

E-PROCEEDING HOTWEC 4.0
RESEARCH TOWARDS IR 5.0

**NURTURING
HOSPITALITY,
TOURISM AND
WELLNESS WORLD**



FHPK, UMK

E-PROCEEDING

RESEARCH TOWARDS IR 4.0

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Tourist Willingness to Participate in Online Co-Creation Experience: A Case of Booking.Com

Chong Jing En, Nur Anis Ayunie binti Ariffin, Nur Fatini binti Che Yusoff, Nur Hayatul Nadhirah binti Mohd Nasir, & Nurzehan binti Abu Bakar

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ABSTRACT

This study is designed to examine tourist willingness to participate in online co-creation experience via Booking.com. The study suggests four factors: ease of use, information, interactivity, and website design that affect tourist willingness to participate in online co-creation via Booking.com. The data were collected using questionnaires and the researchers conveniently distribute the questionnaires to 350 respondents. The collected data were then analyzed quantitatively using statistical tests via SPSS that include the reliability test, descriptive test, and Pearson's correlation analysis in order to investigate the relationship between two quantitative, continuous variables. The results showed that the scale is reliable and valid for current research and that booking.com website features influence tourist willingness to co-create online. The overall study provides a good insight into providing a good website that allows others to co-create, either on the part of the academic or the tourism sector.

Keywords: Online co-creation, ease of use, information, interactivity, website design, reliability test, descriptive test, Pearson's correlation analysis, SPSS.

INTRODUCTION

Online travel agent (OTA) is a travel website specializing in selling travel products to consumers (Redzo, 2007). According to Redzo (2007), there is high competition among OTAs due to considerable OTA numbers that exist nowadays. The same scenario happened involving a famous OTA platform called Booking.com. Booking.com has to compete and differentiate from its competitors to become attractive to its customer. The competitive market has caused the sales in Booking.com to drop. Booking.com revealed in its annual report that the sales were dropping from 2014 to 2018. The company also revealed that customer engagement was also decreasing due to the decreasing number of sales (Mitra Sorrels, 2019).

Booking.com's sales have dropped due to many reasons. The company faced various customer complaints, particularly on its website layout arrangement (Tianshu Zheng et al., 2009). Customers complained that the website has many flaws in the system and the company did not rectify the problems. Briefly, the customers were not satisfied with a particular quality element of the website (Sam Hopps, 2020; Omar et al., 2020). Besides, the website layout is sometimes not in the right place, which caused customers to switch and visit another OTA website.

This study aims to investigate tourist willingness to participate in online co-creation experience via Booking.com. Although several studies have been done to investigate the value of co-creation in tourism and hospitality research (Chathoet al., 2013; Cabidduet al., 2013), a few empirical efforts have attempted to investigate co-creation (Oliveira & Panyik, 2015; Mathisen al.2016), particularly among OTAs. Nevertheless, the impact of OTA website quality and its participation in co-creation experiences should still be looked into (Mathis et al., 2016).