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

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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

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

Anticipated Findings

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

REFERENCES