The Study on Online Booking among Young Malaysian

Amirrudin Kamsin, Chang Sok Kin

Faculty of Computer Science & Information Technology, University of Malaya 50603 Kuala Lumpur, Malaysia
Email: amir@um.edu.my; sukichang81@yahoo.com
Tel: +603 79676349 Fax: +603 79579249

ABSTRACT

Our research's main motivation was to investigate the preference on online booking among undergraduate from different faculties in University Malaya. This paper highlights the output of the pros and cons for online booking and was written based on findings of a survey conducted among the undergraduates of University Malaya. The study was further broken down into five categories, which consisted of cinemas, books order, transportation, hotels and restaurants. The samples of this study were 150 undergraduate students from different faculties in University Malaya. We obtained our samples by using random sampling method. The conclusion is based on the analysis results of the survey. Online booking through Internet is where the visitor visits your website to
a) Choose services according to customer's preference
b) Check for its availability
c) Fill in the booking form
d) Pay by secured server.
Services can be purchased individually or as a package.

Keywords: *Online Booking, Internet, categories differentiation, pros and cons, undergraduates*

1.0 INTRODUCTION

Online booking? The world has faced a rapid growth with the use of Internet where people around the world can easily access information and making reservations online. This booking method has been widely used recently in this world of Information Technology. Many companies have implemented this method in their commercial websites. Companies make e-booking as an investment that helps them in the scope of expanding their market leadership. By having the online booking/reservation system, it will lead to superior control over the reservation process and operation with greater accuracy and thus also helps to reduce errors due to conventional manual processing.

However, there are still a few problems that users might face when online booking. The first problem is e-bookers may not find their intended page after spending much time searching through web pages which means that e-booking have Very poor customer service and communications. Besides that, sometimes the homepage is difficult to access. E-bookers have to pay extra money for special charges, which the prices may not be better than a traditional bookstore. In other words, there may be some shipping costs included as well. The main problems for e-booking is use credit card payment only and it may make e-bookers feel unsecured when they do e-booking transaction. The other problem is website for online-booking never update the reservation date and never show the reservation time or never provide current reservation chart for users. Lack of knowledge about how online booking tools work also gives problem to e-bookers. For cinema e-booking, customers have to be there half an hour in advance to purchase the tickets, or else the booking will be invalid. Problems such as insufficient, unintelligible, or plainly wrong information in books detail facing by e-bookers which want to do e-booking for Book Order. For transportation, it is not allow users to change and cancel their booking ticket when necessary and users must print out the approvable slip to change with the ticket at the counter.

The purpose of the study is to highlight the efficiency of online booking and the extent of its usage among undergraduates from different faculties in University of Malaya. Our research objectives as below:

- To list down the pros and cons of online booking method.
- To gather information on user's preferences regarding booking methods.
- Investigate the criteria that the consumers would take into consideration when making decision to make reservation.
- Providing the statistics of the general consumer's booking preferences.
- To investigate the frequency of visit of consumers to websites dealing with the online booking.
- Identify common problems that consumers face when doing online booking.
- Investigate the understanding of undergraduates regarding the concept of online booking.

Online Booking facilitates cinemas, books, transports, hotels and restaurants booking over the Internet. The targeted group of people for our research were the undergraduates at the University of Malaya.

2.0 LITERATURE REVIEW

Most of the Malaysians prefer conventional booking than online booking. Consumers were willing to trust ordinary stores than online stores [4]. Around 30% of the respondents have not bought anything via Internet because they felt unsecured through credit card payment [19]. The reputation or brand of the online companies can make the consumers trust on their security when they make payment [6]. Well-established brand name is one of the major factors to make consumer make online booking frequently [4].

The marketing method used to promote online booking through special discounted rate and a refund as an effective way over the conventional booking to draw and retains its customer audience [13]. Online booking features like personalization of interests is also one of the enabler that promotes online [18].

Consumer prefer online booking than conventional booking because of the design factor for the web page such as easy to search information, attractive page layout with professional web style and readability web page [5]. The information content of a hotel website will have a significant impact on the perceived trustworthiness of the hotel organization [5]. The design quality of the Web site is another important reason influencing consumer's trust [4].

Respondent faced more risk for online booking than conventional booking [3]. Most of the consumer feels that they are easier to get information and compare the prices of the books from Internet than ordinary world [2]. Respondents are not worried about the security issues when make online booking [4]. Buyers choose online booking because of the time reduction [18].

Online book-order is easy to evaluate price, book content and quality of the book from Internet before purchase or make order. Consumer like to book ticket through online but facing problems such as failed to book ticket after submitted their order, pricing or payment information unclearly and confuse about the rule faring [11].

The primary benefits offered by online transactions include convenience, lower prices, and lower search costs. Consumer makes transaction via online booking ticket because they could get the lower ticket price [10].For the online booking transportation ticket, consumers are given chance for convenient, cheaper travel bookings price, comparison of travel price, personalization benefits, time saving and easy transaction [8]. Besides that, cost saving also is a main factor, which encourage consumer to make online booking transaction [7]. Flight tickets are also easy to evaluate prior to purchase [3].

For the online booking hotel and restaurant, consumers could search for information likes price, facilities, quality and other information and then compare all the criteria before make purchasing [1]. Besides that, online booking can let consumer save time such as mitigate traffic jams during peak season. Online booking business comes out with packages that assist traveler in controlling their budget and has an affordable hotel reservation [13]. Most of the respondents will not make online booking hotel because of lack of procedure efficiency, imprecise and vague information of the hotel and no guarantee of the room booking [10].

The number of UK online hotel reservation has increased by 300% at the year of 2001 [14]. This is because people are growing to gain confidence in making online payment. Other than this, it stated that the widely use of Internet is also one of the factor that boosts the usage of online hotel reservation. They believe that the net is a valuable research tool and as a good method to place a reservation online. It also stated that the instant reservation facilities over the Internet as one of the drivers of the growing popularity of online booking.

For category online booking cinema's ticket, only 33% of the respondent access Internet. Most of them visit the website for searching information such as time show and summary of films. Besides that, they make online booking ticket via Internet [20].

Consumer can choose their seat and class of travel when make online booking flight ticket. They will receive a confirmation email from the company after they make purchasing [17]. 32% of all US business and leisure travellers like to book their travel through internet [12].

Consumers choose online booking because they are easy to get information from web page [9]. User prefer to book online because of the benefits such as multiple languages in the web page, special offer during seasonal period, loyalty which business and organization club members can make use of password-protected rates, regional, instant online confirmation and checking, and omission from commission [15].

3.0 METHODOLOGY

The methodology used in this research was based on certain techniques, which was for collecting data about the electronic booking (e-booking). The research was done among the students of University of Malaya.

Survey
The survey consisted a variety of questions and options. The survey had different levels, which were:
a) User background knowledge about the usage of Internet
b) User knowledge about electronic booking (e-booking)
c) User opinion/suggestion about the e-booking methods.

The survey questions were designed to identify the public awareness about the online booking and the problems encountered. As a developing country, many companies in Malaysia realize about the importance of online booking. Therefore, the survey was done to know about the public feedback and response about the development and the implementation of e-booking.

4.0 ANALYSIS AND DISCUSSION

(a) Ownership of Personal Computer (PC) among undergraduate students in University Malaya

Table 1: Ownership of PC according to Faculties in UM

Faculty	Have PC		Total
	Yes	**No**	
Academy of Malay Studies	1	4	5
Academy of Islamic Studies	3	2	5
Arts & Social Science	4	4	8
Computer Science & IT	27	2	29
Economics & Accountancy	18	19	37
Education	3	2	5
Engineering	23	3	26
Languages & Linguistics	1	2	3
Law	4	1	5
Medicine	5	0	5
Science	12	6	18
Sport Science	0	4	4
Total	**101**	**49**	**150**

Most undergraduates in University Malaya owned a personal computer. From the survey conducted, approximately 101 students or 67.33% own a personal computer while 49 students or 32.67% does not have a personal computer. This shows that a large number of students in University Malaya are computer literate.

(b) Accessibility of Internet among undergraduate students in University Malaya

Table 2: Accessibility of UM Students to Internet

Faculty	Access to Internet Service		Total
	Yes	**No**	
Academy of Malay Studies	5	0	5
Academy of Islamic Studies	4	1	5
Arts & Social Science	6	2	8
Computer Science & IT	29	0	29
Economics & Accountancy	33	4	37
Education	5	0	5
Engineering	26	0	26
Languages & Linguistics	2	1	3
Law	5	0	5
Medicine	5	0	5
Science	18	0	18
Sport Science	1	3	4
Total	**139**	**11**	**150**

Most undergraduates in University Malaya have accessed to Internet before. From the survey conducted, approximately 139 students or 92.67% have access to Internet before while 11 students or 7.33% have not access to Internet before. This shows that the majority of the undergraduates in University Malaya have the opportunity to access to Internet, which provides them with a vast scope of information.

(c) Frequency of Internet Usage among undergraduate students in University Malaya

Table 3: Frequency of Internet Usage among undergraduate students in University Malaya

Faculty	Everyday	Once a week	>3times a week	Once a month	Never	Total
Academy of Malay Studies	0	3	2	0	0	5
Academy of Islamic Studies	0	4	1	0	0	5
Arts & Social Science	0	6	1	1	0	8
Computer Science & IT	14	0	15	0	0	29
Economics & Accountancy	1	15	15	4	2	37
Education	2	0	3	0	0	5
Engineering	6	7	12	1	0	26

Languages & Linguistics	0	2	1	0	0	3
Law	2	1	2	0	0	5
Medicine	1	1	3	0	0	5
Science	2	4	12	0	0	18
Sport Science	0	3	1	0	0	4
Total	**28**	**46**	**68**	**6**	**2**	**150**

From the table shown above, 28 students or 18.67% used Internet daily, 46 students or 30.67% used Internet once a week, 68 students or 45.33% used Internet more than 3 times per week, 6 students or 4.00% used Internet once a month and only 2 students or 1.33% had never use Internet before. A high percentage of student that access to Internet more than 3 times per week shows that Internet is very important to majority of the undergraduates in University Malaya where it is a source for students to retrieve information, doing reservations online or either communicate with others.

(d) Purposes access to Internet

Most of the students at University Malaya accessed to Internet for searching information about their coursework projects, assignments and research projects, which were 47 students (32.07%). Around 40 of the students from total 150 students in University Malaya used e-mail services through Internet (26.67%) and for surfing (19.33%). Other than these data, a few students used Internet for chatting purposes (16.67%), playing games (4.00%) and other activities (2.00%). There were none of the students purchase products through Internet. It is probably because most of them (50.00%) do not have credit card to do the online transaction, which we can refer to the result of the survey from Table 7.

Table 4: Purposes access to Internet

Purposes	Total	%
Surfing	29	19.33
Search Information	47	31.33
Chatting	25	16.67
Using e-mail service	40	26.67
Purchase products	0	0.00
Games	6	4.00
Others	3	2.00
Total	**150**	**100**

(e) Problems when conducting an e-booking transaction

Table 5: Problems when conducting an e-booking transaction

Problems	Total	%
Don't know the procedure	74	49.33
Complex procedure; hard to understand	28	18.67
Don't know how to pay	25	16.67
Others	23	15.33
Total	**150**	**100**

Most respondents had problems when conducting an e-booking transaction. 49.33% of the respondents had no knowledge about the e-booking transaction procedure. 18.67% of the undergraduate students felt that the procedures are too complex to understand. The other groups of students had no idea about the payment procedures (16.67%).

(f) Purchased/booked anything from the Internet
When interpreting the results of our survey, overall, 78.67% of students surveyed never went on any purchasing or booking online. However, this result does not mean they are not interested in any online transaction. According to the survey, 50.00% of the students claimed that the main reason was because of they do not have credit card. In fact, as a result of conducting the sale and purchase online, it is necessity for us to have credit card. So it is

reasonable that most of the students were unable to go on any online purchasing or booking. Only 12.5% of the students claimed that online purchasing is too expensive and 2.7% was unsatisfied with the duration of delivery. Nevertheless, yet 30% of the students felt that online transactions are not secure. Fear of credit card fraud or the sharing of personal financial information with third parties may be the reasons.

(g) Kinds of E-booking web site that respondent usually browse through
From the table above, it is very clear that majority of respondents did like to watch movie by booking the ticket through the E-booking compared with the conventional booking. They prefer choosing this E-booking way in order to saving their valuable times because it is faster and easy to book the ticket through E-booking. Besides, they also like to order the

magazine and book through E-commerce site. It is because they had variety choices to choose their favourite magazine and the best reference book for exam guides especially for student. Furthermore, the consumer also can compare the price and facilities provided through the E-Commerce web site such as booking hotel, transportation like fight, train or bus and so on. Through this survey, we also find that a few people never browse the E-commerce site at all. May be they thought that conventional booking is trusty than E-booking.

(h) Respondents' reason to visit web page for online

The result of survey shows that the main important factor that attracts user most when they visit a web page dedicated for online-booking if the web page easy to use (user-friendly), which provides 31.33%. Besides that, from the survey question number 23, most of the respondents thought that online-booking can save a lot of time; money and large quantity of product can be purchased. Fast Response Time (11.33%) is another factor, which attracts most of the users visit a web page dedicated for online-booking. From the survey question 21, we can conclude that more than half the respondents – 56%, would not make online-booking for accommodation and transportation through Internet because of the low interactivity (6.00%, from the graph above) factor. From the survey question 26, 54% of the respondents thought that it is important to include multimedia elements when developing an E-Commerce Web Site to attract user to visit a web page dedicated for online-booking.

(i) Opinion of online booking suitable in Malaysia and will it help promote Malaysia's industry

According to the table above, there are 131 numbers of students, which is 87.33% agreeing that online booking is suitable in Malaysia and 81.33% agreeing that online booking system will help promote Malaysian's industry. The Malaysians are now realizing that online booking is important for development country to promote the industries such as entertainments and tourism, also to sell the products such as handicrafts. The Malaysians are now realizing that online booking is suitable and important for them. This is because online booking makes life become easy and interesting.

(j) Kind of benefits respondents wish to have if subscribes to become a member for e-booking transaction

From the table above, the most of respondents wish to subscribe as a member of e-booking transaction for purpose to get discount when purchase the thing through the E-Commerce site. They can get low price when buying or booking through E-Commerce after discount. Free gift and lucky draw are the methods to attractive the consumer interest to become a member of E-booking transaction. They will get many

surprises from the free gift given when s member become.

(k) Probable Case of Visiting an Online Booking Website

According to the table above indicating the probable case of respondent that he/she will visit an online booking website, the distribution displayed an almost equally possibilities of positive a negative feedbacks. Though so, people that will probably not visiting an online booking website are more than those who will in the case of quantity from the study that we have done. 65 persons equivalent to 43.5% of the sample stated that they would browse an online booking site while 85 persons (56.5%) will not when surfing on the net. As our study was within the region of Malaysia, most probably that the sample would inherits the attitude of "Malaysian Culture" that is, most of the shops are located near our houses. People can easily access to store or services. Hence, they will rather to shop or seek for services than having the hassle to get connected to the net and wait for the online fulfillments that would probably takes longer time but the other way round if they just get their desire fulfilled from the neighborhood. Some of the other constraints like not having a personal computer are also one of the hindrances to conduct an online booking transaction.

(l) Perception of Online Booking / Purchase

We examined the perception of respondents towards the online booking or purchase using 4 types of variables that are unsecured, easy, and difficult and others undefined feedback (no idea, troublesome). We defined the context of unsecured in a way that the breach of personal information likes credit card details, personal details and etc. Easy level means that user can easily conduct an online booking without much effort and the procedure is simple to understand and is reliable too, while difficult implies that the customer decision process is complex. The rest of the feedbacks like having no idea of online booking or troublesome are also the variables found during the research of our study.

We found out that 60.7% (91 persons) of our sample thinks that online booking/purchase is an unsecured method of transaction. This is to believe that they have not adequate confidence with the online payment system through electronic wallet. Online shops should acquire trust of the customers by addressing the key of security. 33 persons or 22% of the respondents claim that the online booking is and easy transaction that brings great benefits to them. Computer savvy who visits frequently to the online booking website claim that doing virtual booking saves the hassle to travelling to the shop itself as well as excluding all the routine to meet and wait for the sales representative to attend to you in the case of peak season or school holidays.20 people (13.3 %) said that online booking is actually a difficult task. Sometimes, they are facing with the server downtime

error that makes them to fail the booking during any seasonal/special promotion occasions. Plus, some of the badly designed online booking website makes the customer decision process so difficult and complex that some prefers to walk-in to the shop to make their booking. While the minority of 6 persons that is equivalents to 4% of the overall sample has simply no idea of the online transaction, while others found it to be troublesome as well.

(m) Consciousness Regarding the Security Measure in Online Booking Transaction

We interpret the awareness of security measures in online booking transaction from the respondents in 4 ways. Little knowledge meaning that users are naïve of the possibility of information breaching that will result herself/himself to suffer loss due to not paying regards to the security addressing of a site. Moderate level implies that user have the idea of security during the virtual booking but do not know how the site applies it to secure their transaction. None level indicates that the respondents are not securing their information at all and place themselves at the risk of the eyes of cyber criminal. While the good metric shows that consumers are conscious of the cyber crime and have a 'play it safe' mind in their head like checking for the security keys that the site claims before revealing their personal information and credit card details. Other than this, user normally has certain extent of knowledge of web security.

From this study, we found out that the majority of sample (69 persons, 46 %) has little consciousness for the security in online booking. 51 persons that are 34 % of the sample have moderate knowledge, while people that have no idea of this security measures contribute to 15.3% or 23 persons of the study and the rest of 4.7% or 7 persons claim that they have good awareness of security measures while conducting an online booking. Some of the common available security measures are applying SSL (Secured Socket Layer) and DS (digital signature) provided by Thawte, Verisign and Baltimore.

5.0 CONCLUSION

From the result of our research, we can conclude that most of the undergraduates in University Malaya dislike using online booking. This situation happens because around 50% from the total student samples seldom or never access to Internet. The main purposes for a quarter out of 50% students access to Internet is to send or check email only. Another problem is 49.33% don't know the procedure to make online booking transaction. Around 60.7% of the undergraduate student in University Malaya don't have credit card to pay the transaction if they want to make online booking. From the reason above, there were few of students willing to make online booking transaction.

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