

# **An Internship Report**

**On**

**An Assessment of Customer Expectation from Online Hotel Booking  
Service: A Study on Jovago.net**



**BRAC UNIVERSITY**

**BANGLADESH**

# **Internship Report**

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**An Assessment of Customer Expectation from Online Hotel Booking  
Service: A Study on Jovago.net**

## **Submitted To:**

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April 17, 2017

17<sup>th</sup> April, 2017

To  
DR. Khan MD. Raziuddin Taufique  
Assistant Professor  
BRAC Business School  
MBA Program  
BRAC University

**Sub: Solicitation for acceptance of Internship Report.**

Dear Sir,

I am glad to submit the internship report which I have prepared following my 1 yearlong Job duties and responsibilities at Jovago Bangladesh Limited. The title of the report is **“An Assessment of Customer Expectation from Online Hotel Booking Service: A Study on Jovago.net”**

While preparing this report, I have tried to gather as much information as possible. .

I earnestly believe that you will find my internship report accordingly to your specification and will enjoy it as much as I have enjoyed while preparing it for you.

Thanking you,

Yours faithfully,

Md. Jahirul Islam  
ID: 14164045  
BRAC Business School  
MBA Program  
BRAC University

## STUDENT'S DECLARATION

I am MD. Jahirul Islam, declare that this internship report on “**An Assessment of Customer Expectation from Online Hotel Booking Service: A Study on Jovago.net**” is my own work, and have not been submitted for any other degree or diploma at any other University.

Information derived from the published and unpublished work of others has been acknowledged in the text and a list of references is given.

I have tried my best to present my findings and ideas as clearly as possible within the time and resources available.

---

MD. Jahirul Islam

Id: 14164045

BRAC Business School.

MBA Program

BRAC University.

## **Acknowledgement**

Firstly, I would like to convey my gratefulness to the almighty “ALLAH” for giving me the ability and patience to work hard successfully.

I would not have been success to complete the report without the active support and cooperation from the Jovago Bangladesh Limited Officials.

I have received whole-hearted cooperation from Mr. Kaies Ali, Managing Director of Jovago Bangladesh Limited who advised me and also guided me.

Finally, Thanks to my honorable supervisor DR. Khan MD. Raziuddin Taufique, Internship Supervisor, MBA Program, BRAC University; for his intellectual guidance and continuous encouragement. It would have been Impossible for me to carry out this study as well as taking down the report to present standard.

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## **Executive Summary**

The report is prepared to analyze some aspect of Jovago Bangladesh Limited and evaluates these aspects. As Jovago is a new company the information is very scarce.

My report entitled “An Assessment of Customer Expectation from Online Hotel Booking Service: A Study on Jovago.net”. Main finding of this report is to know the customers insight of online hotel booking platform.

Online hotel booking platform is a new type of business for Bangladeshi people. People did not experience this kind of service till now. So as for Jovago it is very important to know the customers view. This report will give an insight of customer’s perspective. To make report valuable a research has been conduct to know the potential customers. This report will help Jovago to build effective strategies as well as providing right directions.

## **I. Organization Part**

### **1.1. Rocket Internet**

Rocket Internet is one of the world's largest e-commerce focused venture capital firms and startup incubators founded in 2007 by the Samwer brothers. The founders gained visibility through successful investments in Groupon, eBay, Facebook, LinkedIn, Zynga, etc. The business model of Rocket internet is to identify successful internet ventures from other countries and replicate them in emerging markets. In 2013, Rocket Internet upraised close to \$2 billion from investors including Russian billionaire Leonard Blavatnik, Swedish investment firm Kinnevik, and J.P. Morgan. The firm, tightly controlled by its founders, is known for its aggressive approach in managing its invested ventures, often referred to as blitzkrieg. Rocket Internet operates in more than 50 countries and has more than 75 ventures in their portfolio such as the e-commerce retail companies Jabong.com in India, Lamoda in Russia, ZALORA in South East Asia, The Iconic and Zanui in Australia, the global food delivery platform foodpanda/hellofood, the global property listings site Lamudi as well as Lamudi.pk, Carmudi, Kaymu.pk, easytaxi.com.pk, Jumia in Africa, Azmalo.pk and Daraz.pk in Pakistan. Rocket Internet's various companies created more than 20.000 jobs worldwide. The Rocket Internet is focusing in the three sectors like- e-commerce, marketplace and financial technology. Their target regions are Europe, Latin America, Russia & CIS, Africa & Middle East, and Asia Pacific.

### **1.2. Jovago/Jumia**

Africa Internet Group Jovago has changed its name to Jumia. It was founded in 2012 as a joint venture between German incubator Rocket Internet and telecoms group Millicom. Jovago itself was launched in 2013.

The site has 25,000 hotels in Africa – which it claims is the largest number of any OTA. It also has some 200,000 other hotels elsewhere in the world available.

Jumia is the largest online shopping mall in Nigeria where over 700,000 weekly visitors buy everything from fashion to electronic products. With over 50,000 different products in stock across over 30 categories, Jumia offers the widest collection of products at the most affordable



prices. Jumia is driven by a relentless commitment to customer satisfaction. The Jumia online store and mobile app ensures one-stop shopping anytime and everywhere for busy People. It has invested heavily in developing a world-class ecosystem of suppliers, customers and logistics. To date, Jumia's infrastructure consists of 100,000sqft warehouse, 150 vehicle delivery fleet, 15 delivery hubs and pickup stations nationwide, 100 customer service agents and staff strength of over 1000 employees and sales agents. Jumia's fast growth and innovative approach to e-commerce in Africa has resulted in worldwide recognition. The company has won numerous retail and business awards globally, among them most notable was the first African company to win the Best New Retailer Launch of the Year at the World Retail Awards in 2013. Previous winners of this prestigious award include Burberry, ASOS and Zappos.com.

### **1.3. Jovago Bangladesh**

Jovago, Bangladesh's no. 1 hotel booking site, started its operation in November 2015. Offering best price for hotels, Jovago delivers the easiest and cheapest way for customers to book hotels. Now people can book hotels any time anywhere with the help of Jovago's website. Its business model is to provide every traveler with a personal trip consultant with detailed hotel description and appropriate images of the hotels. Jovago is now active in more than 40 countries the site hosts over 200,000 hotels online. With time this development spread across Asia from Africa and finally on the 30th of November it set its footprints on Bangladesh.

Jovago's goal is to take all hotels in Africa, Bangladesh, Myanmar and Pakistan. They also aim to promote new destinations for business or vacation, and facilitate the movement of travelers within Africa and Asia. Founded by a team of passion driven, experienced entrepreneurs, Jovago.net is on a mission to create the best travel booking experience. Bangladesh is going to be a rich addition to the service portfolio due to the growth and increase in investment in the hospitality and tourism industry.

## **II. Project Part**

### **1.1. Responsibilities---** Content responsibilities are given below-

- Uploading new Hotels in the websites by using admin panel.
- Deeply understand the back-end functions.
- Checking and maintaining quality of the hotels.
- Calling Hotels if any information needed to be update
- Daily update Hotel room price and any other information.
- Maintain the Content Tracker file of hotels.
- Making weekly report of activities.
- Maintain Communication with the head office in Paris and Pakistan.
- Assigning daily work to executive.

### **1.2. Objective of the Project**

1. To determine factors customers consider in using online Hotel booking.
2. To recommend the web portal designing for customer purpose.
3. To determine profile of the potential customers.

### **1.3. Literature**

The claim of the Internet in the business world has become a major trend in practice and generated a hot stream of research in the recent literature. The Internet, as a collection of interconnected computer networks, provides free exchanging of information.

As such, the Internet has been becoming a powerful channel for business marketing and communication (Palmer, 1999), and for new business opportunities - as it is often called as "e-business" or "e-commerce" today (Schneider & Perry, 2001). This new e-business or e-commerce virtual marketplace allows small companies competing with business giants by just having a better web presentation of their products/services. Under the same wave, online customers can enjoy a wider choice of products or services, more competitive

prices, and being able to buy their favorite items/services from the sellers located thousands miles away. It provides communication between consumers and companies and through electronic data interchange (EDI), buyers and sellers can exchange standard business transactions such as invoices or purchase orders with remarkable ease.

Online hotel reservations are becoming a very popular method for booking hotel rooms. Travelers can book rooms from home by using internet. Mainly through online hotel booking platform people can now choose his preferable hotels and book instantly. Even the payment method is easier and there are no security issues. All kind of privacy and financial issues are kept safe.

Online hotel reservations are helpful for making last minute travel arrangements. Hotels may drop the price of a room if some rooms are still available. Large hotel chains typically have direct connections to the airline national distribution systems. These in turn provide hotel information directly to the hundreds of thousands of travel agents that align themselves with one of these systems.

The ultimate service provided by these companies to the hotels and the online consumer is that they provide a single database from which all reservation sources draw immediate room availability and rates. It is very important that hotels integrate with all the supply channels so that their guests are able to make accurate online bookings.

There are many ways of making the online reservation; most of the online reservation systems use the centralized system for making the reservation with the hotel directly. The online hotel reservation through the centralized system is just the tentative reservation, means that a client do not need to pay at the time of reservation and instead pay at the time of check in or check out.

#### **1.4. Limitation**

To prepare this report I have faced the following limitations:

- Hotel online booking platform is a new category business. Most of the people do not understand this. So I have to collect data from my known people.

→ For this research part I only able to collect data from online sources- Facebook.

All of this limitation was faced to make this report as best as possible. So readers are requested to consider these limitations while reading and justifying any part of this report.

## **1.5. Methods**

In order to make report meaningful and presentable I have conducted a research to know the customers perspective. For collecting data and information primary source have been used. Data's are collected from my friends and relatives via online.

### Sample

#### Sampling Technique

For this research I have chosen convenience sampling technique. Convenience sampling is a specific type of non-probability sampling method that relies on data collection from population members who are conveniently available to participate in study. Facebook polls or questions can be mentioned as an example for convenience sampling.

For my research I have made questionnaire in Google form and later I shared the link in my Facebook.

#### Sample Size

The sample size of my study is my Facebook friends and relatives. I got Total 77 respondent from 450 friends in Facebook. Among them 55 are male and 22 are female.

### Data Collection

For data collection I have chosen online survey. I made questionnaire in Google form. Google form is a very quick and easy way to do this kind of research. Data and its interpretation can be easily found with the help of Google form. After making the Google form I just share its link to

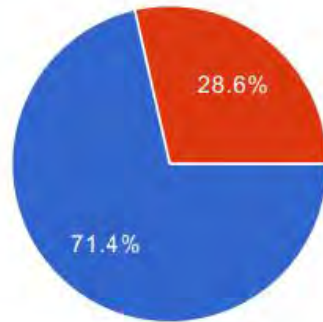
my Facebook as well as LinkedIn. People from my Facebook and LinkedIn can click on the link and take part of the research.

## **1.6. Analysis**

Part of the research design was done by using diagram representation. Diagrams explain a clear picture of the data gathered from research. Pie diagram shows the exact percentage of research findings. And for some part Likert type scale was introduced. There was a parameter from 1 to 5 in questionnaire which indicates from strongly agree to strongly disagree. Those parts were also explained in charts. This was an important part of the development process since the processes were visually presented for easy understanding.

**III. Results and Discussion**

**Your Gender**

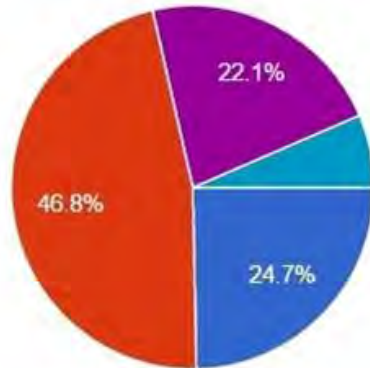


Male	55	71.4%
Female	22	28.6%

Figure 1: Your Gender

From above chart among 77 responses we can see Male is accurate 55 people which is 71.4% and Female is 22 people which is 28.6%. Here major portion is Male.

**Your Age Group**

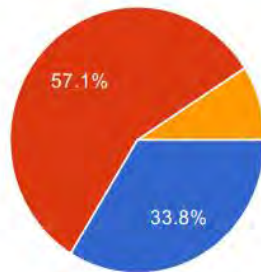


<22	19	24.7%
23-30	36	46.8%
31-40	17	22.1%
>40	5	6.5%

Figure 2: Your Age Group

While dividing the age group among 77 responses less than 22 year old is around 19 people, 24.7%. Age between 23- 30 is around 36 people, 48.8%. From 31 to 40 is 17 people, 22.1%. More than age 40 is 5 people which is 6.5%. From this chart we can see from age 23 to 30 is the outmost number.

### Expectation from Jovago

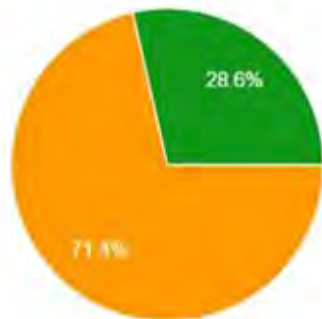


Hassle Free Service	<b>26</b>	33.8%
Best Price Guaranteed	<b>44</b>	57.1%
Value added Service	<b>7</b>	9.1%

Figure 3: Expectation from Jovago

Above chart explains as a new comer what the expectations from Jovago are. Here most people wants best price guaranteed which are exactly 44 people portioning 57.1%. Later is hassle free service which wants by 26 people, 33.8%. Value added service is 7 people which are only 9.1%.

### Payment Method



Payment before booking	<b>22</b>	28.6%
Payment after booking	<b>55</b>	71.4%

Figure 4: Payment Method

For an e-commerce business payment is an important issue. Here from the chart most people want payment after booking. The portion is 71.4% which is 55 people. Rest of the 22 people prefers payment before booking, 28.6%.

### Payment Procedure



Figure 5: Payment Procedure

From above chart 49.4 % people wants payment procedure on arrival of hotel by cash. Payment via cards is 26%. 11 people prefer bank transfer which is 14.3%. Only 10.4% people prefer Bkash which is exactly 8 people.

### Budget for Hotels per day (in Taka)



Figure 6: Budget for Hotels per day (in Taka)

Above chart describes the budget for hotels per day people prefers. Here from chart we can see from taka 250 to 1500 is 22.1% which is 17 people. Taka 1500 to 2500 is 20.8% which is 16 people. Taka 2500 to 3500 is 14.3 % which is 11 people. Taka 3500 to 5000 is 16.9% which is



13 people. Taka 5000 to 7500 is 18.2 % which is 14 people. From taka 7500 to 10000 is 5.2% which is 4 people. Lastly More than Taka 10000 is 2.6% which is only 2 people.

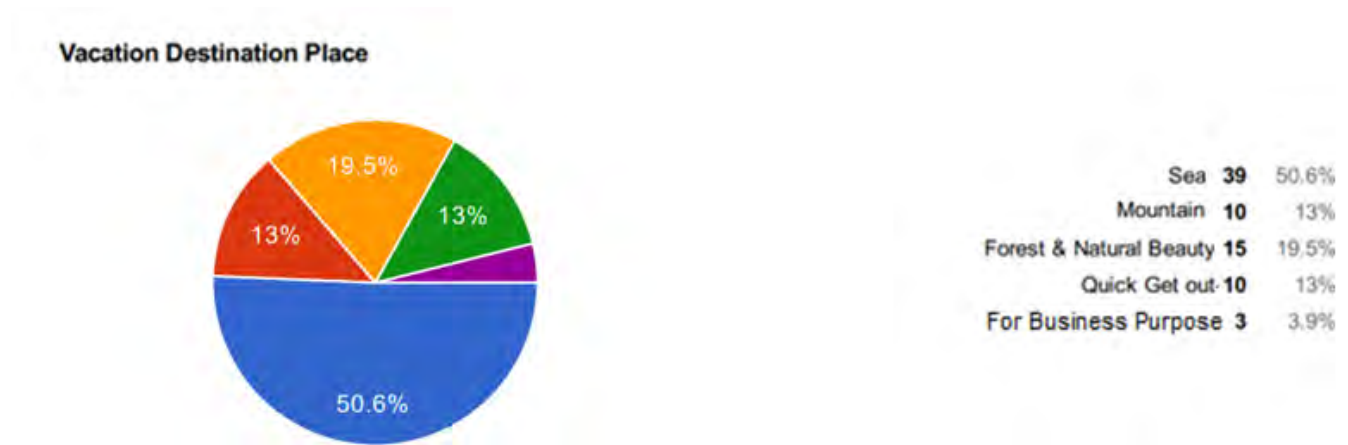


Figure 7: Vacation Destination Place

As Bangladesh is full of natural beauties it has sea, mountain, forest all kinds of vacation destination. From this chart most people’s favorite destination is sea. Almost 50.6% prefers to go to sea.

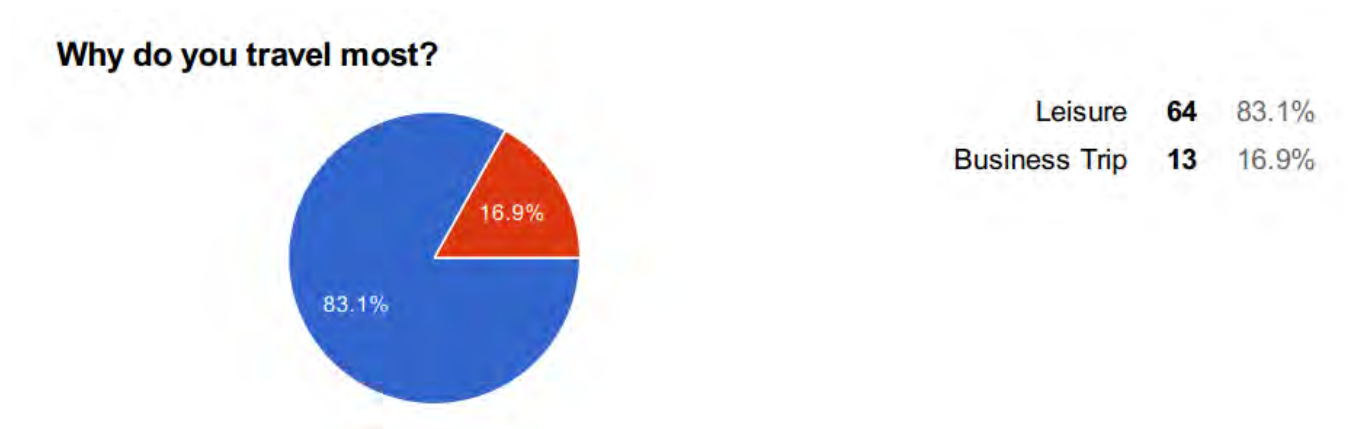
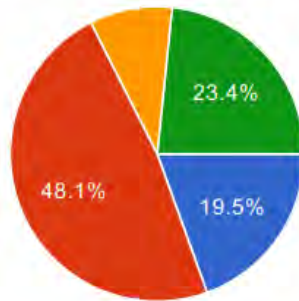


Figure 8: Why do you travel most?

From above chart we can see why most people travel most. According to my data most people go for leisure, almost 83.1%. Among my responses of 77 people 64 people travels for leisure. 16.9% people go for business trip which is 13 people exact.

### What Kind of hotel you need most?

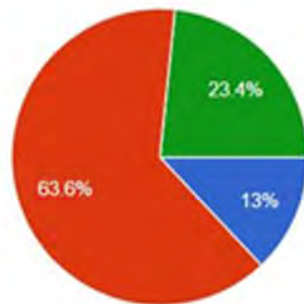


Buildings	<b>15</b>	19.5%
Resorts & Villa	<b>37</b>	48.1%
Condomonium	<b>7</b>	9.1%
Apartments	<b>18</b>	23.4%

Figure 9: What kind of hotel you need most?

From above chart we can get what type of hotels people preferred. Almost 48.1% people prefer resort & villa, exact 37 people. Then mostly people seek for apartments which number is 18, 23.4%. 19.5% people prefer buildings. & lastly 9.1% people prefer condominium.

### Hotel Position you preferred



Hotel with views	<b>10</b>	13%
Close to main attraction	<b>49</b>	63.6%
In a quiet place	<b>18</b>	23.4%

Figure 10: Hotel Position you preferred

Hotel Position is a very important factor. From above data most peoples want to take hotels close to main attraction. Among 77 responses 49 people prefer to take hotels close to main attraction, a major portion of 63.6%. 23.4% people like hotels in a quiet place. 10 people like hotel with views which is 13%

**Whom do you travel with most?**

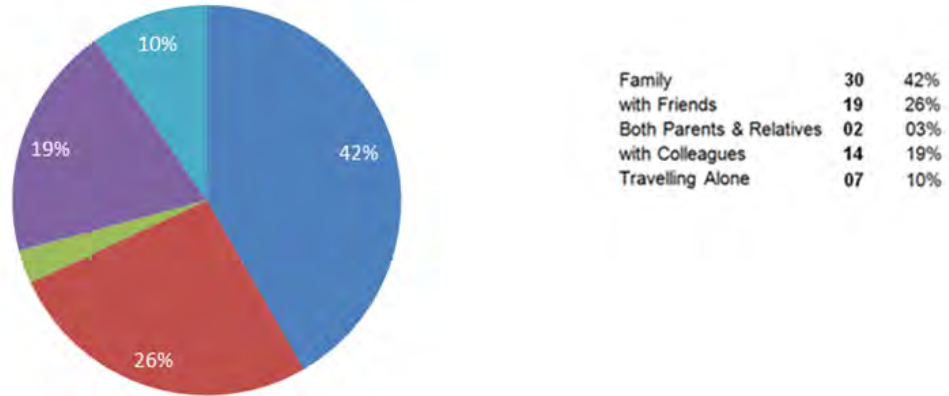


Figure 11: Whom do you travel with most?

Above chart entails whom do they travel with most. According to chart almost 30 people travels with family which is 42%. Then the second major part is 19 people whom love to travel with friends, portioning 26%. 19% people travel with colleagues, 14 people to be exact. 10% people travels alone and only 3% people travel with both the parents & relatives.

**What service do you need most?**

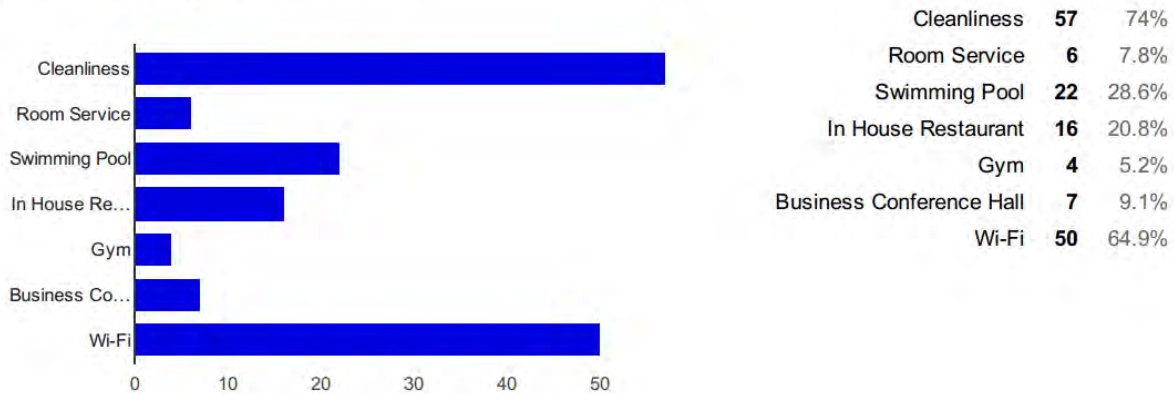


Figure 12: What service do you need most?

Above diagram shows hotel services people need most. Here most people want clean hotel rooms and Wi-Fi. Among 77 responses 57 people vote for cleanliness and 50 people vote for Wi-Fi. After this two, people want swimming pool and in house restaurant.

**As E-Commerce business is emerging Bangladesh must needed an Online hotel booking portal**

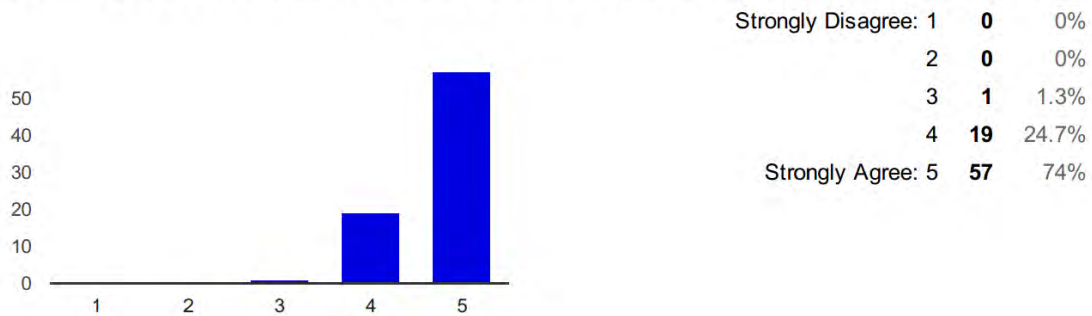


Figure13:

As E-Commerce business is emerging Bangladesh must needed an online hotel booking Portal

Above diagram shows most of the respondents agree from the statement. Here almost 76 people agree and strongly agree with the statement.

**As Jovago is first hotel Online booking platform it will boost the tourism sector of Bangladesh.**



Figure 14: As Jovago is first hotel Online booking platform it will boost the tourism sector of Bangladesh.

From this statement above diagram shows most people agree with the statement. Almost 50.6% of the portion, exact 39 people agree with the statement. 17 people strongly agrees with the statement. And 21 people are Neutral with this statement.

**Hotel Online booking platform will help people to discover hidden tourist places of Bangladesh**

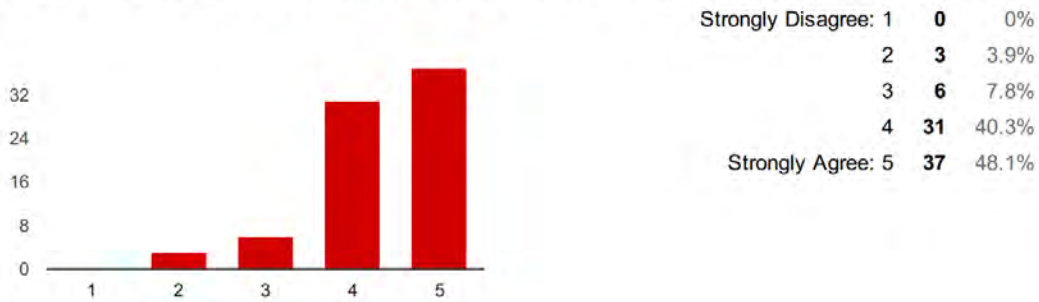


Figure 15: Hotel Online booking platform will help people to discover hidden tourist places of Bangladesh

From this diagram 48.1% people strongly agree with above statement, 37 people to be exact. 31 People just agree with this getting a portion of 40.3%. Neutral Numbers are only 6. As well as 3 people disagree with the statement.

**Online hotel booking platform should focus for both local and foreign people.**

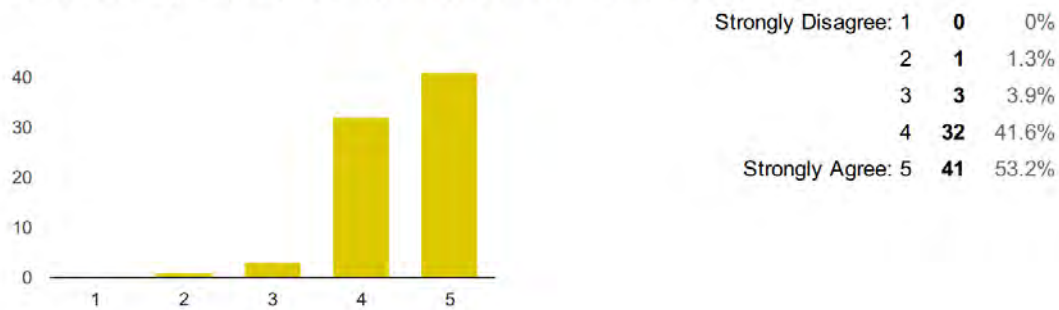


Figure 16: Online hotel booking platform should focus for both local and foreign people.

Here 53.2% people strongly agree with the statement. Among 77 respondents 41 people strongly agree with the statement. 32 people simply agree with the statement with a share of 41.6%. Only 1 people disagree with the statement. And 3 people are neutral in this statement.

**Online hotel booking platform should focus only on tourist places**

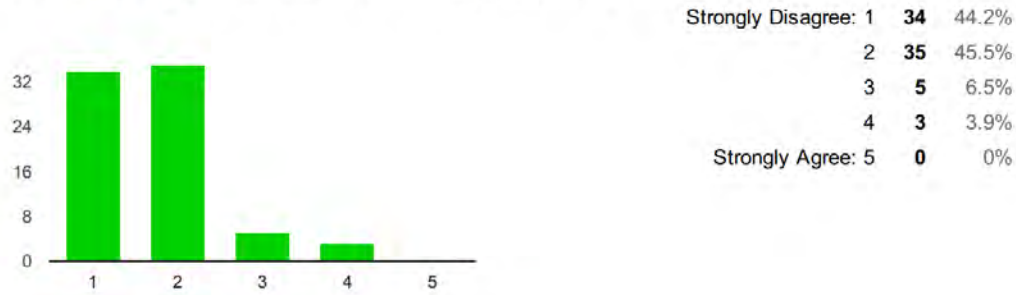


Figure 17: Online hotel booking platform should focus only on tourist places

From above statement mostly people gives negative impression. Here 34 people with a share of 44.2% strongly disagree with the statement. And 35 people simply disagree with the statement, with a portion of 45.5%

**Online hotel booking platform should provide combo packages (Eid/Honeymoon etc...)**

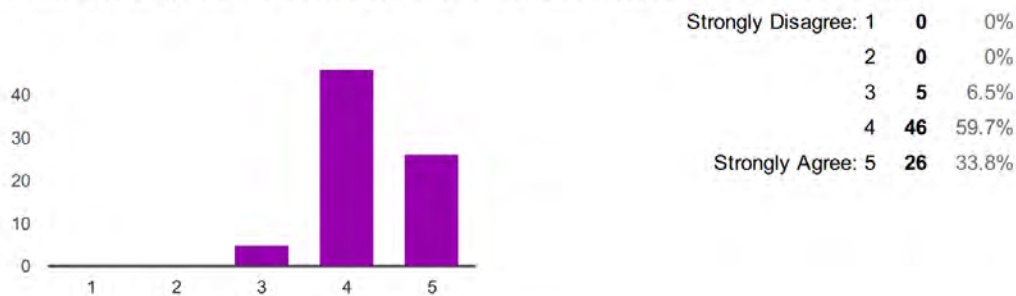


Figure18: Online hotel booking platform should provide combo packages (Eid/Honeymoon etc...)

The diagram shows 46 people agree with the statement. Almost 59.7% people agree with the statement. 26 people strongly agree with the statement with a share of 33.8%. Only 5 people are neutral with this statement.

**As an online Hotel booking portal Jovago should provide cheapest rate**

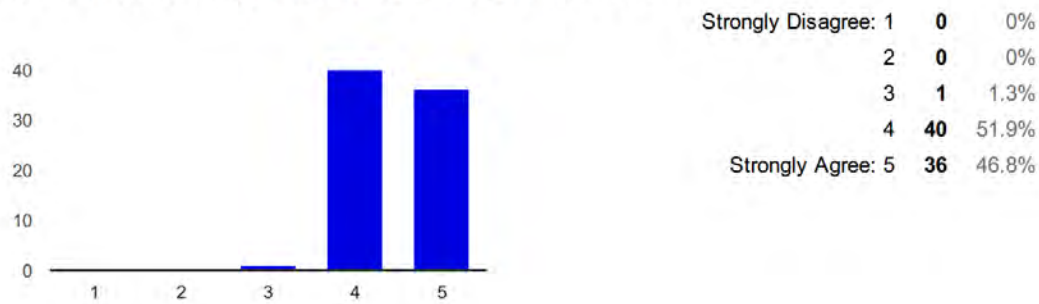


Figure 19: As an online Hotel booking portal Jovago should provide cheapest rate

Above diagram shows almost all respondents are agree with the statement. 36 people strongly agree with the statement bagging a share of 46.8% and 40 people are agree with it with a share of 51.9%.

**Jovago should also provide service on foreign countries**



Figure 20: Jovago should also provide service on foreign countries

From this diagram 2 people with a share of 2.6% strongly agree with this. 31 people with a portion of 40.3% agree with this. 25 people are neutral and 18 people are disagree with this.



**For more hassle free Jovago should provide its own Customer Service**

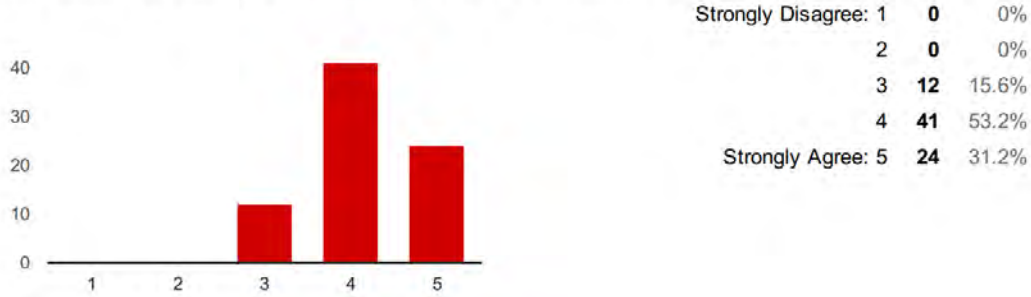


Figure 21: For more hassle free Jovago should provide its own Customer Service

Last diagram shows 24 people with a share of 31.2% strongly agree with the statement. With a major portion of 53.2% people simply agrees with the statement, exact 41 people. And 12 people are neutral with the above statement.

So from the entire analysis one thing is clear that people need online hotel booking portal. For Jovago above data is very important because it is the real fact. These are the key factors that Jovago should focus while doing operations. While hotels will be offering in the websites to attract people low price should be provided as well as payment method should be on arrival of hotel. Also Jovago should provide various kinds of packages like Eid, honeymoon etc. because now a days people are more interested in combo packages. Above all things Jovago should first focus on these key issues. As Jovago is just a startup company its main focus should be emphasis on customers need. And above data and charts gives valuable customers response.



#### **IV. Recommendation**

From my report results the following things should be recommended.

- I. As this is an e-commerce based business Jovago should first focus on internet based customer. To do that Jovago should first concentrate on Facebook marketing.
- II. Jovago should try to build a good relationship with the hoteliers so that Jovago can get the lowest possible price in online booking.
- III. As well as focusing on local people Jovago should also focus on foreign people.
- IV. Payment is an important issue in online business. From the report most of the respondents are in side of paying the amount while arriving in the hotel.
- V. Jovago should provide various kinds of packages of hotels to attract travelers like Eid packages, honeymoon packages etc.
- VI. Sales team should discover the unexplored beautiful places also while they are acquiring hotels.

## **V. Conclusion**

From the above research analysis and findings Jovago should gather this information and make plans accordingly. Apart from this all respondents one thing is sure people are interested in this kind of e-commerce site. As well as Bangladesh tourism sector is improving, people are now more interested to take vacations. So as for Jovago some information they should focus like giving a top notch customer service. Jovago's customer service is offering 24\*7 services for customers. People here are more interested in low price guaranteed and payment system should be flexible. As well as Jovago should also provide Combo packages for various occasions as an example Eid package, Honeymoon package etc. Bangladesh is a country of full of festivities so offering packages for various festivities will attract lots of customers.

We also get that travelers are more concerned about cleanliness and they tend to stay for near tourist places. So collecting this information is very vital for Jovago as this will help Jovago to sustain in the market.

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## **VII. Appendix**

Survey about Jovago.net

### **An Assessment of Customer Expectation from Online Hotel Booking Service: A Study on Jovago.net**

\* Required

1. Your Gender \*

Mark only one oval.

- Male
- Female

2. Your Age Group \*

Mark only one oval.

- <22
- 23-30
- 31-40
- >40

3. Expectation from Jovago \*

Mark only one oval.

- Hassle Free Service
- Best Price Guaranteed
- Value added Service

4. Payment Method \*

Mark only one oval.

- Payment before booking
- Payment after booking

5. Payment Procedure \*

Mark only one oval.

- Bkash
- Bank Transfer
- Payment via Cards
- On Arrival of Hotel by cash

6. Budget for Hotels per day (in Taka) \*

Mark only one oval.

- 250-1500
- 1500-2500
- 2500-3500
- 3500-5000
- 5000-7500
- 7500-10000
- 10000+

7. Your most travel Destination Place \*

Mark only one oval.

- Sea
- Mountain
- Forest & Natural Beauty
- Quick Get out
- For business purpose

8. Why do you travel most? \*

Mark only one oval.

- Leisure
- Business Trip

9. What Kind of hotel you need most? \*

Mark only one oval.

- Buildings
- Resorts & Villa
- Condomonium
- Apartments

10. Hotel Position you preferred \*

Mark only one oval.

- Hotel with views
- Close to main attraction
- In a quiet places

11. Whom do you travel with most? \*

Mark only one oval.

- Family
- With Friends
- Both parents & relatives
- With Colleagues
- Travelling alone

12. What service do you need most in the hotel? \*  
Check all that apply.

- Cleanliness
- Room Service
- Swimming Pool
- In House Restaurant
- Gym
- Business Conference Hall
- Wi-Fi

\*\*Important- For following questions

- |     |                            |             |          |
|-----|----------------------------|-------------|----------|
| (1) | indicates--                | Strongly    | Disagree |
| (2) |                            | indicates-- | Disagree |
| (3) |                            | indicates-- | Neutral  |
| (4) |                            | indicates-- | Agree    |
| (5) | indicates-- Strongly Agree |             |          |

13. As E-Commerce business is emerging Bangladesh must needed an online hotel booking Portal \*

Mark only one oval.

1    2    3    4    5

Strongly Disagree

Strongly Agree

Strongly Disagree      Strongly Agree

14. As Jovago is first hotel Online booking platform it will boost the tourism sector of Bangladesh. \*

Mark only one oval.

1    2    3    4    5

Strongly Disagree

Strongly Agree

Strongly Disagree                  Strongly Agree

15. Hotel Online booking platform will help people to discover hidden tourist places of Bangladesh \*

Mark only one oval.

1    2    3    4    5

Strongly Disagree

Strongly Agree

Strongly Disagree                  Strongly Agree

16. Online hotel booking platform should focus for both local and foreign people. \*

Mark only one oval.

1    2    3    4    5

Strongly Disagree

Strongly Agree

Strongly Disagree                  Strongly Agree



17. Online hotel booking platform should focus only on tourist places \*

Mark only one oval.

1    2    3    4    5

Strongly Disagree

Strongly Agree

Strongly Disagree      Strongly Agree

18. Online hotel booking platform should provide combo packages (Eid/Honeymoon etc...) \*

Mark only one oval.

1    2    3    4    5

Strongly Disagree

Strongly Agree

Strongly Disagree      Strongly Agree

19. As an online Hotel booking portal Jovago should provide cheapest rate \*

Mark only one oval.

1    2    3    4    5

Strongly Disagree

Strongly Agree

Strongly Disagree      Strongly Agree

20. Jovago should also provide service on foreign countries \*

Mark only one oval.

1    2    3    4    5

Strongly Disagree

Strongly Agree

Strongly Disagree      Strongly Agree

21. For more hassle free Jovago should provide its own Customer Service \*

Mark only one oval.

1    2    3    4    5

Strongly Disagree

Strongly Agree

Strongly Disagree      Strongly Agree