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Factors affecting the customer reservations at hotels in the ABC Company

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ABSTRACT

This study delves into the nuanced landscape of online booking services within the hospitality industry, with a specific focus on "awidimu.lk." The research explores the perceptions and intentions of users regarding Information Quality (IQ), System Quality (SQ), E-service Quality (ESQ), and Reservation Intention (RI). Drawing insights from a diverse respondent pool, the study analyzes demographic distributions and employs descriptive statistics, correlation matrices, and regression models to unravel intricate relationships between key dimensions. The findings reveal a predominantly positive user disposition toward "awidimu.lk's" online booking service, with favorable perceptions of Information Quality and System Quality. E-service Quality, while scoring high on average, exhibits a range of experiences among users. The study underscores the interconnectedness of Information Quality and System Quality, emphasizing their collective impact on user intentions. Notably, E-service Quality emerges as a pivotal predictor, significantly influencing users' intentions to make reservations. Demographic nuances, including gender, age, occupation, education, and income, provide context to the findings, recognizing the diversity of user preferences. The study contributes actionable recommendations for "awidimu.lk" to enhance its service offerings, emphasizing the importance of refining Information Quality, System Quality, and, notably, E-service Quality to foster positive user experiences and increase reservation intentions. Ultimately, this research serves as a valuable guide for organizations in the hospitality sector, offering insights into the dynamics of user perceptions and intentions within the realm of online booking services.

Keywords: Booking, Customer, Reservations, Intention, Hotels

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