

The Factors Affecting Customer Decision on Online Hotel Booking: the Case of Luxor

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Abstract

With the digital revolution, travelers can compare prices and get information about the experience of other guests, which can influence online hotel booking. In addition to hotel customers can readily find most of the information they need online price, location, star rating, comfort, cleanliness, security, service quality and reputation to compare hotel properties and choose the most appropriate. Online reviews and ratings have an important role in the decision-making process, reducing uncertainty. Interaction is a seriousness feature of marketing communication; hotel website interactivity is indispensable to engage customer attention towards online buying or online booking. The research objective was to shed light on the factors affecting customer decision on online hotel booking. The study has some of limitations: The data was collected through questionnaire with a sample of Luxor hotels the period of January 2020 till March 2020. The received questionnaires were 860, but the correct samples to be statistically analyzed were 720 with a percentage of 83.7 %. This tool was used to investigate the factors affecting customer decision on online hotel booking. Results showed that there are many factors such as (Previous guests' experience, location, price and loyalty program) positively influences on online hotel booking. Moreover, online hotel booking positively influences on hotel booking.

Keywords: Factors, Customer Decision, Online Hotel Booking, Luxor.

Introduction

Luxor is among of the famous tourist destinations in the world. With the digital revolution, guests can compare prices and get information about the experience of other guests, which can influence online hotel booking (Wong and Law, 2005; Park and Lee, 2008). The positive and negative evaluations posted by other customers help travelers to make their choice; and the digital revolution has boosted this process. When a potential client reads a positive (negative) review it increases (decreases) his booking intention (Tsao et al., 2015). They act as quality signals reducing the information asymmetries in the market by offering buyers information on the quality of products they intend to purchase (Yang et al., 2016).

Objectives of the Study

The main objective of this study is to describe the factors affecting customer decision on online hotel booking: the case of Luxor hotels. More specifically, the study's objectives are:

1. To evaluate and rank the factors affecting customer decision on online hotel booking.
2. To investigate what are the important factors to the guest when making a booking decision.

This study is to identify the definitive factors that impact online booking. The decision criterion included are pictures of hotel and hotel room, recommendations of a friend, review of the hotel, star rating, location, and price.

Literature Review

The common online hotel booking methods

Every year around 148.3 million travel bookings were made on the websites (Fang et al., 2016). More and more customers use the websites to find hotel information for their vacation. The most common online hotel booking methods are hotel website and online travel agent website. These two methods of online hotel booking contain their own advantages and disadvantages (Liu and Park, 2015). Statistics indicate that 65.4% of customers select to book hotel accommodation

direct the brand or official website like Marriott hotel website. 19.5% choose to book through merchant website such as Travelocity and Expedia (Fang et al., 2016). However, there are still limited numbers of booking through hotel website (Yang et al., 2016).

Hotel website definition and specialization

Hotel website is a significant tool for the customer to search and choose on which hotel to stay. The promotion offers on hotel website are the most effective factor in increase hotel sale (Abdullah et al., 2010). The specialization about hotel website is that it has become the fundamental venue for customer to access information on price and customers review about the hotel. Nowadays, hotel website had been classified into their hotel star rating (Li et al., 2015). Moreover, Yang et al. (2016) stated that most of the hotel have websites contents and features play influential role in shaping guests' requirements and demand that influence online hotel booking (Yang et al., 2016). The difference in website quality of among the hotels' websites can easily recognize by the customer (Abdullah et al., 2016).

Hotel website' information

The accuracy of information on a hotel website is very critical because hotel customer will generally peruse the hotel website to check the hotel information (Wong and Law, 2005). Information is "data that are recount, presentation or orderly into or within a sequence so that they get a meaning" (Jylhä and Suvanto, 2015). According to Wong and Law (2005) information fineness is "One of the generality significant characteristic to clarify the success of a hotel website". All the specifics and inputs should be conveying to the customers in an obvious and concise technique. Customers will be satisfied and loyal to the hotel if the hotel website can provide information precisely (Tsao et al., 2015). Scholars have specified five indicators to distinguish whether a website appoint goodness information or not. They are diversity of hotel web distinguishing, connection to other sites, advantageous of signification, optical appearance and information of rate (Abdullah et al., 2016).

Hotel website' interaction

Interaction is a seriousness feature of marketing communication; hotel website interactivity is indispensable to engage customer attention towards online buying or online booking. Subsequently, customer appreciation on hotel website interactivity is among the generality importance characteristics related with this intermediate (Liu and Park, 2015). Abdullah et al. (2016) defined perceived interactivity as the degree of users' ability to adjust the form and signification of an intermediate environment in real time. Moreover, the interactivity displays as noteworthy aspects to differential the web from the others conventional media.

Online hotel choices and booking

Online hosteling booking is one of the top transactions representing the booming business through e-commerce. Currently, most of the online traveling websites exhibit a list of obtainable hotel choices with the hotel information and consumer review on the webpage (Cai and Xu, 2006). A list of available hotel choices plays a decisive part affecting on the online shopping conduct as customers action a booking decision based on the hotel information presented on the webpage (Wright, 2014). Moreover, consumer mostly observes only a few hotels on a listing of available hotel choices in which a hotel placed on a top placement is more probable to be viewed more than that on a bottom position. The importance of position effect on the online retailing was mentioned in many literatures (Ghose et al, 2015).

Online hotel promotion

Price and promotion factors also play important roles to induce website visitor attention and turn it into online booking intention. Price refers the value of money prospective, required, or given in

payment for something (Law and Chung, 2003). Promotion increases customer awareness of a product or brand to raise sales and create brand loyalty (Wong and Law, 2005). Ordinarily, when hotel accommodation and facilities are suitable priced through effective promotion strategy, the intention to book will be higher. Price is permanently a key factor for consumers when purchasing hotel accommodations (Cai and Xu, 2006). The price and promotion presented by the hotel should appropriate with the value of hotel room and facilities in their property. This will fulfill to higher customer satisfaction. The pricing policy should follow the season which is peak and off season (Mohd and Razali, 2015).

The hotel factor affecting on the online booking decision

The most important characteristic for customers when making an online booking the following hotel features: room, breakfast, service, Wi-Fi, food, cleanliness, amenities and comfort (Lien et al., 2015). The importance of hotel characteristics includes three particulars regarding areas of the hotel, the first relates to physical aspects of hotel provision, grounds, building, ambiance, rooms and Internet (Ahmad et al., 2016). The second relates to the quality of food and drink, affected by the menu and beverages. The final area relates to human aspects of service provision for the hotel, which is an important suitable element to be considered alone (Yang et al., 2016). Presently, it is important for online hotel booking to realize the hotel factor affecting on the online booking decision and the level of its importance for each customer group so that they may customize the hotel information to meet the customer's predilections (Chu and Choi, 2000). The hotel factors such as cleanliness, comfort, star rating, location, price, security, service quality and reputation were widely mentioned in many research as the main factors in selecting a hotel (Sohrabi et al., 2012).

The power of e-word of mouth on online hotel booking

Moreover, as the power of E-Word of mouth, (97.7%) of respondents from (Ladhari and Michaud, 2015) survey read the online review to confirm the hotel booking decision in which 58.1% of online review readers observed online reviews from the online travel website. The perception of reviews was significantly different based on age and gender. From the experiment study, Chan et al. (2017) found that the online review, both positive and negative reviews, reinforce the customer's awareness of the hotels. However, the study on the sequencing of hotel choices to be presented on the webpage based on the customer preference was still scarily.

Research hypotheses

Based on the above discussion, the following four hypotheses were proposed to test the conceptual model of the factors affecting customer decision on online hotel booking: the case of Luxor:

- H1:** There are some factors such as: security, cleanliness, location, service, environment, facilities, booking condition, food, price, review, hotel reputation and room type positively influences on making a booking decision.
- H2:** There are many factors such as: previous guests' experience, location, price, loyalty program positively influences on online hotel booking.
- H3:** Online hotel booking positively influences on hotel booking.
- H4:** There are relationship between the age, factors affecting customer decision, online hotel booking and hotel booking.

Methodology

In this research, the quantitative method was used to achieve research objectives and rank the factors affecting customer decision on online hotel booking. The study focuses on the hotel

factors importantly affecting to the customer searching and booking decision through online travel websites. This study was conducted by the survey method to Luxor hotels customers. The results deliver the recommendation for hotels' managers to improve their marketing strategy.

Questionnaire design

The questionnaire prepared for this study is based on a comprehensive literature review and consistent with the objectives and hypotheses of the study. The questionnaire formulated through divided into two main sections: the first section is the guests' profile analysis. The second section contains seven questions regarding: where the guests prefer to book the hotel room through; online sources of information that the guests will be using before booking a hotel room; the reasons of why the guests would go to the hotel's website before booking the room; type of hotel would rather fit with guests' expectations; the factors that a guest encounters when considering booking a hotel room; In case the guests would be disappointed with the hotel room that he was chosen, the reaction of the guests on social medias/evaluation websites; after a pleasant journey at hotel, the guests' comments on social platforms, such as trip advisor or the hotel's website; when making a booking decision, the important extent of these items to the guests. The likert scale five" most influential/least influential" and two scale "Yes/No" and malty choice questions are used to design the questionnaire form. The questionnaire is focused on Luxor guests' opinions regarding the factors affecting customer decision on online hotel booking.

Questionnaire pre-testing

To increase the reliability and validity of the questionnaire, and to measure its attributes' adequateness, clearness and ease of understanding, the English questionnaire is reviewed by some academic scholars.

Questionnaire and data collection

The study has some of limitations:

1. Pilot study was done by personal visits, phone calls, social media networks and emails through the month of December 2019. The pilot study was carried out on 35 guest volunteer in Luxor to know the factors affecting customer decision on online hotel booking.
2. The field study accomplished through questionnaire with a sample of Luxor residents and distributed through Luxor hotels, in the period of January 2020 till March 2020. The total numbers of questioner forms received were 860, only 720 samples were correct and ready to be statistically analyzed in a percentage of 83.7%

Sample selection

The hotels sample of this study were selected according to the guide of the Egyptian Hotel Association (EHA), (2019) there are 40 hotels in Luxor only 12 hotels of them are four and five star hotels, representing 40% of the classified fixed hotels in Luxor. The study was conducted on a random sample of 860 of (guests) in these 12 hotels, having 720 valid and accurate forms. List of investigated hotels /categories in table (1).

Table (1): List of investigated hotels /category.

Investigated Category	Hotel Name	Total rooms	No. of senior MGRs (distributed forms)	Valid and accurate forms	(%)
Five star hotels	Hilton Luxor Hotel and SPA.	374	80	60	75
	Luxor Sheraton Hotel and Resort.	580	80	65	81.2
	Maritim Jolie Ville Kings Island Resort.	685	80	77	96.3

Investigated Category	Hotel Name	Total rooms	No. of senior MGRs (distributed forms)	Valid and accurate forms	(%)
	Sofitel Karnak Hotel.	600	80	75	93.7
	Sofitel Winter Palace Hotel.	468	80	70	87.5
	Sonesta ST. George Hotel Luxor.	559	80	63	78.8
	Steigenberger Nile Palace Hotel.	482	80	70	87.5
	Total five star hotels		560	480	85.7
Four Star Hotels	Akhetaton Village.	144	60	40	66.7
	Almoudira Hotel.	54	50	31	51.7
	Luxor Hotel.	306	60	56	93.3
	Iberotel Luxor Hotel.	185	60	54	90
	Pyramisa ISIS Luxor Hotel.	480+time share	70	59	84.3
	Total four star hotels		300	240	80
	Total four and five stars hotels.		860	720	83.7

Data Analysis

Accordingly, the data collected from questionnaire form are statistically analyzed by using the statistical package for social science (SPSS V. 20.0). The mean and standard deviation have been calculated to classify the sets and determined how homogenous or in consistent the sample with regards to all the study's variables.

Results and Discussion

The responses obtained from the directed questionnaires are shown as follows:

Study Instrument reliability

For all scales, Cronbach's alpha correlation coefficient was calculated to determine the internal consistency of the scale, Reliability coefficient of (0.70) or higher is considered "acceptable" in most social science situations.

The Cronbach's alpha reliability was computed, and the tests showed that the reliability coefficients for all the instruments were above (0.97), which indicated that the instrument was reliable for being used. Cronbach's alpha for all survey instruments was shown in the following table (2):

Table (2): Cronbach Alpha for All Survey Instruments.

Reliability Statistics		
Cronbach's Alpha	No. of Items	No of questionnaires
0.975	25	720

The responses obtained from the directed questionnaires were shown as follows:

Respondents' profile analysis

This information was useful in understanding the nature of Luxor guests' profiles. Results were presented in table (3).

Table (3): Guests' Profile Analysis.

No.	code	Guests' profile analysis (Total: 452)	Freq	(%)
1.	Age			
		a. Under 20 years old	35	4.9

		b. From 20 to less than 35 years	105	14.6
		c. from 35to less than 50 years old	150	20.8
		d. Over 50 years	430	59.7
	Total		720	100
2.	Gender			
		a. Male	325	45.1
		b. Female	395	54.9
	Total		720	100
3.	Marital status			
		a. Single	224	31.1
		b. Married	496	68.9
	Total		720	100

1. Concerning the ages 59.7% of the respondents were over 50 years old.
2. Most of the respondents were females 54.9%.
3. Concerning the marital status, most of the respondents were married 68.9%.

Table (4) illustrates the respondents' preference degree concerning the book the hotel room through, the results showed that most respondents prefer to book directly to the Hotel's website or calling center (517) represents (72%). this indicate that the importance of the hotel's website or calling center role in the hotel room booking.

Table (4): Where the guests prefer to book the hotel room through?

Items	Freq	(%)	Rank
Tour operators offering packages (flight, hotel, car rental...).	63	9	3
Directly to the Hotel's website or calling center.	517	72	1
Online travel agencies.	140	19	2

The aim of this question is to clarify rank the online sources of information that the guest will be using before booking a hotel room. That was shown in table (5).

Table (5): Online sources of information that the guests will be using before booking a hotel room.

Items	Not Influential		Less Influential		Influential		Very influential		Most influential		Average	Rank
	Freq	(%)	Freq	(%)	Freq	(%)	Freq	(%)	Freq	(%)		
Hotel's website or brochures.	0	0	0	0	298	41	352	49	70	10	73.67	4
External websites such as Trip Advisor.	0	0	0	0	0	0	306	43	414	58	91.50	3
Bloggers and experts recommendations.	0	0	0	0	0	0	203	28	517	72	94.36	2
Word of mouth with friends and relatives.	0	0	0	0	0	0	77	11	643	89	97.86	1

According to table (5), regarding online sources of information that you will be using before booking a hotel room word of mouth with friends and relatives was the first level with percentage of 97.86%, while bloggers and experts' recommendations was the second, with average 94.36%, regarding 3rd level were external websites such as trip advisor with average

91.50, as the 4th level were hotel's website or brochures with the ratio 73.67%. These results indicate that factors such as word of mouth with friends and relatives, bloggers and experts' recommendations, external websites such as trip advisor, and hotel's website or brochures are core online sources of information that the guest will be using before booking a hotel room. These indicate the importance of Hotel's website or brochures these results agreed with Liu and Park (2015); and Abdullah et al. (2016).

According to table (6), the main purpose of this question is to highlight what are the reasons that make the guest navigate the hotel's website before booking the room.

Table (6): The reasons of why the guests would go to the hotel's website before booking the room.

Items	Freq.	(%)	Rank
To check if the rates at what you expect it to be.	70	10	3
See pictures/videos and look for more information about services.	148	21	2
Look for comments from previous clients.	502	70	1

Rendering to table (6), regarding online sources of information that you will be using before booking a hotel room look for comments from previous clients was the first level with percentage of 70%, while see pictures/videos and look for more information about services was the second, with ratio 21%, regarding 3rd level were to check if the rates at what you expect it to be with average 10%. These indicate the power of E-Word of mouth and the importance of comments from previous clients. These results agreed with Chan et al. (2017).

According to table (7), the main goal of this question is to show when considering booking a hotel room, which type of hotel would rather fit with the guest expectations, the results showed that the majority of respondents were prefer unique and authentic hotels with human contacts across the hotels' services 430 represents 60% while 290 represents 40% were prefer standardized and automat zed hotels using virtual checking technology. These indicate that the important of the human contacts. These results agreed with Lien et al. (2015); and Ahmad et al. (2016).

Table (7): Type of hotel would rather fit with guests' expectations.

Items	Freq.	(%)	Rank
Standardized and automat zed hotels using virtual checking technology.	290	40	2
Unique and authentic hotels with human contacts across the hotels' services.	430	60	1

According to table (8), the aim of this question is to clarify the factors when the guest is considering booking a hotel room.

Table (8): The factors that a guest encounters when considering booking a hotel room.

Items	Not Influential		Less Influential		Influential		Very influential		Most influential		Average	Rank
	Freq	(%)	Freq	(%)	Freq	(%)	Freq	(%)	Freq	(%)		
Previous guests' experience.	0	0	0	0	0	0	63	9	657	91	98.25	1
Location.	0	0	0	0	56	8	306	43	358	50	88.39	4
Price.	0	0	0	0	70	10	84	12	566	79	93.78	2
Loyalty program points.	0	0	0	0	140	19	134	19	446	62	88.50	3

According to table (8), guests' experience was the first level with average 98.25, while price was the second, with average 93.78, regarding 3rd level were loyalty program points with percentage

of (88.50) and, finally the 4th level was location with the ratio (88.39). That means that factors such as previous guests' experience, price, loyalty program points and location are core factors that affect booking a hotel room. These indicate that the important previous guests' experience as free word of mouth. This result agreed with Ladhari and Michaud (2015); and Chan et al. (2017). Table (9) illustrates the aim of this question is to measure if the guest leave a negative comment on social medias/evaluation websites in case he would be disappointed with the hotel room he have chosen, the results showed that (No), I never leave comments about the hotel's positive or negative services after my journey was the first level with percentage of 50%, while (Yes), only if I was disappointed with the hotel services was the second, with average 31%, regarding 3rd level was Yes, I always leave a either positive or negative comment after my journey with average 12%, finally the 4th level was (No), only if would have been satisfied with the hotel with the ratio 8%. This indicates the important of the guest comment. These results agreed with Yang et al. (2016).

Table (9): In case the guests would be disappointed with the hotel room that he was chosen, the reaction of the guests on social Medias/evaluation websites.

Items	Freq	(%)	Rank
Yes, I always leave either positive or negative comment after my journey.	84	12	3
Yes, only if I was disappointed with the hotel services.	222	31	2
No, only if would have been satisfied with the hotel.	56	8	4
No, I never leave comments about the hotel's positive or negative services after my journey.	358	50	1

Table (10) illustrated the aim of this question is to know after a pleasant journey at the hotel, would the guest be willing to leave a positive comment on social platforms, such as Trip Advisor or the hotel's website, the results showed that the first was yes with percentage of 61%, while no was the second, with average 39%. These indicate the power of E-Word of mouth and the importance of the hotel's website. This agreed with Abdullah et al. (2016); and Chan et al. (2017).

Table (10): After a pleasant journey at hotel, the guests' comments on social platforms, such as Trip advisor or the hotel's website.

Items	Freq	(%)	Rank
Yes	282	39	2
No	438	61	1

Table (11): When making a booking decision, the important extent of these items to the guests.

Items	Not Influential		Less Influential		Influential		Very influential		Most influential		Average	Rank
	Freq	(%)	Freq	(%)	Freq	(%)	Freq	(%)	Freq	(%)		
Security.	0	0	0	0	0	0	70	10	650	90	98.06	1
Cleanliness.	0	0	0	0	0	0	203	28	517	72	94.36	2*
Location.	0	0	0	0	56	8	306	43	358	50	88.39	4
Service.	0	0	0	0	0	0	203	28	517	72	94.36	2*
Environment.	0	0	0	0	258	36	252	35	210	29	78.67	8*
Facilities.	0	0	0	0	189	26	321	45	210	29	80.58	7
Booking condition.	0	0	0	0	70	10	440	61	210	29	83.89	5
Food.	0	0	0	0	189	26	265	37	266	37	82.14	6
Price.	0	0	0	0	56	8	133	19	531	74	93.19	3
Review.	0	0	0	0	322	45	244	34	154	21	75.33	9
Hotel reputation.	0	0	0	0	0	0	203	28	517	72	94.36	2*
Room type.	0	0	0	0	258	36	252	35	210	29	78.67	8*

Results in table (11) showed that the respondents are aware of the important items when making a booking decision and ranking them as follows: Security was the first efficiency with percentage of 98.06, this assuring the role of safety first. Moreover, all of cleanliness, service, and hotel reputation achieving the second position, with average 94.36. Price was in the 3rd position with average (93.19), followed by location in the 4th level with average 88.39. And in accordance with the 5th level was booking condition with average 83.89. Furthermore, Food was in the 6th position, with average 82.14. Facilities were in the 7th position with average 80.58, followed by Room type in the 8th level with the ratio 78.67. Finally, in accordance with the 9th level was Review with average 75.33. These results indicate those factors such as security, cleanliness, service, hotel reputation, price, service, and booking condition are important items to the guest when making a booking decision. These results show the importance of security and Cleanliness. This agreed with Sohrabi et al. (2012); and Lien et al. (2015).

Regarding the main dimensions affecting customer decision on online hotel booking:

Table (12): Factors affecting customer decision on online hotel booking (N. 720).

Code	Factor	Mean		Std. Deviation	Rank
		Statistic	Std. Error	Statistic	
Online sources.	Please rank the below online sources of information that you will be using before booking a hotel room? (From the most to the less influential).	4.4674	0.01516	0.40680	2
Considering hotel room.	Please, rank their following factors when you are considering booking a hotel room (From the least influential to the most one).	4.6115	0.01980	0.53118	1
Booking decision.	When making a booking decision how important these items are to you?	4.3417	0.02044	0.54855	3

Results in table (12) showed that the respondents are aware of the important factor affecting customer decision on online hotel booking and ranking them as follows: factors when guest are considering booking a hotel room were the first efficiency with a mean 4.61 and std. deviation 0.531. Moreover, online sources of information that the guest will be using before booking a hotel room achieving the second position, with a Mean 4.46 and Std. Deviation 0.406. Finally, important factors when making a booking decision were in the 3rd position with a Mean 4.341 and std. deviation 548.

Prior to testing the hypotheses, it is important to establish the reliability of each of the items used in this study. Reliability judges the degree to which measures are free from error, hence and yielding consistent results (Tabachnick and Fidell, 2001). Means and standard deviation in table (13) used to measure the reliability:

Table (13): Scale items of the factors affecting customer decision on online hotel booking (N. 720).

Code	Factor	Mean		Std. Deviation
		Statistic	Std. Error	Statistic
Age.	Age group.	3.3542	0.03361	0.90177
Gender.	Gender.	1.5486	0.01856	0.49798
Marital.	Marital Status.	1.6889	0.01727	0.46327
book1.	Where would you prefer to book your hotel room through?	2.1069	0.01940	0.52046
Online sources.	Please rank the below online sources information that you will be using before	4.4674	0.01516	0.40680

	booking a hotel room? (From the most to the less influential).			
Sources website.	Hotel's website or brochures.	3.6833	0.02390	0.64141
External websites.	External websites such as trip advisor.	4.5750	0.01844	0.49469
Bloggers.	Bloggers and experts recommendations.	4.7181	0.01678	0.45026
Word of mouth.	Word of mouth with friends and relatives.	4.8931	0.01153	0.30926
Reasons.	What are the reasons why you would go to the hotel's website before booking your room?	2.6000	0.02458	0.65958
Type of hotel.	When considering booking a hotel room, which type of hotel would rather fit with your expectations?	2.5972	0.01829	0.49080
Considering hotel room.	Please, rank there following factors when you are considering booking a hotel room (From the least influential to the most one).	4.6115	0.01980	0.53118
Previous guests.	Previous guests' experience.	4.9125	0.01054	0.28276
Location.	Location.	4.4194	0.02356	0.63216
Price.	Price.	4.6889	0.02384	0.63979
Loyalty program points.	Loyalty program points.	4.4250	0.02968	0.79633
Evaluation websites.	In case you would be disappointed with the hotel room you have chosen, would you leave a negative comment on social medias / evaluation websites?	3.5306	0.05967	1.60117
Positive comment.	After a pleasant journey at your hotel, would you be willing to leave a positive comment on social platforms, such as trip advisor or the hotel's website.	1.6083	0.01820	0.48846
Booking decision.	When making a booking decision how important these items are to you?	4.3417	0.02044	0.54855
Security.	Security.	4.9028	0.01105	0.29647
Cleanliness.	Cleanliness.	4.7181	0.01678	0.45026
Location.	Location.	4.4194	0.02356	0.63216
Service.	Service.	4.7181	0.01678	0.45026
Environment	Environment.	3.9333	0.02996	0.80402
Facilities.	Facilities.	4.0292	0.02774	0.74437
Booking condition.	Booking condition.	4.1944	0.02210	0.59293
Food.	Food.	4.1069	0.02938	0.78827
Price.	Price.	4.6597	0.02299	0.61691
Review.	Review.	3.7667	0.02905	0.77943
Hotel reputation.	Hotel reputation.	4.7181	0.01678	0.45026
Room type.	Room type.	3.9333	0.02996	0.80402

Research hypotheses were tested using Pearson product-moment correlation coefficient. Preliminary analyses were performed to ensure no violation of assumptions of normality and linearity. Table (14) shows that there are strong correlations between all the proposed relations in the conceptual model with (r) values ranging from 0.886 to 0.939, $P < 0.005$ and the obtained correlation value are in the expected positive direction. Based on the results of Pearson correlation analysis which represent proposed liner relationships, all the research hypotheses were fully supported as shown in table (14):

Table (14): Research hypotheses teste and correlations.

Items		Age	Online sources	Booking decision	Considering hotel room
Age.	Pearson Correlation.	1			
	Sig. (1-tailed).				
Online sources.	Pearson Correlation.	.921**	1		
	Sig. (1-tailed).	.000			
Booking decision.	Pearson Correlation.	.886**	.939**	1	
	Sig. (1-tailed).	.000	.000		
Considering hotel room.	Pearson Correlation.	.957**	.901**	.899**	1
	Sig. (1-tailed).	.000	.000	.000	

** Correlation is significant at the 0.01 level (1-tailed).

Conclusion

There are some factors such as (Security, cleanliness, location, service, environment, facilities, booking condition, food, price, review, hotel reputation and room type) positively influences on making a booking decision. Moreover, there are many factors such as (Previous guests' experience, location, price, and loyalty program) positively influences on online hotel booking. Online hotel booking positively influences on hotel booking. Furthermore, there are relationship between the age, factors affecting customer decision, online hotel booking and hotel booking. Most respondents prefer to book directly to the hotel's website or calling center. Moreover, regarding online sources of information that you will be using before booking a hotel room word of mouth with friends and relatives was the first level. Furthermore, regarding online sources of information that you will be using before booking a hotel room look for comments from previous clients was the first level. Regarding online sources of information that the guest will be using before booking a hotel room look for comments from previous clients was the first level. Moreover, most respondents prefer unique and authentic hotels with human contacts across the hotels' services. Previous guests' experience was the most influence factor when guest is considering booking a hotel room. The guests never leave comments about the hotel's positive or negative services after the journey was the first level with percentage of (50%), while Yes, only if the guest was disappointed with the hotel services was the second, with average (31%). Regarding after a pleasant journey at the hotel, would the guest be willing to leave a positive comment on social platforms, such as trip advisor or the hotel's website, the results showed that the first was yes with percentage. Results show that the respondents are aware of the important items when making a booking decision and ranking them as follows, security was the first efficiency. Also, the respondents are aware of the important factor affecting customer decision on online hotel booking and ranking them as follows, factors when guest are considering booking a hotel room were the first efficiency.

The results indicate that the importance of the hotel's website or calling center role in the hotel room booking, the importance of Hotel's website or brochures these results agreed with Liu and

Park (2015); and Abdullah et al. (2016), the power of E-Word of mouth and the importance of comments from previous clients. This result agreed with Chan et al. (2017). Moreover, the results indicate that the important of the human contacts. These results agreed with Lien et al. (2015) and Ahmad et al. (2016), the important previous guests' experience as free word of mouth. This result agreed with Ladhari and Michaud (2015); and Chan et al. (2017). Furthermore, results showed the important of the guest comment. This result agreed with Yang et al. (2016). Results showed that the power of E-Word of mouth and the importance of the hotel's website. This agreed with Abdullah et al. (2016) and Chan et al. (2017). In addition, the results showed the importance of security and cleanliness. This agreed with Sohrabi et al. (2012) and Lien et al. (2015).

Recommendations

1. Hotels' managers have to more care about the factors that positively influences on making a booking decision such as (Security, cleanliness, location, service, environment, facilities, booking condition, food, price, review, hotel reputation and room type).
2. Hotels' managers have to care about the factors that positively influences on online hotel booking such as (Previous guests' experience, location, price and loyalty program).
3. Hotels' managers have to give more attention about the online hotel booking.
4. Better for hotels' managers to encourage the guest to book directly to the hotel's website or calling center.
5. Hotels' managers have to care about previous guests' experience as the most influence factor when guest are considering booking a hotel room.
6. Hotels need more care about the word of mouth with friends and relatives as important online sources of information that the guest are using before booking a hotel room.
7. The hotels have to encourage the guests to leave comments about the hotel's positive or negative services during and after the journey.
8. Hotels' managers have to motivate the important items when making a booking decision and ranking them as follows: Security, cleanliness, service, hotel reputation, price, and location.

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