

The Impact of Perception of Reviews on Online Hotel Booking Intention

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Abstract— This research aims 1.) To study perception of reviews divided by demographic factor of customer 2.) To study effects of perception of reviews on online hotel booking intention. The findings and recommendations can be summarized. The target population of the study were tourists who visited Thailand. it was found that in cases where the actual target population is unknown by accepting a discrepancy of 5%, the appropriate sample was 400 samples. The questionnaire begins with travel experience questions, follows by hotel and resort reserved experience, and ends up with respondents' demographic data. frequency function in descriptive statistics was used to summarizing the number of respondents' demographic characteristic and online booking experience. Secondly, significant factors were indicated by t-test ANOVA F-test and correlation analysis. And then, tested factors with a dependent variable by using multiple linear regression analysis. The multiple regression result found that perceived of information quality, perceived of safety and privacy, perceived of price and promotion and perceived of electronic, word-of-mouth (e-WOM) affected positively toward online hotel purchase intention at significant level 0.05 (sig = .011, .000, 0.011 and .000, respectively). When considering the r-square, it was found that promotion had impact on online hotel purchase intention with 17.9% (r-square = 0.179).

As the result of this research, we should prioritize interactive features, user-friendly interfaces, and robust security measures to create a seamless and engaging customer experience. Encouraging positive online reviews, leveraging referral programs and influencer engagement, and providing accurate information contribute to building trust and fostering customer loyalty. Excellent customer service and continuous feedback collection are essential for driving continuous improvement. By focusing on these activities, we can enhance customer engagement, loyalty, and overall business growth.

Index Terms: Online hotel booking, purchase intention, tourists, customer.

I. INTRODUCTION

Today, many people use Internet to carry out their business because due to tremendous growth in the use of worldwide web all over the world (Wong & Law, 2005). Hotel website provides huge opportunities for the hoteliers to generate more revenue by increasing the number of reservations through their own direct booking websites (Law, 2005). In line with the growth of online shopping, the number of visitors to hotel websites has also increased (Tan, 2015). However, research has shown that hotel customers prefer to compare the hotel room price from multiple travel websites, rather than looking at the hotel website only (Guillet & Law, 2010). Besides, research has also reported that hotel customers prefer to book their accommodation through intermediaries' website to get lower price and to save their travel costs (Dabas & Manaktola, 2007).

Previous studies have identified several factors that influence customer intention to book hotel accommodation online. Though factors such as time and sensitivity content (Wong & Law, 2005), security of payment system (Wong & Law, 2005), and price (Law & Chung, 2003a) were widely discussed, only few scholars have studied the role web related factors such as website interactivity, e-WOM and information quality as predictors to online hotel booking intention. To fill the gap, it should study the effects of perception of reviews including. 1) perception of information quality, 2) perception of interactivity, 3) perception of safety

and privacy, 4) perception of price and promotion, and 5) perception of electronic word-of-mouth (e-WOM) by considering the influence of demographic factor on online hotel booking intention through customer perceived value construct as mediator. The main objective of the present study is to determine the effects of the identified stimuli on online hotel booking intention. Second, the role of customer perceived value as mediating variable will also be studied.

Among the many aspect that makes up consumer behavior, level of education has for long been a major factor in calculations. anticipated benefits, scope, and research background and rationale of the study. The model of consumer behavior in Thailand is not that different than that of other cultures. It still holds most of the factors ranging from income, trends, production quantity, and product availability. What sets Thai citizens it apart from the others would be how important each factor is when a consumer makes a purchase decision. Their sensitivity towards current news & trends along with varying levels of income makes Thailand a subject of discussion for many researchers of consumer behavior. The level of education is also quite related as many studies done in Thailand have reported that a person's academic achievements are good interpretations of their financial status, lifestyle, and even consumption behavior. This is partly due to the long-standing importance that Thai people have on achieving higher education.

When dealing with research in levels of education in this case, it could be defined as the level of academics that the

individual has completed, including high school diplomas, college degrees, PHDs, or other forms of extended learning. Most educational systems across the world are systematic in the sense that the longer the time spent in learning would lead to higher academic achievements (if the requirements to complete each stage were met). The lessons taught would typically become more difficult and specialized as higher education is pursued. This suggests that the more the individual seeks higher learning, the more knowledgeable that the person becomes.

Although, if viewed in a broader sense, level of education could indicate the amount of knowledge an individual has obtained throughout their lives. This does not have to be directly reflected by the academic level in which that person had completed at the time, but rather the quality of education that person has received. For instance, it could be stated that the level of education of a person who received a bachelor's degree from a well-known college in a developed country could be seen to make more refined decisions than that of a post-graduate from a lesser known university in an underdeveloped nation. Even so, in argument to the previous statement, many experts view this claim as subjective since the quality of education received could not properly reflect level of education since there needs to be a separate list of factors involved including the student's inclination towards learning or the social structure where their education took place.

Furthermore, level of education could also refer to the ability to gather information, as well as the depth and continuity of thought. The rise of education level enables people to have a more heightened ability to comprehend the characteristics of products or services. This has also changed the standards or methods we use when judging product quality. Without a sufficient level of education, you may not be able to read English web pages or absorb relevant information about products from abroad.

Nevertheless, an individual's level of education remains to be positively related to his personal income. When the income is increased, the range of consumers' choices becomes larger, and the characteristics of consumption change. In addition, through the increase in income brought by the improvement of education, the relative position of individuals in the social class has changed. This change in status will follow with changes in consumer identity, and past literature has clearly stated that personal identity is an important factor that changes a person's online hotel booking intention.

In contrast, it is crucial to remember that there are multiple factors to be considered when trying to discover the correlation between the level of education of Thai citizens and their consumption behavior. Factors that could shift results may include family background, changes in corporate hierarchical structure, the employment status of the citizen, etc. These variables need to be deeply analyzed during the research to yield the most accurate result possible.

In addition, from the experience that the researcher used to work for a travel agency. Travel agencies provide many benefits to travelers, including expertise, convenience, saving time, and personalized service. Experienced travel agents have extensive knowledge of different destinations, attractions, transportation options, visa requirements, travel insurance, and other practical aspects of travel. They can help travelers plan itineraries that suit their preferences, budget, and schedule, and provide suggestions for activities, accommodations, and restaurants. Travel agencies also offer convenience by handling all the logistics of travel, such as booking flights, hotels, rental cars, transfers, and tours. This saves travelers the hassle of dealing with multiple websites or vendors and ensures that all the arrangements are seamless and secure. Moreover, travel agencies can often provide better deals, upgrades, or perks than individual travelers can get on their own, thanks to their connections with suppliers and industry discounts. Lastly, travel agencies can provide personalized service by understanding their clients' needs and preferences and providing tailored recommendations, such as travel advisories, travel tips, and special requests. They can also handle unexpected problems or emergencies, such as cancellations, delays, or lost luggage, and provide support 24/7. Therefore, travelers who use travel agencies can have a smoother, safer, and more enjoyable experience than those who don't. Conducting this research will be useful in obtaining information for marketing improvements. To create convenience for customers who want to find a hotel. All hotels are available for guests to choose from to suit their needs. Researching travel agencies allows us to find trustworthy and reliable options, saving time, money, and ensuring a positive travel experience. and helps to understand the workings of the tourism industry and how travel agents operate as intermediaries.

In conclusion, one of the most important functions of marketing activity is to identify potential consumers and determine the process of making their purchasing decisions. The construction of a marketing model from the Online Hotel Booking Intention will allow businesses to reach a qualitatively new level of interaction with them, thus strengthening their competitive position. This research hopes to discover how related these two variables are so that the conclusion could be helpful in further studies.

Research Objectives

The aim of this study is to determine whether there are differences in the impact of social media on online hotel booking intention among those with different educational backgrounds. Research objectives are:

1. To study perception of reviews divided by demographic factor of customer
2. To study effects of perception of reviews on online hotel booking intention

Expected Benefit

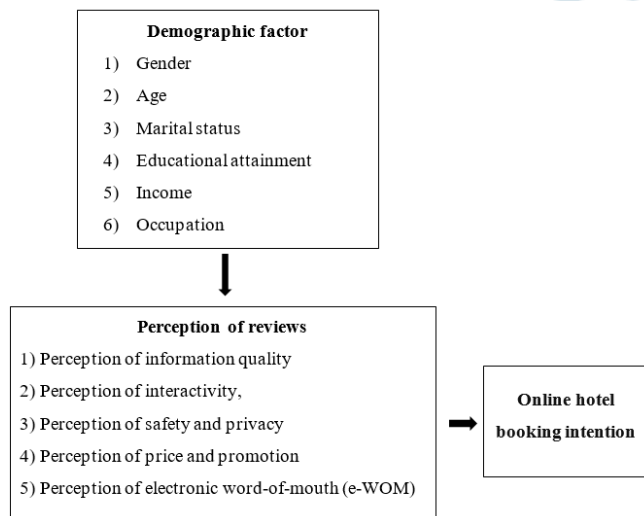
Developing targeted promotional strategies based on demographic segmentation is a popular method for increasing marketing effectiveness (Deepak & Jeyakumar, 2019). The findings of this research will indicate which demographic groups are most likely to respond favorably to social media marketing, thereby helping marketers focus their campaigns for greater impact about reviews.

Scope

This research will be conducted as a quantitative survey study of customers that used online hotel reservation in Thailand. Independent variables include educational background and social media usage rates, and the dependent variable is online hotel booking intention.

Conceptual Framework

The framework of this study tried to examine the impact of perception of reviews on online hotel booking intention. Based on literature, the consumption behavior of an individual is formulated from demographic factors as showing the research framework. It will also examine perception of reviews divided by demographic factors



II. REVIEW OF LITERATURE

E-commerce in the tourism industry

Due to the rapid development of information technology in the past twodecades, the growth of tourism e-commerce has expanded dramatically (Buhalis &Law, 2008; Dale, 2003). Before the explosion of the Internet era, global distribution systems (GDS) fulfilled a significant role in coordinating functions between brick and-mortar travel agencies and travel suppliers (i.e., airlines and hotels). Since the late 1990s, the development of Internet and information communication technologies evolved, changing the way hospitality firms conduct business in the global competitive market. Hospitality organizations, travel destinations and tourism enterprises shifted their business operations toward electronic

distribution. Major hotel chains adopted aggressive direct sales techniques via their websites, rather than depending on travel intermediaries as was traditionally practiced. The replacement of traditional travel intermediaries by an organization taking back control of its own distribution is referred to as “disintermediation” (Kracht & Wang,2009; Tse, 2003). Disintermediation is now widely practiced as hotels and airlines often prefer to utilize direct electronic distribution to reduce costs and enhance customer satisfaction and retention (Carroll & Siguaw, 2003).

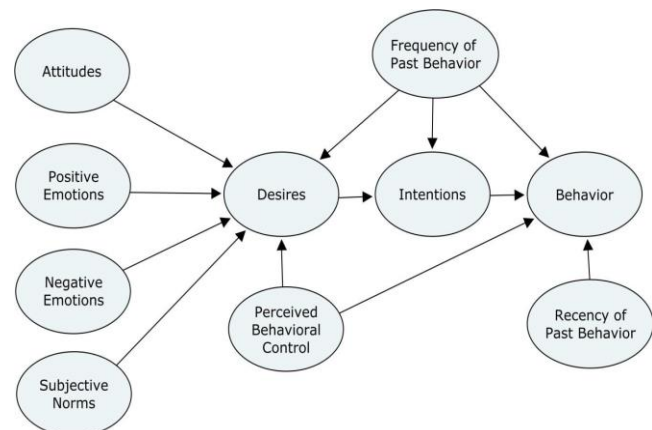
In recent years, e-commerce has become an integral part of the tourism industry. With the rise of the internet and the increasing availability of online technology, companies in the tourism industry have found it necessary to incorporate e-commerce into their business models. This has led to many benefits for both businesses and consumers. E-commerce has revolutionized the way we travel. Nowadays, it is possible to book flights, hotels, and tours online, from the comfort of your own home. This has made travel planning much more efficient and convenient for consumers (Zhang, Y., & Gretzel, U. ,2016). In addition, e-commerce has made it possible for consumers to compare prices and products from different companies, allowing them to make more informed purchasing decisions. For businesses, e-commerce has opened up new markets and opportunities for growth. By selling products and services online, companies can reach a global audience, and target specific demographics more effectively. This has also led to increased competition, forcing businesses to improve their products and services in order to stay competitive in the market. One of the biggest advantages of e the tourism industry is the ability to collect data and analyze customer behavior. Companies can track how consumers interact websites, what products and they are interested in, and what factors influence their purchasing decisions. This information can be used to improve marketing strategies, tailor products and services to customer needs, and develop new and innovative offerings. However, e-commerce does come with some challenges (Xiang, Z., Du, Q., Ma, Y., & Fan, W. , 2017). One of the biggest concerns for consumers is the security of their personal and financial information when making online transactions. Companies must invest in secure payment systems and data encryption to protect their customers’ sensitive information. In addition, e-commerce also requires companies to have a strong online presence and marketing strategy in order to stand out in a crowded marketplace. In conclusion, e-commerce has had a significant impact on the tourism industry, providing both opportunities and challenges for businesses and consumers alike. With the increasing importance of online technology and the growth of the global tourism industry, it is clear that e-commerce will continue to play an important role in the future of travel and tourism. As companies adapt to these changes, they will need to prioritize both customer experience and data analytics in order to remain competitive in the market (Buhalis, D., 2003).

Online direct distribution is especially valuable for those hospitality companies with loyalty programs as a visit to a firm's website exposes visitors to special reward program incentives. Conversely, loyalty programs allow firms to maintain a database with customer information which is helpful in improving service and sales performance (Toh et al, 2011). Engaging customers through developing online loyalty programs not only permits service providers to offer individualized services to meet customers' needs, but also provides more intimate communication with customers (Carroll & Siguaw, 2003). Thus, researchers have suggested that travel service providers should take advantage of using the Internet to build effective customer relationships and increase customer loyalty (Dunn, Baloglu, Brewer & Qu, 2009).

The prevalence of Internet usage has also resulted in increasing online business opportunities. Online travel retailers, such as online travel agencies, account for more than half of online travel sales (Rao and Smith, 2005). The term "reinter mediation" is used to describe the role online travel intermediaries play as a middleman in distributing travel products for hospitality suppliers. There are four different classifications of online travel intermediaries: online travel agencies, meta-search engine sites, social media sites and flash sale sites (Kracht & Wang, 2010; Rao & Smith, 2005)

The model of goal-directed behavior (MGB)

Perugini and Bagozzi (2001) extended TRA and TPB to provide a comprehensive perspective of consumer behavior called the model of goal-directed behavior (MGB). Similar to TRA and TPB, MGB addresses human intention and behavior; however, there are several differences between TPB and MGB. MGB proposes that a volatile desire provides a motivational impetus to influence an individual's intentions (Perugini & Bagozzi, 2001). From the psychological perspective, motivation is a desired state which elicits intention and provides direction to a particular behavior (Bagozzi & Dholakia, 1992). Thus, given a strong motivational impetus, an individual's intrinsic attitudes, emotions, subjective norms and perceived behavior control will be energized and transformed toward a behavioral intention (Perugini & Bagozzi, 2001). During the consumer decision making process, an individual's motives will be driven toward the intention once the need is recognized. Consequently, an intention is targeted at a specific outcome through "the execution of instrumental acts" (Bagozzi et al., 2002).



According to the model, desires can be explained by one of three motivations: attitudes, anticipated emotions and subjective norms. Desires also play a mediating role between these three latent factors and perceived behavior control toward intention and behavior (Bagozzi, Gopinath, & Nyer, 1999). Secondly, MGB postulates that frequency of past behavior is a predictor of desires, intentions and behavior (Perugini & Bagozzi, 2001). Frequency of past behavior stands that an individual's past experience will reflect his or her behavioral patterns, thus, affecting the individual's intentions and future behavior. Regency of past behavior indicates that the individual's most recent experience will constantly influence his or her future behavior (Perugini et al., 2001). The MGB provides a greater understanding of how intention and behavior are produced, expanding the TPB and providing a more powerful explanation of human behavior than TRA or TPB (Bagozzi et al., 2002). Hunter (2006) utilized MGB to examine how the role of anticipated emotion, desire and intention interact with a shopping center image and frequency of consumers' visits. The results showed that desire and positive anticipated emotions were important variables in predicting consumers' intention to visit the shopping center. Hunter and Longfellow (2006) adapted MGB and examined consumer loyalty in a business-to-business (B2B) service context. In their study desires were strongly influenced by attitudes, positive anticipated emotions and subjective norms. Recent studies also applied MGB to examine tourist behavior in the hospitality industry (Bagozzi, & Ostli, 2013). These studies provide satisfactory support that desire is a vital impetus in the intention-formation process.

Although MGB has been credited as broadening and deepening the traditional attitude-behavior paradigms to explain consumer behavior, it has not been extensively applied in consumer or marketing research (Hunter, 2006). Presently, there is no research which utilizes MGB to investigate online consumer behavior and buying intention. Thus, the current study is designed to combine salient factors which may influence online deal-searching behavior, along with the variables from MGB to produce a holistic framework of online consumer behavior.

Customer Perception

Customer Perception Antwi, S. (2021) define customer perception as customers' opinion of the electronic retailer, brand, or product either through direct or indirect experience that the customer carries out with the retailer. Aruna, S. & Williams, A. J. (2015) refer to customer perception as the process by which an individual selects, organizes and interprets stimuli into a meaningful and coherent picture of the world. Customers may be exposed to the same stimuli, but how each customer recognizes, organizes, and interprets is different based on each customer needs, values, or expectations. Moreover, consumers can be very selective when exposed to stimuli. Consumers pay attention to some aspects and ignore others. Customer perception is a very critical part of processing information systems in the human brain. Stimuli such as objects, events or messages are interlinked series of activities in a system that is transformed into information and stored in the customer's brain. This implies that negative customer perception is not good for online retailers since it is crucial to attract and retain customers (Berman, B., Evans, J. R. & Chatterjee, P., 2018). Chee, J. & Yazdanifard, R. (2021) additionally reveal that customer perception towards electronic retailing and intention to purchase online is not only affected by usefulness, ease of use or enjoyment. External factors such as product characteristics, previous online shopping experience, situational factors and trust in online shopping are also factors that impact customer perception and intention to shop online.

Customer perception is the way in which a customer views a brand or product. It is shaped by a variety of factors, including personal experience, advertising, word-of-mouth, and brand reputation. Understanding customer perception is important for businesses, as it can impact purchasing decisions and overall brand loyalty. One key factor in shaping customer perception is the customer experience. This includes everything from the ease of navigating a website to the quality of customer service. Positive experiences can lead to positive perceptions of a brand, while negative experiences can leave customers with a negative perception (Zhang, Y., & Gretzel, U., 2016).

III. RESEARCH METHODOLOGY

This research needs to identify the impact of perception of reviews and demographic factor toward online hotel booking intention. Also, identify how traveler' intention to purchase accommodation online if there provided great deals than other online sources. This chapter comprises of three parts including research design, sample, and data collection.

Research Design

The research methodology which used to explore the significant factors that influence accommodation booking online for small hotel and resort is quantitative research with survey questionnaires distributing. Even if quantitative

research could be easy to ignore by respondents and time consuming but less costly and suitable to collecting numerical data turn to useful information in order to test the hypotheses. In addition, to identify factors that influence accommodation booking online for hotel and resort, an online questionnaire is used to target the online hotel booking intention of consumers.

Population and Sample Selection

1. Population

The target population of the study were Thai tourists who travelled Thailand. The researcher therefore assigned the sample according to the case where the population is unknown. which uses a formula for calculating the sample size to estimate the proportion of the population Using the Cochran formula (Cohen, 1977), which has a 95% confidence level (Confidence Level), an error of 0.05 and the proportion of traits of interest in the population is 0.50 of the desired population. by setting the following values:

Calculation formula:

$$n = \frac{Z^2}{4e^2}$$

$$4e^2$$

When

n = Sample size

e = Allowablesampling tolerance level

Z = 95% confidence level or significance level 0.05 with ($Z = 1.96$)

Can be substituted as follows:

$$n = \frac{(1.96)^2}{4(0.05)^2}$$

$$4(0.05)^2 = 384.16$$

From the above calculations, it was found that in cases where the actual target population is unknown by accepting a discrepancy of 5%, the appropriate sample was 385 samples, but to increase the likelihood of collecting more data and reducing the risk of incomplete data. Therefore, a 400-sample questionnaire was created using a Google Form for tourism that traveling in Thailand. The screening question was: "Have you once booked hotel online?" Finally, convenience sampling technique was utilized by collecting data from the target sample at department stores in the randomly selected areas.

Questionnaire

The questionnaire begins with travel experience questions, follows by hotel and resort reserved experience, and ends up with respondents' demographic data. The questionnaire divided into three parts start with:

Part 1: Screening questions with indicate the general information of respondents The general question asks the respondents about previous travel experience and experience in using online channel as a tool to reserve the accommodation to identify consumers' behavior in accommodation booking

Part 2: These questions used the Likert scale to measure perceived of information quality, perceived of interactivity,

perceived of safety and privacy, perceived of price and promotion, perceived of electronic, word-of-mouth (e-WOM) toward accommodation online booking.

The interval scale measure was implemented using a five points Likert scales: 5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree, and 1 = strongly disagree.

Table 3.1 Specific questions with specific factors

Factors	Questions
Perception of information quality	5 Questions
Perception of interactivity	5 Questions
Perception of safety and privacy	5 Questions
Perception of price and promotion	5 Questions
Perception of electronic word-of-mouth (e-WOM)	5 Questions
Online hotel booking intention	5 Questions

Part 3: Online hotel booking intention questions, Specific questions with specific factors and end up with online purchase intention questions. The interval scale measure was implemented using a five points Likert scales: 5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree, and 1 = strongly disagree.

Part 4: Demographic questions, These questions ask about respondents' personal information like Gender, Age, Educational attainment, Marital status, Occupation, Income and Family member.

Part 5: Suggestion and recommendation

Data Collection

The questionnaires surveys sent via online approach. As the target population is tourists who visited Thailand and used internet to reserves the hotel or resort, it was the convenience for them could be reached in online questionnaires. The online questionnaire used to collect the data with google forms and distributed via social media channels such as Facebook and specific group in Line. Online distribution of questionnaires has a wide reach and is cost-effective for easy data collection but may suffer from response bias and limited demographic access. Online questionnaires can only reach those who are connected and willing to respond, potentially excluding those without internet access.

IV. SUMMARY OF FINDINGS AND RECOMMENDATIONS

Research on “the impact of perception of reviews on online hotel booking intention.” This research aims 1) To study demographic factor of customer that related to perception of reviews 2) To study perception of reviews that related to online hotel booking intention. The findings and recommendations can be summarized.

Summary of Findings

1. The analysis of demographic factors

Regarding to respondents' demographic factors, the majority of respondents were female, 224 of whom were 56.0 percent and 176 male, 44.0 percent. The age found that the majority of respondents were 36 - 45 years old, 153 of whom were 38.3 percent. It found that it found that most of the respondents were married accounting 202 people and 50.5 percent. The study found that most respondents had a bachelor's degree, 237 of whom were 59.3 percent. Average income showed that the majority of respondents had an average monthly income of Less than 20,000 THB (21.5 percent). Occupationally, it was found that the majority of respondents had employment/private employees within 240 people (60.0%).

2. The analysis of perception of information quality, perception of interactivity, perception of safety and privacy, perception of price and promotion, perception of electronic word-of-mouth (e-WOM)

This study explores the influence of perception of information quality, perception of interactivity, perception of safety and privacy, perception of price and promotion, perception of electronic word-of-mouth (e-WOM) toward accommodation online booking. The average opinion of respondent on the perception of information quality is 3.95 out of 5. The most important statement about the perception of information quality is “I believe I can save time by using this Web site to make a room reservation.” (4.16)

The average opinion of respondent on the perception of interactivity is 3.62 out of 5. The most important statement about the perception of interactivity is “The Web site was designed in a way that is easy for me to follow” (3.67). The average opinion of respondent on the perception of safety and privacy is 3.52 out of 5. The most important statement about the perception of safety and privacy is “You believe online hotel booking sites are protected. Your privacy” (3.74). The average opinion of respondent on the perception of price and promotion is 3.86 out of 5. The most important statement about the perception of price and promotion is “It's cheaper than booking in other ways.” (3.99).

Moreover, the total average of perception of electronic was 3.86 out of 5. “Using travel websites is easy for finding a good deal on a hotel room.” was the most average (4.12). The total average of perception of word-of-mouth (e-WOM) was 3.81 out of 5. “I am willing to share positive information about my experience in this hotel with others on the Internet.” was the most average (4.05).

3. The analysis of online hotel booking intention

The total average of online hotel booking intention was 3.81 out of 5. “My willingness to book hotel rooms from the website is high.” was the most average (3.86).

4. Hypothesis testing

- 4.1 The analysis of demographic factor affecting to perception of information quality, perception of interactivity, perception of safety and privacy, perception of price and promotion, perception of electronic word-of-mouth (e-WOM). Gender, age and income did not had effect on perception of information quality, perception of interactivity, perception of safety and privacy, perception of price and promotion, perception of electronic word-of-mouth (e-WOM). Moreover, it was found that marital status had effect on perception of interactivity and perception of safety and privacy with significant level 0.05. furthermore, education level had effect on perception of electronic word-of-mouth (e-WOM) with significant level 0.05. in additional, it was found that income level had effect on perception of information quality and perception of interactivity with significant level 0.05.
- 4.2 Moreover, the study of the effect of perception of information quality, perception of interactivity, perception of safety and privacy, perception of price and promotion, perception of electronic word-of-mouth (e-WOM) toward online hotel purchase intention was analysis by multiple regression. The multiple regression result found that perception of information quality, perception of safety and privacy, perception of price and promotion and perception of electronic word-of-mouth (e-WOM) affected positively toward online hotel purchase intention at significant level 0.05 (sig = .011, .000, 0.011 and .000, respectively). When considering the r-square, it was found that promotion had impact on online hotel purchase intention with 17.9% (r-square = 0.179).

Discussion

Online hotel booking users give me the importance of I believe that websites that offer online hotel bookings are the most reliable. This may be because websites that offer online hotel bookings are reliable. Users have a wide range of trusts that are consistent with the concept of trust theory and e. Commerce: Consumer Perception Studies Increasing the use of the World Wide Web as a tool to attract interest. Understanding to build relationships with customers on the Internet Believe that faith is the key to these relationships. In line with Dongsing, S., & Pankaew, P. (2018)., it studied factors . Expectations affecting electronic booking habits on the website It was found that the price factors were there. Correlation with booking habits when price changes occur Marketing factors are available. Correlation to booking habits when there is a change in the receipt of additional discount coupons. Similarly, research by Kieanwatana, K., Pharsuk, U., Srithong, S., Saynaratchai, K., & Panupat, C. (2019). , it has looked at the factors that tourists are focused on when deciding to book a hotel online. It found that the customer's priority in deciding to book a hotel online is the price and promotions that are more attractive than the hotel's website directly. The hotel booking process must go through

multiple windows before entering. The unfamiliarity of booking a room on the hotel's website prevented the sample from booking the hotel directly through the website. Feel the inconvenience of accessing the hotel's website directly and collecting points, which makes it easy for consumers to book through the website.

Researchers found that booking users Online hotels provide importance in regard to it, it is easy to use online hotel bookings to achieve the most tourism results. Users have previously booked a hotel online in the plan. His travel and it can make hotel stay easier and more efficient. As a result, the itinerary is achieved well in accordance with the integrated theory of Acknowledging the technology and theory of reliability of the source suggests that ease of use is there. It has a huge influence on the perception of benefits, so booking a hotel online would be more useful if it was easy to use (Gomaa Agaga, Ahmed A. El-Masry., 2016).

Online hotel booking users give me the importance of booking a hotel online, allowing me to manage travel more efficiently. This may be because the user has made a reservation. The hotel is online in his itinerary and can make hotel stays easier and more efficient, in line with the concept of benefit awareness theory, the perception of ease in the use and acceptance of information technology users recognizes the level of benefit that a person believes. Using a specific system will increase the efficiency of his or her work (Suthiratrissana, K, 2017).

Privacy/Security factors found that users who book hotels online give priority to hotel websites should take measures. Security to protect users as much as possible, this may be because of the fact that people have provided information that is Personal information to other persons or agencies must be concerned about their data not being used. In a bad way or being resold. Therefore, we would like to know and be confirmed by the service provider that they will collect their data well, which is in line with the concept of integrating the results of trust insurance in the person trust said that consumers may suspect that online sellers will provide or sell information to the agency. Companies and other Consumers may decide to buy online, and consumers may lack the confidence that the seller. Online will properly protect him or her (Suzanne Amaro, Paulo Duarte, 2015).

Researchers found that users of online hotel bookings gave importance to the subject. When booking a hotel, I will automatically book online as much as possible, which may be because the user has booked the hotel online in his itinerary and has been born. The satisfaction of use makes it easy to achieve hotel bookings. Which is consistent with the concept of habit theory. Erective Power of Purported Lawyers: In case of continuous information system, says the trend of behavior The habitual kratom will subsequently become an automatic pancake.

Intentional factors to book hotels online, the researchers found that users of online hotel bookings gave importance to

the subject. If I book a room, my hotel will consider booking from the website the most, perhaps because the user has booked a hotel online in his itinerary and has been satisfied. Use it to make it easy to achieve hotel bookings. Online users can also compare the prices and quality of hotels at the introductory level, which is in line with the theory of what is more important in Internet shopping, price recognition or perceived price reliability influences the Make purchase decisions for customers who are more satisfied with the price until they make a purchase compared to customers who have the potential to pay. But the perception of trust affects the purchasing decisions of potential customers more than when. Compared to customers who are satisfied with the price (Luis V.Casaló, Carlos Flavián, Miguel Guinalú., 2014).

Privacy factors are factors that influence the decision to use the service. Book the most tourists online Shows that its use The system of customer history collection, payment information is important for service users to take into account. The system is quick to manage and solve customer problems quickly, making an impression and resulting in the reintroduction of the service. This includes the security and reliability of the system to maintain confidentiality that is important to customers affects the decision to use the booking service online. In line with Luis V.Casaló, Carlos Flavián, Miguel Guinalú. (2014.) , he studied the factors that affect the decision to use the service booking a room through an online intermediary The results showed that consumers therefore needed safety and Reliability from a particular website or application, where reliability and security come from being found. Frequent websites or applications on the Internet and good reviews from reviews of the experience. Direct Consumer Services It shows the popularity that there are many users of the service. As a result, there is It also corresponds to Gomaa Agaga, Ahmed A. El-Masry. (2016). Online hotel bookings are available. The results showed that privacy and security factors by online hotel booking providers must inform customers of their use. The information asked to be clear so that customers are not concerned and must have protection rules for data leakage to create it. Customer confidence and impact technology acceptance in online hotel bookings are level. The most.

Recommendation for websites

According to the objective of studying perception of reviews divided by demographic factor of customer. Individuals who are single tend to have a high perception of interactivity and a high perception of safety and privacy. Among different groups based on educational level, particularly those with a bachelor's degree, there is a high perception of electronic word-of-mouth (WOM). Occupation does not influence the perception of information quality and perception of interactivity, as individuals from all occupations demonstrate a high perception of these factors. Individuals with a monthly income of 50,000 baht or below exhibit a high perception of information quality and perception of interactivity.

According to the objective of studying effects of perception of reviews on online hotel booking intention. Most notably, the perception of electronic word-of-mouth (WOM) has the strongest influence on hotel online booking intention, followed by safety and privacy, and then information quality and to attract all groups.

These are some specific actions that could apply the result of this research:

1. **Interactive Features and User-Friendly Interfaces:** we should emphasize interactive features on your platforms, such as live chat support, product configurators, or virtual tours. Ensure that your interfaces are user-friendly and intuitive, providing a seamless and enjoyable user experience.
2. **Security Measures and Privacy Protection:** We should show and inform clients/customers the security measures / laws that we use to protect their privacy such as comment gateways are secured and data is protected. This is the way to assure customers that their personal information will not be misused and emphasize our commitment to privacy protection.
3. **Personalized Experiences and Engagement Opportunities:** we should implement personalized marketing strategies, such as offering tailored recommendations based on customer preferences or sending targeted promotions or provide engagement opportunities like vouchers, loyalty programs, or exclusive discounts to enhance interactivity and encourage repeat business.
4. **Positive Online Reviews and Testimonials:** we should encourage customers to leave online reviews and testimonials about their positive experience as automated email follow-ups after a purchase, to gather feedback and generate positive word-of-mouth.
5. **Referral Programs and Influencer Engagement:** we should create referral programs that incentivize customers to refer your products or services to others. Collaborate with influential bloggers, social media influencers, or industry experts to amplify positive word-of-mouth and reach a wider audience.
6. **Accurate and Up-to-Date Information:** we can ensure that the information about your products or services is accurate, comprehensive, and up-to-date. regularly review and update your product descriptions, pricing details, and any other relevant information across your marketing channels.
7. **Excellent Customer Service and Support:** we should provide exceptional customer service and support throughout the customer journey. Respond promptly to inquiries, address customer concerns, and ensure a positive and hassle-free experience. Implement chatbots or AI-powered customer support tools to improve response times and availability.
8. **Continuous Improvement and Customer Feedback:** We should regularly gather customer feedback through

surveys, reviews, or feedback forms. Analyze the feedback to identify areas for improvement and make necessary adjustments to enhance customer satisfaction. Use customer insights to continuously improve and update your products or services.

Recommendations in the next research

- 1) Further studies should be conducted in the research, collecting data from samples in other provinces to compare the results of booking decisions made through online hotel booking agencies. This will lead to planning marketing events. Plan management strategies
- 2) This research was conducted with a sample who used to use online hotel booking services. So, by making, the next research should be studied with a sample who have not yet used an online hotel booking service to know the reason and revise the information obtained, the group will turn to online hotel booking services.
- 3) Other forms of data collection, such as in-depth interviews, should be collected to gain insights and the true needs of respondents. Can be used to improve usage. The online booking system is more efficient.

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