EFFECTIVENESS OF ONLINE ROOM RESERVATION SYSTEM OF STAR HOTELS IN THE KANDY DISTRICT

by

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ABSTRACT

This research conducts with online room reservation users of star hotels. The Kandy city was selected and 100 users were identified as sample. After data were collected from selected users and these data were presented and analyzed by using statically tools. These analyses were used to find out the effectiveness possessed by online reservation system.

Ease of Use, Usefulness, Web Security and Quality of Service are the dimension use to measure the Effectiveness of Online Room Reservation System. In this research, the researcher concluded about the clarify the research findings, after that the researcher formed a final conclusion. Some important suggestion to improve the effectiveness of online room reservation system.

According to the study, it is concluded that the online room reservation have high level of effectiveness in Kandy.

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