

UNIVERSITI TEKNOLOGI MARA

**HOTEL WEBSITE DIMENSIONS – ANALYZING
INTERNATIONAL TOURISTS’ INTENTION TO
PURCHASE ONLINE**

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MASTER IN HOSPITALITY MANAGEMENT

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Dissertation submitted in partial fulfillment of the requirements
for the degree of
Master in Hospitality Management

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Candidate's Declaration

I declare that the work in this dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledged as reference work. This dissertation has not been submitted to any other academic institution or non-academic institution for any other degree or qualification.

In the event that my dissertation is found to violate the conditions mentioned above, I voluntarily waive the right of conferment of my degree and agree to be subjected to the disciplinary rules and regulations of Universiti Teknologi MARA.

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ABSTRACT

Internet has become the major distribution channel of hotel industry. Hotel in Malaysia have started to implement this type of distribution channel to their organization. One of the tools that can introduce the hotel globally and being a medium to interact with the customers is by using hotel website. Therefore, hotel website needs to be effective so that it meets the preferences of the tourist. This study is to investigate the hotel website dimensions to be considered in relation with the international tourists' intention to purchase online. The hotel website dimensions will be measured by two categories of variable which are website interactivity (Stepchenkova et al., 2009) and website information (Rong et al., 2009). Sample of 400 foreign tourists at Kuala Lumpur International Airport were selected. This research analyzed the relationship of these dimensions and the intention to purchase online by the international tourists. The most important dimension that attracts online purchasing also been selected throughout the study. The results show that there were positive relationship between each hotel website dimensions and online purchase intention. The study also concluded that website information was the most important variables in hotel website dimension. Practically, this research has shown the importance of understanding in choosing the best and appropriate website dimension to encourage customer to purchase via online.

Keywords: Hotel Websites, Internet, Website Interactivity, Website Information, and Online Purchase Intention

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