

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 |
|--|--------|--------|
| Perceived Price (PP) | | |
| 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 |
| Website Trust (WT) | | |
| 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 |
| Online review (OR) | | |
| 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 |
| Booking Intention (BI) | | |
| 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 |
| Booking Usage (BU) | | |
| 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.

| R | Strength of Relationship |
|----------|---|
| <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: *Guildford 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 that 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 that 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 that 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.

7 Reference

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