

IMPACT OF ONLINE INFORMATION ON HOTEL BOOKING

ABSTRACT

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The hospitality industry heavily relies on online platforms for attracting and engaging customers. Inaccurate or misleading online information can lead to customer dissatisfaction and harm hotel reputations. This study utilizes surveys and interviews to identify these inaccuracies, assess their effects, and recommend strategies for improving digital content management to build customer trust and loyalty. This study was conducted at Oriental Garden Lilac Tower using a quantitative descriptive design. A total of 100 guests, with 70% female respondents, were selected through snowball sampling to participate in a survey concerning online booking information. Data collection was carried out efficiently using structured questionnaires. The study, involving 100 respondents, found that the majority (43%) were aged 18–25, with females comprising 70% of the sample. Most guests visited “once a month” (32%). Key factors driving hotel booking satisfaction included visual appeal (high-quality images, weighted mean = 3.64), ease of navigation (search functionality, 3.54), information clarity (accurate maps, 3.66), customer reviews (overall ratings, 3.58), price (value for money, 3.48), and hotel amenities (comfort and convenience, 3.71). Technical issues and information accuracy emerged as primary challenges, with website glitches and inconsistent information receiving weighted means of 0.42 and 0.37, respectively. High-quality visuals and mobile-friendly interfaces are vital components of successful hotel websites. Competitive pricing combined with perceived value is essential for attracting and retaining guests. Technical issues such as website glitches and inaccurate information can erode customer trust, underscoring the importance for hotels to improve website design, ensure accurate data management, implement thorough fact-checking, and strengthen security measures.

RECOMMENDED CITATION

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