

Review the Online Booking Intention to Malaysia Hotel with the Moderating Effect of the Habit

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Abstract: *This article is the conceptual review on the online booking intention to Malaysia hotels with the moderating effect of the habit of customers. With this review, the relationship between the independent variables which consist of online effectiveness, online reviews, and online satisfaction, and online booking intention can be founded for the further analysis, with the moderating effect of the travelers' habit. Then this article will help the further data collection and analysis to gain the final results on online booking intention to Malaysia hotel among foreign travelers to explore to what extent the predictors can influence the customers' online booking intention with the moderator effect of habit.*

Key words: *online booking intention, online effectiveness, online reviews, online satisfaction, habit*

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I. Introduction

As the tourism industry development, the hotel industry has developed in the recent years. For instance, the number of the hotel rooms increased from 168,840 in 2009 to 308,210 in 2018, and the guests increased to 82.44 million in 2018 and guests increased to 18.34 million in the first quarter of 2019 (Chelsey Poh, 2019). Then the hotel industry has great contribution to the national economy. For instance, the revenues in Malaysia Hotels segment were to US\$1,047 million in 2017, US\$1,080 million in 2018, and US\$1,125 million in 2019 (Statista, 2019). According to Statista, 2019, comparing to 12% travelers preferring to book hotels offline, 88% travelers prefer to booking hotels online. Hence, the online hotel booking is significant for the hotels to gain more customers booking intention to increase their revenues and profits, and online booking intention is significant for the hotel industry development in the future.

II. Problem statement

In the hotel online booking, there are so many travelers relying on the third-party agencies to book the hotel online, and the travellers more prefer the hotels with the internet connectivity. As the researches of Myat A. et. al., (2019), there are 80% hotels created their own websites and can be found in the World Wide Web (WWW), but these websites lack of the online booking capacity. Thus, the third party agencies, as the online channel between the hotels and travellers, is more important for the hotels to increase their revenues, and how the third party agencies show the information to the travellers and what the feedback they collect from the travellers are important for the hotels to improve themselves in their operational management and the strategic management. In the relationship among the travellers, agencies, and hotels, there may be some noises which interpret the services to travellers and rational rate to the hotel, and those noises may affect the other travellers to evaluate and compare their traveling plans and hotels booking and hotels future revenues. Hence, it is essential to conduct the research on the online hotel booking intention with and without the third party (agencies, or online ordering platforms). The technology development, especially the information and communication technology development provide the opportunities to the hotel industry to increase their online revenues.

III. Research objectives

The general objective of this article is to review the relationship between the independent variables and online booking intention with the moderate effect of habit. Specifically, this article is to review the relationship between online effectiveness and online booking intention, the relationship between online satisfaction and online booking intention, and the relationship between online review and online booking intention to Malaysia hotels among the foreign travelers. In this way, in the further research, it will be easy to do the research on the

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data collection and data analysis.

IV. Literature review

Online booking intention

The definition of the online booking intention is the consumer's willingness to book online and stay at a specific hotel (Sreejesh and Anusree, 2016). In the past researches, the social media and the online trip planning are provided for the travelers to increase their booking intention by the lodge owner in their innovation sales (Nuruzzaman et al., 2017; Tuten and Solomon, 2017). As the theory of reasoned action (TRA) is developed to the planned behaviour (TPB) by Ajzen (1991) and by adding the perceived behavioural control as a crucial factor which is as "individual perception of the ease or difficulty of performing the behaviour of interest". In this article, the perceived behavioural control refers to consumers' perceptions on the online review to the hotel information, the online effectiveness and online integrity from the hotel, and the customers online satisfaction to online booking the hotels. In other studies, the other perceived behavioural control factors have been tested, like the self-efficacy, from the travellers' view (Antonio, et. al., 2018), this article will be more concerned on the hotel online services to travellers.

Online effectiveness

In the online shopping, there are four entities to determine the increase of the trust and purchasing intentions, and those four are the trustor (consumer), trustee (vendor) and environment (involving technology) and any third parties and those are required the information technology to support their connections in this online market (Kim and Peterson, 2017; Kim et al., 2016). The effectiveness among the hotels and the third parties like traveling agencies can directly influence the customers' trust and convince to book the hotels online. In the past research, the online booking has been researched on the Expedia, and it is found that the number of the management response does not affect the hotel booking, but the management response with high similarity can reduce the hotel booking (Zhang et al., 2019). Agag, et. al., (2019) also found that the effectiveness of the hotels and the third parties is important to increase the customer concerns and booking intention in the online hotel booking.

Online reviews

In the past researches, there are three dimensions on the online review: eWOM score, eWOM consistency, and the eWOM volume. the eWOM (word of mouth) has the impact on the customer' booking intention and the review score becomes the highest dimension in the online review for the customers (Ladhari and Michaud, 2015; Viglia, et al., 2016). This means that the customers who plan to book hotels, more concern the previous review score in this hotel. Positive online review may increase their booking intention, and the negative online review will decrease their booking intention. Beside this, the online review is also on the comments and related materials (pictures and videos) which have been posted by the previous travelers, can be one of the most essential for future travelers and for their planning and decision making (Bae et al., 2017).

Online satisfaction

Oliver (1997) defined satisfaction as the positive post consumption evaluation from the customers. The satisfaction can also make the relationship closer between the products and service providers and the customers (Migacz et al., 2018). Online satisfaction can strengthen the customers' intention to continuous use this products and services (Veeramootoo et al., 2018; Khayerand Bao, 2019). In this article, the online satisfaction is the positive post consumption evaluation from the travellers who have already viewed the online information on the hotels and got the communication with the hotels or the third parties (tourism agencies). Then these travellers who have the traveling plan, have positive post evaluation on the hotels and third-party services.

Habit

The habit is not the automatic behavior in the specific situation, it is the antecedent of the customers behavioral intention to continue the existing behavior. Among the past studies (Hsiao et al., 2016; Venkatesh et. al., 2012; Karjaluo et al., 2019; and Morosan and DeFranco (2016), Venkatesh et al.(2012) found that positive effect from habit to the intention to use. Morosan and DeFranco (2016) and Karjaluo et al., (2019) examined the habit in the online payment and found that there is a direct relationship between habit and intention to use. Hence, in this article, is proposed that the habit can be a significant driver of booking intention to the hotels. Another research created the new model with the moderator variable habit to affect the customer concerns and the purchase intention in hotel industry (Gomaa M., et al., 2019).

V. Theoretical framework

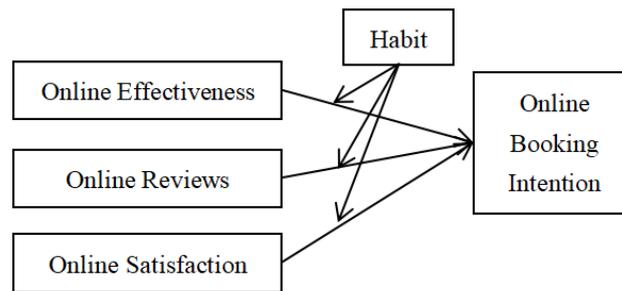


Figure1: Theoretical framework

VI. Recommendation

In this article, with the literature review the independent variables online effectiveness, online reviews, and online satisfaction, the moderator variable habit, and the dependent variable online booking intention to the hotel, the interaction relationship among these variables can be found in the previous literature. Hence, the further research can be easily conducted in Malaysia market to find the relationship between the independent variables and online booking intention with the moderating effect of the habit. In this way, the following result can be significant to the hotels to improve their services with their limited resources to attract more travellers and to increase their revenue in the future. Then it is also significant to the hotels industry development in Malaysia and significant to the tourism industry development in Malaysia, with more foreign travellers coming into Malaysia.

Hence, it is recommended that the further research can be conducted in Malaysia market to collect the data from the travellers who plan to travel in Malaysia and the people who have the traveling experience in Malaysia. This will directly contribute to the hotels industry and tourism development in Malaysia. Then it is recommended that the further research can be conducted with the online questionnaire, for the key words in this article are the online booking intention with the online reviews, online hotels or agencies effectiveness, and online travellers satisfaction. Then, it is recommended that the target respondents are more familiar with the online commerce and e-payment. This is because that the online hotel booking cannot be completed without the booking fees which should be by the e-payment approaches. In this way, the data collected will be in high validity and useful for the further result generation, and the result may have more significance and contribution to the hotels increasing revenues and hotels industry development in Malaysia.

VII. Future scope

Based on the literature review and the recommendations above, the further research will be conducted with the target respondents who are the Chinese travellers and plan to travel to Malaysia or already have the traveling experiences in Malaysia. This is because that the Chinese travellers are more important to Malaysia hotel industry and tourism industry development and they are more commonly using the e-payment, like Alipay and WeChat pay, and it is popular for Chinese travellers to book hotels with the online shopping platform. Then on the sampling technique, stratified sampling technique in probability sampling should be applied to test different Chinese people from different places or provinces whether there are any difference results with the different demographic profile. The sample size can be determined by the power analysis by the Gpower software. In the data collection and data analysis, the data screening will be done with many approaches to make sure the data is valid and useful to generate the final result for the hotel industry development, and any data with error or other problem will be deleted or to recollect the data to make sure the data is valid and reliable in the further research.

VIII. Conclusion

In conclusion, this article reviews the hotel online booking with the variables online effectiveness, online reviews, and online satisfaction with the moderating effect of habit. With the problem of statement, it is essential to conduct the research on the hotel industry with the online booking intention in Malaysia market. The relationship among the variables are clearly seen in the literature review. With the recommendation and the scope, the research can be conducted with the target respondents to generate the final results to make contributions to the hotels to adjust their current marketing strategies to increase their revenues in the future. Hence, the hotel industry in Malaysia may developed together with the tourism industry in the future.

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