

LIST OF FIGURES

Figure 1. 1 People's Choice Hotel Ticket Booking App for Year-End Holiday ...	15
Figure 2. 1 Theoretical Framework.....	49
Figure 3. 1 Research Stage	62
Figure 4. 1 Characteristics of Respondents by Gender	73
Figure 4. 2 Characteristics of Respondents by Year of Birth.....	74
Figure 4. 1 Outer Model.....	77