors that could affect a consumer's decision to use online booking. A study was conducted to identify the factors that affected consumers' attitude and purchasing behaviour in online purchasing (Anuar, Musa, Khalid, Abu Bakar, & Abd. Majid, 2018). The results recorded mentioned that consumers respond to the website when making online bookings and it was significant in relation to the consumers usage and attitude (Anuar, Musa, Khalid, Abu Bakar, & Abd. Majid, 2018). Hence, it can be said that consumer's attitude and behaviour can affect the usage of online booking.

A research conducted by A.M.G.S.Priyankara (2008), tested the Internet user's attitude toward online hotel booking based on advertisements. A sample of 150 people was taken from Internet users and tested with the following hypothesis. The hypothesis was proved to be significant with both the cognitive and affective components being significant towards online booking usage and online hotel booking (A.M.G.S.Priyankara, 2008). Both the factors resulted in a moderate correlation stating that it is significant with consumers attitude and the usage of online booking (A.M.G.S.Priyankara, 2008). Thus, this study has proved that online usage plays an important role when it comes to making online booking intentions regardless of it being hotel bookings or in any other industry as well.

Besides that, another research was conducted to identify if consumers use online booking systems such as hotel websites, agency websites and other platforms to make an online hotel booking intention (Kalinić & Novaković, 2019). The study proved that consumers frequently use digital platforms and make online bookings, it is said to be significant with online hotel booking intention as consumers are willing to use online bookings as they are cheap and provide wider options (Kalinić & Novaković, 2019) Online booking usage in the tourism industry has increased around the world because of its accessibility and convenience, consumers are now choosing to book accommodation online rather than other means and ways (Carter, 2013). Hence, it can be said that the travel and tourism industry can really thrive by encouraging consumers to start using online booking to make bookings. Hence, in conducting this research it can help to make the relationship stronger and add on to the many positive relationship researches while providing consumers and hoteliers a better understanding on it.

## 2.2 Hypothesis

### 2.2.1 Relationship between Perceived Price, Website Trust, Online Reviews and Booking Intention

This study is mainly focused on finding the relationship between the three external factors mentioned above with the online hotel booking intention of consumers. Based on the findings and theoretical framework used which is the Consumer Purchase Intention Model (which will be explained in the research model), the factors were modified to fit the external factors and the following three hypothesis were formulated based on it. The hypothesis is as follows:

**H1:** There is a significant relationship between perceived price and online hotel booking intention.

**H2:** There is a significant relationship between website trust and online hotel booking intention.

**H3:** There is a significant relationship between online reviews and online hotel booking intention.

### 2.2.2 Relationship between Online Hotel booking Intention and Booking Usage

Besides that, this study also will test the relationship between consumer booking intention and their booking usage. This way we will be able to identify if consumer is actually using this option to make online hotel booking intention. Based on this section, the Technology Acceptance Model will be used to test this relationship. The model uses external variables and then leads to the consumers usage. Hence, a hypothesis is formulated to test this relationship. The hypothesis is as follows:

**H4:** There is a significant relationship between online hotel booking intention and online hotel booking usage.

## 3 Methodology

### 3.1 Research Model

The research model consists of the independent variables and dependant variables. The independent variable or also mentioned throughout this study as the external variable includes perceived price, website trust and online reviews. The dependant variable is the online hotel booking intention. Besides that, using the second theoretical model the online hotel booking intention becomes the independent variable with online booking usage as the dependant variable. The proposed model is shown in Figure 1.

**Fig 1.** Research Model and Proposed Relationship

### 3.2 Data Collection

In this study quantitative method is used to collect the data and information. The numerical data is measured and analysed to examine the relationship between variables. The survey in the form of questionnaires were distributed online via google forms on the internet as well as physically through many different places around the south region of Kuala Lumpur. The data obtained from the survey are used to measure the relationship and provide a result in which it will provide a conclusion to this study. The sampling method that this study is using is the probability sampling method. This sampling is commonly related to the survey research strategy in which conclusions from the sample about a population is made to answer the research question and meet the objectives (Saunders, Lewis, & Thornhill, 2012). In this research, a simple random sampling technique is used. Simple random sampling is a technique in which every sample has a probability of being chosen for the research and the sample depends completely on chance (Bhat, 2019). This sampling technique is easy to use and gives accuracy of representation. The location of this study is conducted in Kuala Lumpur, Malaysia. To obtain a more defined understanding about this research, it was further narrowed down to the southern area of Kuala Lumpur. This includes areas such as Seputeh, Bukit Bintang, Bukit Jalil, Cheras and others. By segmenting the area based on south and north of Kuala Lumpur this study will be able to reach consumers easily and they will be able to answer the survey questions provided based on their previous online booking intentions. Besides that, it would also be easier to collect data from a segmented region in Kuala Lumpur as the population of the whole city is in a numerical figure of million. Hence, in this study the main focus of location would be around the south region of Kuala Lumpur. Other than that, this study has used an estimated population size of 865,000 people. A table was created by Krejcie and Morgan (1970), to make the calculations simpler and researchers can just check the population size in the table and find the sample size, hence the sample size is 384 in this particular study.

### 3.3 Survey Instrument

The instrument used in this research is the questionnaires which are given out to people to complete as part as a survey. The collection of questionnaires took up to two weeks as there are about 384 survey questionnaires to be distributed via online and face to face. The questions created is in simple English so that it will be understandable by everyone. There are 6 sections in total for the survey questions. Each section is categorised with a specific category with a few questions under that particular category. Section A is the demographic questions which will basically give the researcher an understanding on the respondent's background. In this section a filter question is also asked to find out how many people have actually used online bookings to make an online booking for hotels. Section B is about the perceived price, Section C is the website trust, Section D is the online reviews, Section E is the online hotel booking intention and lastly Section F is about the online hotel booking usage. The Likert scale is used throughout section B till section F in this study. The format of Likert scale is divided into a 5-point scale measure which consists of strongly disagree, disagree, neutral, agree and strongly agree each numbered accordingly from 1 to 5. The Likert scale survey questions are good for measuring respondents' opinions and response towards a particular issue. Table 1 shows the results for the demographic section of this study. Based on the table it can be seen that most of the respondents are females 56.3% and males 43.8% ranging from ages 18-22 (39.3%), 23-28(40.6%), 29-33(14.1%) and 34-38(6.0%). The education level of most of the respondents were degree with 79.7% followed by the other criteria. The occupation were mostly students (48.2%) and full time employed (39.6%). As for the filter question, 370 respondents out of 384 respondents responded with Yes (96.4%) that they have made an online hotel booking before.

**Table 1.** Demographic characteristics of the respondents (n=384)

	Frequency	Percent
Gender		

Female	216	56.3
Male	168	43.8
Age		
18-22	151	39.3
23-28	156	40.6
29-33	54	14.1
34-38	23	6.0
Education Level		
SPM	12	3.1
Diploma	45	11.7
Degree	306	79.7
Masters	15	3.9
PhD's	-	-
Others	6	1.6
Occupation		
Full-time Employed	152	39.6
Part-time Employed	42	10.9
Student	185	48.2
Unemployed	5	1.3
Have you made an online booking before? (Filter question)		
Yes	370	96.4
No	14	3.6

## 4 Analysis

### 4.1 Mean and Standard Deviation for the Items

Mean is the average of the data that is used to test the tendency of the data in that particular section or questions. Standard deviation on the other hand measures the concentration of the data around the mean. Hence, a small standard deviation means that it is close to the mean in a data set and vice versa with a large standard deviation value (Rumsey, 2011). There are five sections in this research and each of the section will be listed with its mean and standard deviation as below.

Table 2 below shows the mean and standard deviation for the items under the "Perceived Price" variable. It can be seen that the lowest mean is 4.4622 for the item "I think price is my first consideration when I am making an online booking intention for a hotel" (PP2). While the highest contribution of mean is item "I look for hotels with reasonable price when making online booking intentions" (PP1) with a mean value of 4.5946. The lowest standard deviation on the other hand, is item (PP1) "I look for hotels with reasonable price when making online booking intentions" with a standard deviation of 0.54893. The highest standard deviation in this section is item (PP2) "I think price is my first consideration when I am making an online booking intention for a hotel" with a standard deviation of 0.63751. It also shows the mean and standard deviation for the items under variable "Website Trust". It can be seen based on the table that the mean with the lowest value at 3.9000 is item "I believe that online hotel booking websites are trustworthy" (WT3) and the mean with the highest value of 4.5189 in this section is item "I tend to book hotels from websites that are trusted and believable" (WT1). The lowest standard deviation in this section is item (WT1) "I tend to book hotels from websites that are trusted and believable" at a standard deviation value of 0.58055. The highest standard deviation on the other hand is item (WT3) "I believe that online hotel booking websites are trustworthy" at 0.81865. Furthermore, the mean and standard deviation for the items under the "Online Reviews" variable shows that the lowest mean is 4.2243 for the item "The more reviews available the higher the hotel booking intention" (OR4). While the highest contribution of mean is item "I like to read many reviews about a hotel before making a booking" (OR1) with a mean value of 4.6054. The lowest standard deviation on the other hand, is item (OR1) "I like to read many reviews

about a hotel before making a booking” with a standard deviation of 0.58060. The highest standard deviation in this section is item (OR4) “The more reviews available the higher the hotel booking intention” with a standard deviation of 0.76577. Table 2 also shows the mean and standard deviation for the items under variable “Online Hotel Booking Intention”. It can be seen based on the table that the mean with the lowest value at 4.1811 is item “After reviewing the hotel website, the likelihood of booking hotels is higher” (BI3) and the mean with the highest value of 4.6135 in this section is item “If I am going to make an online hotel booking, I would consider the price shown” (BI1). The lowest standard deviation in this section is item (BI1) “If I am going to make an online hotel booking, I would consider the price shown” at a standard deviation value of 0.55517. The highest standard deviation on the other hand is item (BI3) “After reviewing the hotel website, the likelihood of booking hotels is higher” at 0.73781. Moreover, the mean and standard deviation for the items under the “Online Hotel Booking Usage” variable shows that the lowest mean is 4.3027 for the item “I prefer online booking because it is cheaper than offline” (BU2). While the highest contribution of mean is item “I prefer online booking because it is easy to use” (BU1) with a mean value of 4.6757. The lowest standard deviation on the other hand, is item (BU1) “I prefer online booking because it is easy to use” with a standard deviation of 0.52854. The highest standard deviation in this section is item (BU2) “I prefer online booking because it is cheaper than offline” with a standard deviation of 0.82655.

**Table 2:** Mean and Standard Deviation for each item in the questionnaire

Items	Mean	SD
<b>Perceived Price (PP)</b>		
PP1: I look for hotels with reasonable price when making online booking intentions.	4.5946	.54893
PP2: I think price is my first consideration when I am making an online booking intention for a hotel.	4.4622	.63751
PP3: I look for hotels that offer the best possible price that meets my needs.	4.5189	.56157
PP4: Overall, I tend to book hotels that offer the best service for its price.	4.5189	.59893
<b>Website Trust (WT)</b>		
WT1: I tend to book hotels from websites that are trusted and believable.	4.5189	.58055
WT2: The websites provide the right and sufficient amount of content.	4.1351	.71991
WT3: I believe that online hotel booking websites are trustworthy.	3.9000	.81865
WT4: I find that it is easier to use websites to make an online hotel booking.	4.2432	.67094
WT5: My interactions with the websites are as what I expected it to be.	4.1595	.69374
<b>Online review (OR)</b>		
OR1: I like to read many reviews about a hotel before making a booking.	4.6054	.58060
OR2: When a source seems credible, I take reviews from it into account in making a hotel booking.	4.3135	.64525
OR3: It is important to me that reviews are up-to-date.	4.3270	.76408
OR4: The more reviews available the higher the hotel booking intention.	4.2243	.76577
OR5: The more reviews existing about the hotel, the more useful the information available.	4.3730	.65958
<b>Booking Intention (BI)</b>		
BI1: If I am going to make an online hotel booking, I would consider the price shown.	4.6135	.55517
BI2: The probability that I will consider online hotel booking is high.	4.2730	.64901
BI3: After reviewing the hotel website, the likelihood of booking hotels is higher	4.1811	.73781
BI4: In general, booking hotels online is useful when making travelling plans.	4.3973	.65145
BI5: My intention to book hotel rooms will increase in the near future.	4.3784	.63551
<b>Booking Usage (BU)</b>		
BU1: I prefer online booking because it is easy to use.	4.6757	.52854
BU2: I prefer online booking because it is cheaper than offline.	4.3027	.82655
BU3: I prefer online booking because it can search and filter various travel options for me.	4.3703	.71808
BU4: I prefer online booking because it saves time.	4.5703	.60413
BU5: I would recommend online booking to my friends and family.	4.4784	.61668

## 4.2 Hypothesis Testing

A Pearson correlation test measures the relationship of two variable and gives information if the variables are significant and its correlation (Pearson’s Correlation Coefficient, n.d.). For the hypothesis in this study, the Pearson Correlation test will be used to test the relationship and its correlation. The ANOVA test was used to measure the distribution of the questions between each group. It is used to measure the significant results as well. Hence, these two-test can help strength its significance and the relationship between the proposed items. The Guilford’s rule of thumb (1956) (Cowles, 1974), will be used to see the strength of relationship between the two variables. An example would be the strength of relationship for Perceived Price and Booking Intention is  $r = 0.382$ , which is low correlation but definite. Figure 2 shows Guilford’s rule of thumb and its strength as well.

<b>R</b>	<b>Strength of Relationship</b>
<0.2	Slight relationship
0.2-0.4	Low correlation, definite but small
0.4-0.7	Moderate correlation, substantial relationship
0.7-0.9	High correlation, marked relationship
>0.9	Very high correlation, very dependable relationship

Source: *Guilford Rule of Thumb (1973)[24]*

**Fig 2.** Guildford Rule of Thumb Reference

Based on Table 3, the ANOVA test was conducted to analyse the relationship between perceived price and online hotel booking intention. As it can be seen in the table above, it shows that there is a significant relationship between these two variables. The F value is 5.873 while the significant value is 0.000 which is lower than the significant level ( $\alpha=0.5$ ). The results from the Pearson Correlation test which was conducted to test the relationship between Perceived Price and Online Hotel Booking Intention was recorded. According to the table below there is a significant correlation between perceived price and online hotel booking intention ( $r=0.315$ ,  $n=370$ ,  $p<0.05$ ), which indicates a positive relationship between perceived price and online hotel booking intention. The result  $r=0.315$  indicates that the strength level of website trust is at a low correlation, definite but small according to Guildford’s Rule of Thumb. Hence, H1 is accepted as the significant value is below 0.05; proven through ANOVA test and Pearson Correlation test. Perceived price is considered to be an important factor that influences booking intentions and it is stated that price can change consumers booking intention (Lien, Wen, Huang, & Wu, 2015). The ANOVA test was conducted to analyse the relationship between website trust and online hotel booking intention. As it can be seen in the table below, it shows that there is a significant relationship between these two variables. The F value is 14.296 while the significant value is 0.000 which is lower than the significant level ( $\alpha=0.5$ ). The results from the Pearson Correlation test which was conducted shows that there is a significant correlation between website trust and online hotel booking intention ( $r=0.516$ ,  $n=370$ ,  $p<0.05$ ), which indicates a positive relationship between website trust and online hotel booking intention. The result  $r=0.516$  indicates that the strength level of website trust is at a moderate correlation, substantial relationship according to Guildford’s Rule of Thumb. Hence, H2 is accepted as the significant value is below 0.05; proven through ANOVA test and Pearson Correlation test. According to Kim, Kim and Park (2017), it was mentioned in their research that website trust has a significant effect that encourages consumers to make an online booking intention and is also considered as a key factor affecting their choices. Referring to Table 3, the ANOVA test was conducted to analyse the relationship between online reviews and online hotel booking intention. As it can be seen in the table, it shows that there is a significant relationship between these two variables. The F value is 7.212 while the significant value is 0.000 which is lower than the significant level ( $\alpha=0.5$ ). The Pearson Correlation test which was conducted shows the results for the relationship between Online Reviews and Online Hotel Booking Intention and there is significant correlation between the both of them ( $r=0.363$ ,  $n=370$ ,  $p<0.05$ ), which indicates a positive relationship between online reviews and online hotel booking intention. The result  $r=0.363$  indicates that the strength level of online reviews is at a moderate correlation, substantial relationship according to

Guildford’s Rule of Thumb. Hence, H3 is accepted as the significant value is below 0.05; proven through ANOVA test and Pearson Correlation test A study conducted by a few researchers mentioned that online reviews are important as it provides information while either encouraging or discouraging consumers to make an online hotel booking intention (Chan, Lam, Chow, Fong, & Law, 2017). Finally, the ANOVA test was conducted to analyse the relationship between online hotel booking intention and online hotel booking usage. As it can be seen in the table below there is a significant relationship between these two variables. The F value is 8.260 while the significant value is 0.000 which is lower that the significant level ( $\alpha=0.5$ ). Pearson Correlation’s test which was conducted to test this hypothesis shows the results that there is a significant correlation between online hotel booking intention and online hotel booking usage ( $r=0.385$ ,  $n=370$ ,  $p<0.05$ ), which indicates a positive relationship between online hotel booking intention and online hotel booking usage. The result  $r=0.385$  indicates that the strength level of online hotel booking intention is at a moderate correlation, substantial relationship according to Guildford’s Rule of Thumb. Hence, H4 is accepted as the significant value is below 0.05; proven through ANOVA test and Pearson Correlation test. According to Morrison , Jing, O’Leary and Cai (2001), it was recorded that respondents who visit online site are more likely to use online booking rather than those who do not use online sites. The frequent visit will also increase the booking intention for hotels.

**Table 3:** Results of the analysis, ANOVA and Pearson Correlation

Hypothesis	Relationship	ANOVA (F)	Sig.	Pearson Correlation	Sig.	Hypothesis testing
H1	Perceived Price→Online Hotel Booking Intention	5.873	0.000	0.315	0.000	Accepted
H2	Website Trust→Online Hotel Booking Intention	14.296	0.000	0.516	0.000	Accepted
H3	Online Reviews→Online Hotel Booking Intention	7.212	0.000	0.363	0.000	Accepted
H4	Online Hotel Booking Intention→Online Hotel Booking Usage	8.260	0.000	0.385	0.000	Accepted

## 5 Discussion

### 5.1 Discussion on Findings

This research uses two theoretical models namely the consumers purchase intention model and the technology acceptance model. The three important factors are the perceived price, website trust and online reviews. This research tested all the three factors and found significant results which will be explained further. Based on the results obtained, it can be seen that all the three factors are accepted and proven to be significant with the dependant variable which is the online hotel booking intention. Besides that, the booking usage was also tested and the results proved it to be significant and accepted. Hence, based on the two models it can be said that the extrinsic factors and external variable do effect consumers online hotel booking intention and booking usage. Website trust is seen to be the highest in terms of correlation with online booking intention and consumers tend to respond to that more prominently than to the other two factors Four hypotheses were formulated and tested using ANOVA and Pearson Correlation test, each of the hypothesis will be explained further below. In this research, Hypothesis 1 is formulated to test if there is a significant relationship between perceived price and online hotel booking intention. Based on both the test conducted which used the ANOVA and Pearson Correlation test it can be seen that the hypothesis of this study is accepted and proven to be significant. According to Lien, Wen, Huang and Wu (2015), price has a positive impact on purchase intention. It was also mentioned that perceived price is an important factor that influences consumers booking intention making Hypothesis 1 acceptable and the outcome is consistent with the research from Chiang and Jang (2007). Hence, it can be said that perceived price plays a significant role to consumers when making an online hotel booking intention. Furthermore, Hypothesis 2 is formulated based on the understanding to test the significant relationship between website trust and online hotel booking intention. The hypothesis of this study is tested using the two test mentioned above and the results were significant and accepted. Based on the study titled “Hotel website quality, perceived flow, customer satisfaction and purchase intention” it can be said that all these factors are important in growing the consumers booking

intention and hotel executives should start developing and maintaining their websites to ensure consumers are keen to make an online hotel booking intention (Ali, 2016). Besides that, website trust has a positive impact on online hotel booking intention and the outcome is said to be reliable with similar studies in the tourism and hospitality industry (Wang, Law, Guillet, Hung, & Fong, 2015). Hence, it can be concluded that Hypothesis 2 is proven to be acceptable by previous researchers and in this research. Moreover, Hypothesis 3 is formed to identify if there is a significant relationship between online reviews and online hotel booking intention. The hypothesis of this study is tested with ANOVA and Pearson Correlation and the results is significant and acceptable. According to Zhao, Wang, Guo, & Law (2015), their study discovered that there is a positive relation between online reviews and online purchase intentions. Consumers are always analysing information they receive and hotel websites and other websites need to enable visitors to leave useful reviews for other consumers to view and analyse and in return this will encourage them to make a booking. Hence, hoteliers should take online reviews into consideration and ensure that their hotels get good reviews while attracting consumers, this also shows that Hypothesis 3 is accepted by previous researches and is also acceptable in this research. Hypothesis 4 is designed to test if there is a significant relationship between online hotel booking intention and online hotel booking usage. On the other hand, the fourth hypothesis of this study is tested using the analysis that is mentioned above and the results show that it is accepted and proven to be significant. A study found that the usefulness of online booking had a positive impact on the intention for consumers to use it (Bhatiasevi & Yooptech, 2015). The study is found to be supported and in line with other studies as well as from Venkatesh and Davis (1996), a research that was conducted way back in time but still mentions that the usage of technology will encourage its purchase decision. Regardless, it can be seen that the usage of online booking is considered to be very useful and when it is useful consumers tend to use it, making Hypothesis 4 acceptable and proven to be significant by other researches and in this particular research. Lastly, it can be seen based on this discussion that all the hypothesis is supported and proven to be acceptable not only by this research but with the support and evidence that other researches have been conducted and the outcomes are positive and reflect to the results obtained in this study as well.

## 5.2 Limitations and Recommendations

This research encountered a few limitations along the way. The main limitations of this research is that the research is performed entirely in the state of Kuala Lumpur. The respondents are based on people living in Kuala Lumpur and people who make online booking from Kuala Lumpur only. Therefore, the findings of this research will only be applicable to the population that are in the state of Kuala Lumpur and not in the other cities or states. Another limitation is the time constraint. The short time frame of only 8 months does not allow for an extensive variety of analysis and test to be performed and conducted. Most of the test conducted were basic and appropriate test conducted with the limited time period given. However, it does not mean that the sources obtained were not meaningful to the success of this research but rather limited in quantity. Besides that, other limitation in this research is that it uses only three independent variables that is the perceived price, website trust and online review along with online hotel booking intention as the dependant variable and online hotel booking usage as the second dependant with booking intention as it independent. Apart from the mentioned factors, there are many other factors that can affect consumer online hotel booking intention. However, due to time constraints, this study focused mainly on the three factors mentioned. Lastly, this study uses Quantitative method to distribute and analyse its questionnaires from respondents. Hence, the questionnaires are fixed and it limits the idea of the respondents to share their thoughts and opinions.

Recommendations will be useful for other researchers in future and it will be from the limitation section of this research. The first recommendation would be to conduct the research in more diverse cities and states besides Kuala Lumpur. Future researchers should include a big population and sample size to get a more diversified response and results. Besides that, time constraint is something that might not be avoidable in some cases but researchers who are really interested in this title can spend more time and get more information and details from different people. They can also conduct multiple and various test besides the ones used in this study which is the ANOVA and Pearson Correlation test, this will make the research more enhanced and evident in future. A test that can help strengthen the findings and check the fitness of the variables with each other would include the CFA test also known as the Confirmatory Factor Analysis test. CFA is a statistical test that is used to validate the set of variables and test the hypothesis that exists and its relationship (Suhr, 1999). Furthermore, future researchers should also try to include more factors and variables in the research to increase consumers understanding and response. This will also add more knowledge and data to the research increasing its awareness and understanding. Other than that, another recommendation would be to conduct this study using Qualitative method. Using qualitative method can help the researcher identify if the said hypothesis from this study matches the ones that are obtained from the qualitative research. Hence, these are a few recommendations that can be done for any future research while including all the suggested theories and recommendation would be able to enhance the study while obtaining results that can be viewed from different point of views.

## 6 Conclusion

In this research the main aim was to identify the Effects of Perceived Price, Website Trust and Online Reviews on Online Hotel Booking Intention in Kuala Lumpur. The results obtained showed that all the four questions and hypothesis of this study was answered and accepted respectively. The four correlations showed significant relationships between perceived price, website trust, online reviews and online hotel booking intention also with online hotel booking intentions and online hotel booking usage. Website trust had the greatest correlation followed by online booking usage then online reviews and lastly perceived price. The reason for such an order would definitely be because consumers are more concerned about the websites that they make a booking rather than the price offered. Price on the other hand play a relatively smaller role as consumers look for service rather than price and they are willing to pay a higher price for the quality and value offered. Besides that, all the hypothesis showed significant results and are proven to be accepted with the objectives. Hence, this study is considered to be in line with the proposed idea and models that there are external factors affecting consumer online hotel booking intention.

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