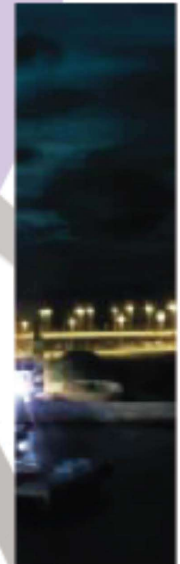
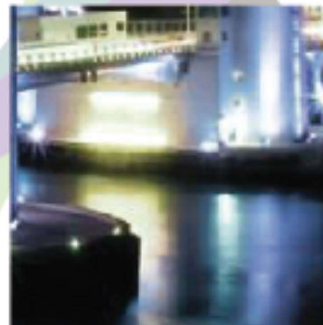
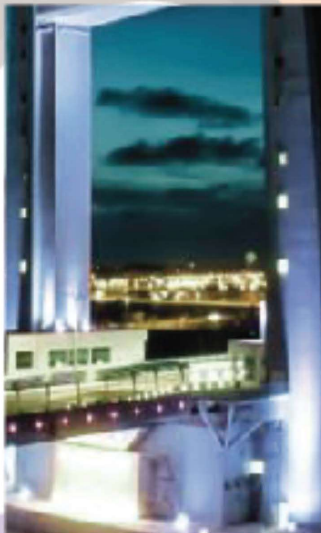




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PREFACE



The Terengganu International Business and Economics Conference or TiBÉC was first launched in 2008. Since it was a tremendous success, the organiser held TiBÉC 2010, TiBÉC 2012, TiBÉC 2014, TiBÉC 2016, TiBÉC 2018 and TiBÉC 2021 to gain a better understanding of issues in the business and economics disciplines. TiBÉC conferences had productively published and presented 685 papers from various fields in business and management.

Alhamdulillah, this year TiBÉC offers another platform to the researchers, academicians, industry practitioners, and students to meet and share knowledge, experiences, and ideas on virtual platform. The 2023 theme is “The Convergence of Digitalization and Sustainability”.

The TiBÉC VIII e-Proceedings compiles 87 extended abstracts, which officially published on 30th October 2023. The e-Proceedings covers 10 tracks, which are;

- Accounting
- Economics
- Entrepreneurship
- Finance and Islamic Banking
- Human Resource Management
- Management and Organizational Development
- Marketing and International Trade
- Operations Management
- Technology and Innovations
- Tourism and Hospitality

This publication would not have been possible without the unwavering commitment of the authors who submitted their work and the tireless efforts of our peer reviewers, who provided valuable feedback and ensured the quality of the contributions. We extend our heartfelt gratitude to them for their dedication and expertise.

We also acknowledge the invaluable support of the organizing committee, the sponsors, and the host institution, whose combined efforts were instrumental in making the conference a resounding success.

Thank you for being a part of this incredible conference, and we wish you all a productive, engaging, and enjoyable experience. Let us make this event a stepping stone toward greater scholarly achievements and a source of inspiration for our academic pursuits.

Sincerely,

Nik Fakrulhazri Nik Hassan, PhD
Conference Chair
TiBÉC VIII
30 October 2023

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hotel business. Since employees are a key component of hotel productivity, management and researchers should focus on topics like stressful working circumstances.

1.1 Role Ambiguity

Employees in the food and beverage department are regularly expected to multitask. Still, they frequently encounter a lack of information and ambiguous accountability for the tasks they are expected to complete, which encourages a situation of role ambiguity in their daily work and exposes them to stress (Arnieyantie, 2023). Due to unsocial work practices, demanding workloads, inadequate training, and dysfunctional guest behaviours, hotel employees frequently experience stress and job burnout (Harjanti & Todani, 2019).

1.2 Physical Workplace Environment

On the other hand, it is believed that the physical office environment impacts hotel employees' emotions, job happiness, and productivity (Arnieyantie, 2023). Ventilation, lighting, noise, design, and layout are a few factors (Thayer et al., 2010). The physical work environment must be suitable for preventing stress among employees as they carry out their responsibilities.

1.3 Job Insecurity

In addition to its financial effects, the 2020 pandemic has influenced the hotel industry's employees. One of the key objectives of workers in the tourism sector is job stability. When businesses battled to improve their financial circumstances both before and after the pandemic, financial instability was a concern that may have emotionally exhausted mental and psychological resources (Demerouti and Baker, 2011). Another study found that job insecurity may result in resource weakness, fatigue, job burnout, and a decline in employee well-being (Chen & Eyoun, 2021).

1.4 Emotional Exhaustion

Emotional exhaustion is the first and most well-studied aspect of job burnout and an indication of stress despite depersonalisation and a decrease in individual accomplishments (Maslach et al., 2001). According to Lubbadah (2020), burnout is a condition of mental, emotional, and physical exhaustion brought on by severe and continuous stress. This leads to physical health issues, decreased productivity, and job tiredness (Arnieyantie et al., 2022; Cerasa et al., 2020).

One of the most popular frameworks for examining the interactions between job resources and work demands is the Job Demand Resources Model, or JD-R method (Tan et al., 2020). It examines how the workplace affects productivity and well-being (Tummers, 2021). Burnout in the workplace happens when demand surpasses resources (Bakker et al., 2003b). Job demands include role ambiguity, conflict, workload, and working hours. Job resources include a physical work environment, social support, performance feedback, and autonomy. To evaluate the effect of role ambiguity, job insecurity, and physical work environment on the emotional exhaustion of hotel F&B employees, a section of the JD-R model will be modified and used as the basis for the proposed research framework in this study.

Since they are an integral part of hotel operations and must express appropriate emotions, interact with guests, and manage high expectations for delivering quality goods and services, this study focuses on hotel F&B employees (Harjanti, 2019). All these factors can result in stressful situations. Considering the F&B department serves as the hub of the hotel operation and the turnover rate in the hotel industry has been calculated to be as high as 66% yearly (Halim et al., 2021), the study on emotional tiredness is crucial. As a result, this study will examine the connections between the variables influencing emotional exhaustion in the hotel F&B Department with the following specific goals in mind: 1) to examine the effects of role ambiguity, 2) to examine the effects of job insecurity, and 3) to examine the effects of the physical workplace environment on emotional exhaustion among hotel F&B employees.

2. METHODOLOGY

This study employed a cross-sectional quantitative technique. The employees employed in the F&B divisions of 4- and 5-star hotels in the Klang Valley are the subject of this study. Due to the abundance of 4- and 5-star hotels there, the Klang Valley was selected as the sampling area for this study. To acquire the data, purposive sampling was used. The sample size was calculated using G*Power Software with an alpha of 0.15 due to the unknown total number of F&B Employees at 4- and 5-star hotels. One hundred twenty-two surveys from F&B staff at 4- and 5-star hotels in the Klang Valley were successfully collected, despite G*Power's prediction of a sample size of just 87. The research tool was taken from past scholars and adapted. There are five parts to this questionnaire. There are six demographic questions in Section A, five questions about role ambiguity in Section B (Karatepe and Uludag, 2008), four questions measuring job insecurity in Section C (Darvishmotevali & Ali, 2020), and five questions about the physical work environment in Section D (Ali et al., 2015). The final part, section E, which measures emotional exhaustion, contains five items (Lammers et al. 2013). Google Forms was used in the study's online surveys to collect data from respondents. Data were analysed for descriptive, correlational, and regression tests using SPSS Software version 22.

3. RESULTS ANALYSIS

3.1 Analysis of Correlation

Table 1: The relationship between role ambiguity, job insecurity, and physical workplace environment on emotional exhaustion.

| Independent Variables | Emotional Exhaustion (DV) | |
|--------------------------------|---------------------------|-----------------|
| | Correlation Coefficient | Sig. (2-tailed) |
| Role Ambiguity | -0.272** | 0.002 |
| Job Insecurity | 0.452** | 0.000 |
| Physical Workplace Environment | -0.132** | 0.148 |

Table 1 shows the relationship between role ambiguity, job insecurity, and physical workplace environment on emotional exhaustion.

According to the Spearman correlation results, role ambiguity and emotional exhaustion had a marginally negative but statistically significant link ($r = -0.272$, $p = 0.002$). The physical workplace environment result shows no correlation between the physical working environment and emotional exhaustion, with a p-value of 0.148. However, a strong relationship ($r = 0.452$, $p = 0.000$) exists between emotional exhaustion and the significant value for job uncertainty.

4. DISCUSSION

The findings of this study have shown that the independent variables and the research variable are significantly influenced. According to the findings that corroborate our hypothesis, role ambiguity has no impact on F&B workers in the Klang Valley. The physical workplace environment had no appreciable impact on the responders, according to the p-values. The p-values for the physical workplace environment and the role ambiguity are higher than 0.05, which is a clue. However, job insecurity significantly impacted the emotional exhaustion individuals felt while working in hotel food and beverage in the Klang Valley region.

5. CONCLUSIONS AND RECOMMENDATIONS

F&B employees at 4- and 5-star hotels in the Klang Valley are subsequently impacted by job insecurity. The circumstances may be related to the employment uncertainty experienced by

most hotel employees, which ultimately leads to stress and emotional exhaustion. The situation might influence how well employees perform their jobs, including absenteeism and turnover. Therefore, it is advisable to use a qualitative approach to acquire more data and investigate potential causes of emotional exhaustion among F&B Hotel employees to determine the triggering component.

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Roles of Online Travel Intermediaries in Shaping Hotel Customers' Online Booking Intention in Malaysia

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Abstract

This study note delves into the roles of online travel intermediaries (namely online reviews, price and trust and their impact on hotel customer online booking intention in Malaysia. A quantitative approach along with the online survey have been employed in this study. The hypotheses were evaluated using the Partial Least Squares-Structural Equation Modelling (PLS-SEM) method. The findings demonstrate that the roles of online travel intermediaries significantly stimulate hotel customer online booking intention. Trust is demonstrated as a mediator within the online review and hotel customer online booking intention. This study contributes valuable insights to the local government and the hotel sector, aiding in the formulation of robust strategies and policies to bolster Malaysia's hotel industry on an international scale. Additionally, it offers theoretical and practical implications, highlights limitations, and suggests avenues for further research in the realm online booking behaviour in hotel industry.

Keywords: SOR theory; online booking; intermediaries' roles.

1. INTRODUCTION

As the internet becomes increasingly essential, people turn to smartphones and computers for information (Wan Yusof et al., 2017). Online travel intermediaries, such as Booking.com, offer user-friendly platforms with competitive prices and positive reviews (Kim & Park, 2017). The use of mobile devices has transformed how consumers book hotels, with apps like Booking.com gaining popularity (Emam & Mohammed Abdelaal, 2021). Consumer preferences, shaped by habits and attitudes vary in the Malaysian hotel industry, attracting both tourists and locals (Kalinić & Novaković, 2019; Belarmino & Koh, 2018; Wu, 2018). Malaysia is following the Asia Pacific trend by actively utilizing online travel intermediaries (Carroll and Sileo, 2014; Pramudita et al., 2020). In today's tech-driven era, the internet presents both challenges and opportunities for hotels as they adapt to changing consumer preferences, notably the preference for convenient online booking. Researchers like Neirott et al. (2020) emphasize the internet's crucial role in enhancing hotels and shaping online booking trends. Online travel intermediaries have emerged as distribution channels for hotels, offering advantages but also posing challenges, impacting revenue and customer management (Neirott et al., 2020). This reflects variations in how Malaysian hotels handle bookings and affect travelers' online booking intentions, influenced by consumer preferences.

Previous studies show a strong preference for online booking (88% of travelers), yet many hotels lack online booking options (Xin et al., 2020). Further research is needed to understand this relationship better, motivating exploration of the impact of online travel intermediaries on hotel booking intentions. Hence, this study explores the link between online travel intermediaries in shaping Malaysian consumers' booking intentions, emphasizing key players like Booking.com and providing insights through a clear theoretical framework.

1.1 Online Booking Intention

Online booking intention, as defined by Augustine & Adnan (2020), is when a customer wants to reserve a room through online platforms. Unlike physical products, online booking doesn't involve delivering physical items; instead, it involves prepayment and later experiencing the service in person (Bicen & Sadikoglu, 2016; Elci et al., 2017). Sreejesh & Anusree (2016) describe it as a consumer's willingness to book a hotel stay online. According to Amin et al. (2019), online travel agent websites and hotel websites are the most popular channels for hotel bookings. Consumers often begin their travel planning with the intention to book online through various online intermediaries. In the context of hotel booking, it signifies a consumer's desire to book a room online, offering flexibility in managing accommodations anytime and anywhere.

1.2 The Roles of Online Travel Intermediaries

One significant shift in hotel online booking is the transition from traditional travel operators and hotel chain call centers to online travel intermediaries (Kim & Park, 2017). Online travel intermediaries have gained importance, particularly in online room reservations, with the rapid advancement of technology and the proliferation of innovative online travel intermediary applications like Booking.com and Trivago (Emam & Mohammed Abdelaal, 2021). These intermediaries have evolved to serve as travel-specific search engines, booking facilitators, and sources of customer feedback and ratings. Customers appreciate online travel intermediaries for offering a wide range of hotel options at competitive prices and providing useful features for choosing a hotel.

1.2.1 Online Review

Amin et al. (2019) explain that online reviews serve as informative texts containing descriptions of product attributes, comparisons, and user experiences. These reviews are vital for aiding consumers in their purchasing decisions. They encompass both positive and negative feedback, representing individual opinions and experiences. When consumers plan to book a hotel through online travel platforms, they frequently rely on online reviews to guide their choices. Past guests share their hotel experiences in these reviews, offering specific insights that shape potential customers' expectations before making a reservation (Kim et al., 2017). For those unfamiliar with a particular service, these reviews become a valuable source of information. Reviews that include comments, photos, and videos from past guests are especially influential for future customers in their planning and decision-making process (Bae et al., 2017). Positive reviews are most effective when highlighting desirable features like location, facilities, and service standards (Sewbhieksingh, 2017).

1.2.2 Trust

Trust is a cornerstone of buyer-seller relationships, especially in online environments. Trust is often a primary concern for consumers when making online purchases (Kim et al., 2017). Building consumer trust is a crucial determinant of a service provider's success. In the context of online hotel booking through intermediaries, customers rely on the information provided by these platforms and expect to receive services as promised. This expectation is based on the customer's trust in the online travel intermediaries' website, and the more trust a customer has in these intermediaries, the greater their intention to book a hotel online (Kim et al., 2017). Trust is, therefore, a fundamental factor in the decision-making process for online hotel reservations. Compared to typical E-retailers, the problem of consumer confidence in hotel electronic middlemen is significantly more complex. Customers will consider if the third-party mediator can offer them the right hotels, but they will also consider whether the intermediary embodies the qualities of generosity and integrity. In other words, the electronic intermediary has been viewed as a "social actor" with personality (for instance, someone who is kind and honest). According to Trivedi et al (2018) the growth of online commerce Building a strong relationship with customers requires trust. Consumers' faith in online commerce is, however, eroding, particularly when it comes to small or specialty retailers. According to recent research,

trust and commitment have a substantial impact on behavioural desire to buy. A customer who has confidence in a certain online business usually refers other customers to that business. Consequently, it is possible to find a strong correlation between commitment, trust, and word of mouth. A customer will feel confident making purchases from a certain website if they have positive trust in that company's online presence.

1.2.3 Price

Price, from the consumer's viewpoint, is the amount of money they need to spend to get a product or service (Kim et al., 2017). In the hotel industry, online travel intermediaries are commonly used to compare prices, especially for hotel rooms. Regardless of how they book, consumers often compare prices for lodging options, and this information is easily accessible online. Effective promotion campaigns offering reasonably priced hotel accommodations can boost consumers' intent to book (Emir et al., 2017). Price is a key factor influencing customers' intentions to book hotels online. In summary, price plays a vital role in consumers' decisions about hotel online booking, affecting their intentions based on how they perceive the value and affordability.

2. METHODOLOGY

The research model, including formative measures, was analyzed using Smart partial least squares (PLS) due to non-normal data. The study also assessed multivariate skewness and kurtosis, finding significant deviations from normality, but Smart PLS remains appropriate for this analysis (Hair et al., 2019; Ringle et al., 2015; Cain et al., 2016; Hair et al., 2017; Ngah et al., 2020). For common method bias (CMB) this study indicating no substantial CMB problem and enhancing the study's credibility.

3. RESULTS ANALYSIS

The study followed a two-step approach: a measurement model and a structural model, ensuring convergent and discriminant validity, as suggested by Anderson and Gerbing (1988). Convergent validity was confirmed with loading, average variance extracted (AVE), and composite reliability (CR) values all exceeding 0.5, following recommendations by Hair et al. (2014) and all the value met the requirements. As per Franke and Sarstedt (2019), discriminant validity is met when HTMT values are ≤ 0.9 .

3.1 Structural Model

In this study, the 5,000-resample bootstrapping method, following Hair et al.'s (2019) recommendation, was used. To support a hypothesis, four criteria had to be met: 1) the beta value direction aligns with the hypothesis, 2) the t-value is ≥ 1.645 , 3) the p-value is ≤ 0.05 , and 4) the confidence interval does not cross zero (both LL and UL fall on one side of zero). Before testing the research hypotheses, it was crucial to confirm the absence of significant multicollinearity, for which the 5,000-resample bootstrapping method was employed as recommended by Hair et al. (2019).

Table 2: Structural Model

| Hypo | Relationship | Beta | SE | T-value | P-Value | LL | UL | R2 | F2 | RESULT |
|------|-----------------------------|-------|-------|---------|---------|------------|-------|-------|-------|------------------|
| H1 | OR -> TR | 0.246 | 0.054 | 4.577 | 0.001 | 1.142 | 0.353 | 0.482 | 0.073 | supported |
| H2 | PRICE -> TR | 0.136 | 0.082 | 1.651 | 0.099 | - 0.022 | 0.299 | | 0.013 | Not supported |
| H3 | TR -> HOTEL INTENTION | 0.362 | 0.053 | 6.893 | 0.001 | 0.258 | 0.466 | 0.131 | 0.151 | supported |

| | | | | | | | | |
|----|-------------------------------------|-------|-------|-------|-------|------------|-------|------------------|
| H4 | OR -> TR-> HOTEL INTENTION | 0.089 | 0.022 | 4.020 | 4.020 | 0.048 | 0.048 | supported |
| H5 | PRICE -> TR-> HOTEL INTENTION | 0.049 | 0.033 | 1.479 | 0.139 | - 0.007 | 0.123 | Not supported |

3.3 Structural Model direct and indirect effects

From the tested three hypotheses regarding the influence of online travel intermediaries on customers' hotel online booking intentions. Researchers found support for two hypotheses and found one to be unsupported. Indirect effects the researchers conducted a mediation analysis using trust as a mediator to improve predictive capabilities. Following Preacher and Hayes' (2008) recommendations, they used bootstrapping to assess indirect effects. The analysis supported two hypotheses while rejecting two. Trust was found not to mediate the link between price and customer hotel online booking intention ($\beta = 0.049$, $p = 0.139$), with the confidence interval containing zero, supporting Hypotheses 5 as unsupported. However, trust was shown to mediate the relationship between online reviews and customer hotel online booking intention ($\beta = 0.089$, $p \leq 0.01$), with the confidence interval not containing zero, supporting Hypotheses 4. The results are detailed in Table 2.

4. DISCUSSION

The study's objective is to explore the link between online travel intermediaries in shaping Malaysian consumers' booking intentions. Here's a summary of the key findings: Online Reviews: The study shows a positive connection between trust and the intention to book hotels online. This aligns with the idea that customer reviews and social interactions are influential in booking decisions. Customers tend to trust and rely on feedback and reviews from other users when making hotel reservations through online intermediaries. Trust: Trust in online travel platforms positively influences customers' intentions to book hotels online. When customers trust these online platforms, they are more likely to use them for hotel reservations. Trust is especially important in building confidence in online transactions, particularly in the hospitality industry. Price: Competitive pricing has a positive relationship with customers' intentions to book hotels online. Customers appreciate the competitive rates offered by online intermediaries. These factors encourage customers to choose online booking options over traditional methods, as they perceive value and cost savings. In conclusion, this study underscores the significant role of online travel intermediaries in shaping customers' intentions to book hotels online. Factors such as online reviews, trust, and price, all play vital roles in influencing customers' decisions regarding online hotel booking. Based on the findings and discussions, it can be summarized that all the studied variables have a substantial impact on hotel online booking intentions.

5. CONCLUSIONS AND RECOMMENDATIONS

Online travel intermediaries like Booking.com, Agoda.com, Traveloka, and Expedia must prioritize their customers and enhance their services by addressing customer issues and concerns. This is crucial for a seamless booking process and maintaining trust. Future research should consider conducting interviews with customers, to gain current and accurate insights into their preferences and concerns regarding online travel intermediaries. In addition, researcher suggests avenues for further research in the realm online booking behaviour in hotel industry. Researchers should also examine the perspective of hoteliers when dealing with online travel intermediaries. Understanding their challenges and opportunities can enhance the effectiveness and user-friendliness of online booking systems for both customers and hoteliers. In summary, online travel intermediaries remain vital in the hotel booking industry. To stay competitive and provide excellent service, they should actively engage with