

An Investigation of Individual Strategies Customer Use with TripAdvisor on Choosing Accommodation in Jakarta, Indonesia

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tripadvisor

Introduction

- >> Jakarta known as a first place to do business either for local people or people outside from the continent. (Perdana, 2018).
- >> This causes the growth of variant accommodation. (Erica and Al Rasyid, 2018).
- >> The application of technology in the field of hospitality industry such as Tripadvisor has big impact towards the decision on choosing accommodation in Jakarta. (Olsen and Connolly, 2000).

Methodology

- >> Primary Research with Questionnaire procedure with data collection using the Google form, Line, Whatsapp and Social Media.
- >> Sample from 20-50 years old
- >> local people in Jakarta, business people and hospitality students .

Rationale

- >> How Customer use Tripadvisor to make accommodation decisions
- >> What Strategies are potential customer use to determine if the review fake or not
- >> The effectiveness of using Tripadvisor while customer are selecting hotel in Jakarta,Indonesia

Anticipated Findings

The expected results for this research is TripAdvisor known as a Brand Recognition for people.

Aim and Objectives

- >> To review literature regarding a range factors consumers experience when using tripadvisor to book online accommodation
- >> To investigate the strategic decisions customers apply when choosing accommodation in Jakarta
- >> To make recommendations to customers about how to know the real and fake ratings in using tripadvisor to choose accommodation in Jakarta

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