A Study on Growing Trends, Customer Expectations and Perception towards Services Provided by OYO

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ABSTRACT

This study has been carried out to identify the factors of growing trends, customer expectations, and perception of services provided by OYO hotels. The study has been done with the information published by the company official website as well as the customer's experiences and thought through answering a questionnaire. The findings and results of this study suggested that the most common factors which concern the online hotel booking users are amenities. Besides, the customer expectation towards OYO services has been categorized into information, procedure, and incidental services where information has the highest satisfactory. Lastly, perception towards initiative taken by OYO such as customer privacy control system, In-App SOS button, OYO Assists, and preventive measure during the outbreak of Covid-19 has been determined and evaluated.

Keywords: Customer Expectations, Hospitality Industry, OYO Hotels, Perception, Satisfaction

INTRODUCTION

The introduction of latest technologies in communication and transportation system has made world a global village, traveling within and outside the country had never been so easier (Danish, Hafeez, Ali, Shahid, & Nadeem, 2019). Information technology has brought convenience towards OYO from the aspect of management and tourist which the growth of the technology will help those tourists to know well the information about tourist attraction, accommodation, and transport. Now developing technology is part of their business strategy. Most of the company invested much of its capital to develop the information technology that will bring advantages to the growth of the company and the company's future. Application and company website have been developed to improve the company reputation and to make sure the company is promoted. OYO had involved in the usage of social media such as Twitter, Instagram, Facebook, WhatsApp as social media can use as a marketing weapon to promote tourist attraction and provide information about transport and hotel (Zahidul, 2018).

Guruprasad et al. (2019) stated that the future belongs to hotel brands which will create significant value for consumers, partners, and the overall ecosystem. Each organization that planned to stand out in this competitive environment has to achieve certain advantages, each organization performs a variety of ways such as creating products with unique designs, using modern technology, organizational design, and most importantly, effective and efficient human resources management (Manaf, 2020). For example, OYO is more focused on developing an online system such as company websites, consumer

websites, and applications that will make consumers feel convenient to get information and booking purposes. The development of these features will make the management easier to make a confirmation and arrange the booking for the customer. On the other hand, consumer websites are playing a major role in all PR and marketing activities to reach a large number of consumers around the globe (Khatri, 2019).

OYO Hotels is an Indian Hotel chain also known as Oyo Homes & Hotels was founded by Ritesh Agarwal in 2013 which is India's largest hotel chain and the world's third-largest hospitality service provider. Peer-to-peer online platforms have created new business models and brought changes in the way customers feel and express experiences (Casais, Fernandes, & Sarmento, 2020). OYO is a branded network hotel designed that used peer-to-peer online platforms to offer customers a standardized stay experience and defined as a full-fledge hotel chain that leases and franchises assets. OYO offer their franchises assets under a reasonable budget segment across South Asia along with other services and facilities which enabling customers to access seamless amenities and experiences during their leisure or business trip.

OYO was originally founded by Ritesh in 2011 and named as Oravel Stays which enabled the properties' owner for listing and budget accommodation of hotel rooms and just like a clone of peer-to-peer lodging website such as Airbnb. After Ritesh traveled and stayed in over 100 different types of accommodations, he found out the main problem faced by the traveler was lack of trust. Thus, he changed to OYO to standardize rooms to offer travelers a similar experience across cities. He also trained in-house staff to ensure uniformity services with a return for a 20 percent commission on booking value as a reward to the in-house staff. This is to ensure the service provided to their customers had enjoyed the accommodations that prepared and provided by OYO during their vacations or business trip.

After six years, OYO successfully expanded its business globally with over half a million rooms over the ten thousand of various sorts of properties in 500 cities across 22 countries such as in India, Malaysia, Nepal, Japan, China, and more. OYO Hotels & Homes is already among the Top 10 Hotel chains in the world and is growing exponentially to be the World's #1 hotel chain (Gupta, 2019). OYO had 15 investors which are SoftBank Group, Greenaoks Capital, Sequoia India, Hero Enterprise, Lightspeed India, Airbnb, China Lodging Group, and more (Hashmi, 2019). Over these years, OYO is a pure management franchising and they do not own any hotel properties. They renovate the hotel rooms which is consistent with their checklist which is more focused on user experience instead of just focus on availability and prices.

Currently, OYO has 15k to 20k employees globally. OYO appointed Max Healthcare as executive director in November 2018. Chief Executive Officer has been appointed in South Asia for India and Nepal, Japan, Southeast Asia, and the Middle East and also for the new real estate businesses. Chief Operating Officer has been appointed for China, United Kingdom, and Europe. Chief Technical and Product Officer have been appointed and Global Head of Communications has been hired by OYO. The top management has been formed to make sure the smoothness of OYO's operating business and make sure the information will be passed to the global management as well as the local customer efficiently and accurately.

OYO's targeted customers can be categorized as adventure travelers (known as backpack travelers), leisure travelers, family travelers, and business travelers. Different

categories of the customer will have different requests towards the accommodation for a different purpose. Through this, OYO uses a multi-brand approach for their marketing strategy. The multi-brand approach includes different types of properties have been prepared and provided by OYO such as Townhouse, OYO Home, OYO Vacation Homes, OYO SilverKey, Capital O, Palette, Collection O, OYO Life and, etc. for their different level or categories of the targeted customer to fulfill their different requirements with every aspect of OYO's ecosystem is centered around providing a quality guest experience that is consistent and deserving of guest loyalty (Gupta, 2020).

The enormous growth in online search and review engines, where consumers seem to be willing to search and review products based on a mix of firm and consumer information, now exists and is especially relevant for service-type products (Sparks & Browning, 2011). OYO which is more focused on the user experience had implemented an application that is well-designed and user friendly as well as easy-to-use for booking in just three clicks to book a room. OYO also takes full responsibility for services of the hotels listed on its platform which OYO is the host for the room or the properties as they fully-in-charge for the service, cleanliness, booking, and complaint from their customer. Travelers today tend to believe more on peer reviews on selecting tourism products and services instead of information provided by the businesses (Stanny, Tan, Yeo & Soh, 2018) and understanding client needs is an initial stage for delivering superior service (Kalavathy & Swapna., 2019). This has influenced the OYO management team more focus on the predictability which complaints and reviews from their customer will be taken in the count and to understand what the customer likes and dislikes. Those data are also used by the management team to improve their service and create repeatability services for their customer. Hence, the growing trends, customers' expectations, and perceptions are important towards the company growth and decision-making process.

In this modern world full of technology and the internet, the use of online service for all the sectors has a significant increase. For accommodation or hotel specifically, online booking has become a more common practice for the customers. Recently, the development of an online hotel booking site that allows the user or customer to search, compare and book a different type of accommodation just on one website or application to ease their booking. The company that has been chosen in this research, On Your Own (OYO) provides this online hotel booking service. Few objectives or problems have been determined in this research.

Firstly, an increase in the use of online hotel booking service specifically OYO. There are getting more and more people using the application like OYO to search for their hotels as the number of downloads for the app is increasing. Through this research, the factors of the rise in the use of online hotel booking service specifically OYO would be determined. Second, is the information and entertainment provided by OYO in improving the customers' experiences in their travel match with their expectations? Is the company internal control and procedure on booking, canceling, and communicating with customers has been done at their best level? Tourist satisfaction is important because it has implications on the sustainability of tourist loyalty which defines the tourism destination (Ardani, Rahyuda, Giantari, & Sukaatmadja, 2019). The research will focus on this matter as well. The customers' perception about the initiative of OYO in protecting the customers' benefit will also be collected through this research to better understand the service provided as well as the weakness to be improved.

RESEARCH METHOD

The area of study compromises of the regions of India and Malaysia concerning OYO in both countries to gain insight into the perception of customers regarding the service provided to them. The sample size refers to the number of individuals selected randomly in collecting responses. This study puts its focus on users of online hotel booking applications and websites within the two countries. The sample size for this study is 100.

The study of both primary and secondary data was used, with both having their advantages and disadvantages. Secondary data is data collected through different sources such as websites researches. It is used to gain an initial insight regarding the research problem. An in-depth reference to secondary data was done to understand different concepts and factors regarding the research problem. The various sources that have been used include books, magazines, websites, social media, and articles on the web. While primary data is data collected directly from the sample group through an online questionnaire. The media used to prepare and distribute the online questionnaire is through Google Form. The data collected through Google Form will be tabulated to ease the analysis process. The data is shown in frequency and percentage. Group discussion has been done to collect opinions based on the data collected. A more detailed explanation will be made based on the data presented in the tables.

RESULTS AND DISCUSSION

This section will explain and analyze data and results based on the data responses from Google Forms which have been distributed through social media to the 100 targeted respondents in the sample group. The survey is regarding the study on growing trends, customer expectations, and perceptions towards services provided by OYO. There will be four sections which include the respondents' demographic, factors of choosing an online hotel booking platform and growing trend of OYO, customer expectations on the services provided by OYO, and the customers' perception of OYO.

Table 1: Summary of Respondents' Demographics (*N=100*)

Response	Frequency	Percentage (%)
Gender		
Male	52	52.0
Female	48	48.0
Nationality		
Malaysian	76	76.0
Indian	24	24.0
Age Group		
14 and below	6	6.0
15-24	64	64.0
25-64	25	25.0
65 and above	5	5.0
Marital Status		
Single	70	70.0
Married	27	27.0
Widowed	3	3.0
Divorced	0	0.0

Occupation		
Employed	28	28.0
Self-Employed	10	10.0
Unemployed	5	5.0
Student	52	52.0
Retired	5	5.0
Annual Household Income		
USD19,999 and below	74	74.0
USD20,000-USD44,999	17	17.0
USD50,000-USD139,999	9	9.0
USD140,000 and above	0	0.0
Purpose for Using Online Booking		
Leisure Trip	52	52.0
Business Trip	16	16.0
Family Trip	26	26.0
Backpack Trip	6	6.0
Have you used OYO before?		
Yes	68	68.0
No	32	32.0

Table 1 reports the respondents' demographic information. 52% of the respondents that are females and 48%, which is equivalent to 48 respondents, are males. Most of the nationality from the sample group that responded to the survey form are Malaysian, which consists of 76% or 76 respondents, and the remaining 24% which equals 24 respondents are Indian. The majority of the respondents, taking up 64% or 64 respondents, are from the youth category which is 15 to 24 years old. 25% from the 100-sample group which corresponds to 25 respondents are from the adult category which is 25 to 64 years old. For the children's and seniors' categories, there are 6 respondents (6%) and 5 respondents (5%) respectively answering the survey form.

For the marital status of the respondents, the majority are single which takes up 70% from the sample group, which is equivalent to 70 respondents. The remaining 27 respondents (27%) and 3 respondents (3%) are married and widowed respectively. None of the respondents are divorced. Next, occupation can be generally categorized into five different categories which are employed, self-employed, unemployed, student, and retired. From the survey result, over half of the targeted sample group are students, taking up 52% or 52 respondents. There are also 28% of the 100 respondents which corresponds to 28 respondents who are employed either in the government sector or the private sector. 10 respondents which equal 10% from the sample group are from the self-employed category. The remaining 10% is distributed equally to the unemployed and retired categories taking up 5% or 5 respondents each.

Based on the results for the annual household income, it is inferred that a majority of 74% which corresponds to 74 respondents have an annual household income of USD19,999 and below. This can be categorized as below or near the poverty level according to the standard in the United States. There are 17 respondents, which is equal to 17%, having an annual household income in the range of USD20,000 to USD44,999 which can be categorized as low-income level. For the remaining 9% or 9 respondents, they have an annual household income of USD50,000 to USD139,999 and it is categorized as a

middle-class level. No respondents are having an annual household income of USD140,000 and above.

There are different purposes for users to book their accommodations online, which includes leisure trips, business trips, family trips, and backpack trips. From the collected survey results, there is a majority of 52 respondents, which is equivalent to 52%, booked their accommodations for leisure trip purposes. This shows that most of the users would like to book for a vacation using the online hotel booking platform. 26 respondents or 26% from the 100 respondents booked their accommodations for family trip purposes while 16 respondents or 16% booked for business trip purposes. There are 6 respondents (6%) who booked their accommodations for backpack traveling. This category consists of travelers who want to travel to different destinations individually with a low budget.

From the results collected from the 100 respondents, there are 68%, which is equivalent to 68 respondents, who used OYO to book their accommodations while the remaining 32 respondents, which is equal to 32%, from the sample group have never used OYO before. For that 32 respondents, some of them prefer to use Trivago because it is cheaper, and it enables them to compare the prices for the different types of accommodations from different websites. Some of them prefer to use Agoda as the price is cheaper as compared to OYO, and with the reason that their families have already registered and used the Agoda's account to book for their accommodations with different purposes in previous trips. Airbnb is also one of their choices in which they have been influenced by their friends and advertisements as well as promotions from Airbnb.

Table 2: Factors of Choosing an Online Hotel Booking Platform and Growing Trend of OYO

Response	Frequency	Percentage (%)
When choosing an online platform, which factors will be considered?		
Amenities	58	58.0
User friendly	56	56.0
Easy to compare between different properties	56	56.0
Reliability	55	55.0
Discount membership program	54	54.0
Information listed clearly	49	49.0
Community and entertainment services	47	47.0
Rate and review system	46	46.0
Holiday packages and discount	43	43.0
Time saving	42	42.0
Do you think OYO has the selected factors?		
Yes	93	93.0
No	7	7.0

Table 2 reported "amenities" have the highest number of respondents which is 58 respondents. This is due to the complete display of the facilities provided under the accommodations, letting users have a clearer picture of their choice of stay. Good amenities are one of the main factors why customers choose OYO. Next, "user-friendly" and "easy to compare between different properties" ranked the second highest with 56 respondents. This is because if the application is complicated and not user-friendly,

users might lose their interest in using it, and not to mention the main purpose of this online hotel booking platform is to compare various properties in one website to ease the user when choosing a suitable stay. Hence, these two factors are highly ranked. Furthermore, "reliability" has been valued as the third place with 55 respondents or equivalent to 55% in total. An application or platform should be accountable so that the number of loyal users will increase.

Discounts offered exclusively to members will attract users' interest in signing up for the membership as the subsequent stays will be cheaper as compared to other service platforms. Next, "information listed clearly" has 49 respondents which are equivalent to 49% of the total respondents. Information such as terms and conditions for all the properties under the platform and personalized room features will aid the users in choosing their preferable stays. Furthermore, "community and entertainment services" have 47 respondents which are equivalent to 47% from the total. This service is moderately ranked as it serves to facilitate the users' experience in the travel.

Besides, 46 respondents or 46% out of the total respondents valued "rate and review system" as one of the factors as the figure provided by other experienced users can give a rough evaluation of the services provided by the property. Finally, "holidays package and discount" and "time-saving" have the least number of respondents with 43 and 42 respondents respectively. The overall number of respondents will exceed 100 as one respondent is allowed to select multiple choices. Among the 100 respondents, 93 respondents which are correspondent to 93% of the sample group agreed that OYO has the selected factors above and only 7 respondents disagree that OYO has the mentioned factors. In short, we can conclude that the growing trend of OYO in these recent years is due to the stated factors and values.

Table 3: Customer Expectation on The Services Provided by OYO (Information)

Response	Frequency	Percentage (%)
The description on the website is correspondent to the condition of real hotel room or property. (Scaling)		
1 – Strongly Disagree	1	1.0
2 – Disagree	1	1.0
3 – Undecided	20	20.0
4 – Agree	62	62.0
5 – Strongly Agree	16	16.0
Online review from other users is trustable. (Scaling)		
1 – Strongly Disagree	1	1.0
2 – Disagree	3	3.0
3 – Undecided	21	21.0
4 – Agree	57	57.0
5 – Strongly Agree	18	18.0
Information regarding the accommodation provided on the website is useful and accurate. (Scaling)		
1 – Strongly Disagree	1	1.0
2 – Disagree	3	3.0
3 – Undecided	17	17.0
4 – Agree	59	59.0
5 – Strongly Agree	20	20.0

Information and data provided meet your expectation and requirement. (Scaling)

1 – Strongly Disagree	1	1.0
2 – Disagree	3	3.0
3 – Undecided	14	14.0
4 – Agree	57	57.0
5 – Strongly Agree	25	25.0

Table 4: Customer Expectation on The Services Provided by OYO (Procedure)

Response	Frequency	Percentage (%)
The online payment is safe and easy to use. (Scaling)		
1 – Strongly Disagree	2	2.0
2 – Disagree	5	5.0
3 – Undecided	14	14.0
4 – Agree	58	58.0
5 – Strongly Agree	21	21.0
Booking confirmation, location, navigation details, and cancellation is clear and easy. (Scaling)		
1 – Strongly Disagree	1	1.0
2 – Disagree	8	8.0
3 – Undecided	19	19.0
4 – Agree	52	52.0
5 – Strongly Agree	20	20.0

Table 5: Customer Expectation on The Services Provided by OYO (Incidental Services)

Response	Frequency	Percentage (%)
Transportation service company collaborated with OYO give convenience to your travel. (Scaling)		
1 – Strongly Disagree	2	2.0
2 – Disagree	11	11.0
3 – Undecided	21	21.0
4 – Agree	39	39.0
5 – Strongly Agree	27	27.0
In-room entertainment services such as Netflix provide extra enjoyment. (Scaling)		
1 – Strongly Disagree	1	1.0
2 – Disagree	2	2.0
3 – Undecided	18	18.0
4 – Agree	48	48.0
5 – Strongly Agree	31	31.0

The survey for customer expectation on the services provided by OYO has been categorized into three aspects which are information, procedure, and incidental services.

Under the information aspect shown in Table 3, the statement of "The description on the website is correspondent to the condition of real hotel room or property" has 78 respondents which is equivalent to 78% of the sample group agree and strongly agree

to it. Hence, the description provided on the OYO website is satisfactory and met customer expectation when the customers reach the real accommodation. Second, for the statement of "Online review from other users is trustable", 75 respondents which is equivalent to 75% of the sample group agree and strongly agree to it. In short, we can conclude that the online review from the other users based on their experiences is trustable and meet the new users' expectation. Next, for the statement of "Information regarding the accommodation provided on the website is useful and accurate", 79 respondents which is equivalent to 79% of the sample group agree and strongly agree to it. Hence, the information provided is useful and meet the customers' needs while there is still room for improvement. Regarding the results collected from the survey, 82% of the respondents agree and strongly agree to the statement that the information and data provided by the website meet the expectation and requirement. This showed that more than half of the respondents are satisfy with the information provided by OYO in selecting their preferred accommodation

Moreover, under the aspect of procedure shown in Table 4, the statement of "The online payment is safe and easy to use" has 79 respondents which is equivalent to 79% of the sample group agree and strongly agree to it. This shows that OYO implementing the use of online payments is widely accepted by customers. However, there are still a handful of people who may be skeptical of the concept of paying online. Besides that, responses received from the survey, 72 of our respondents, which are 72% agree and strongly agree with the statement of "Booking confirmation, location, navigation details, and cancellation is clear and easy" as it is managed through social media platform such as WhatsApp. Besides, enquiry on the location and navigation which can be done through WhatsApp will help to deliver the message faster.

Apart from that, under the aspect of incidental services shown in Table 5, it appears that most of the respondents agree to the statement "Transportation service company collaborated with OYO give convenience to your travel". This make sense because the respondents do not need to go an extra mile in finding transportation to their desired destination from the hotel. There are only 66% of the respondents agree and strongly agree that this service is convenient perhaps the rest of the respondents have their own preferred transportation service provider. On the other hand, according to the results, it indicates that most of the respondents agree that in-room entertainment services such as Netflix provide extra enjoyment to their trip. This is because after a one-day outing, lying on the bed and watch Netflix movie can be a very leisure experience. 79% of them agree and strongly agree that they gain extra enjoyment from the in-room entertainment.

In short, average percentage of students responded with "Strongly Agree or Agree" for information aspect is 78.5%, for procedure aspect is 75.5% while for incidental services aspect is 72.5%. Among the three aspects, information has the highest satisfactory. Although the service provided by OYO from the three aspects have fulfill customers' expectation for more than 70%, however, there is still room for improvement.

Table 6: Customers' Perception towards OYO

Response	Frequency	Percentage (%)
Do you ever face that unnecessary information is required by OYO upon registration or room reservation?		
Yes	2	2.0
No	98	98.0
Do you think the privacy control system of OYO is perfect?		
Yes	81	81.0
No	19	19.0
To what extend that you would allow OYO in using your personal information? (Check all that apply)		
Marketing and preferences	68	68.0
Disclose your travel period to accommodation managers	97	97.0
Legislation purpose	42	42.0
Collaborated business partner	56	56.0
Do you think the safety feature namely SOS button embedded in OYO application is useful in enhancing the guests' safety?		
Yes	96	96.0
No	4	4.0
Do you think OYO Assist is useful in solving your enquiries and problems?		
Yes	92	92.0
No	8	8.0
Do you think it is safe to stay at OYO accommodation during the covid-19 outbreak period?		
Yes	76	76.0
No	24	24.0
Which initiative do you think is good in ensuring customer safety and hygiene taken by OYO? (Check all that apply)		
Ensure deep cleaning of all surfaces especially handrails, doorknobs and lift buttons at least twice a day.	95	95.0
Keep a temperature screening device to detect guests with high body temperature	89	89.0
Install hand sanitizers in common areas	96	96.0
Ensure the housekeeping staff is wearing gloves, masks and other safety gear	87	87.0
Clean check-in counters regularly	92	92.0

From the survey conducted, 98 respondents or 98% out of the 100 respondents never faced the problem that the information required upon registration and room reservation by OYO is unnecessary. Only 2% or 2 respondents feel that some information requested is unnecessary and offense their privacy. This shows that the information required by OYO is sufficient and reasonable in the information gathering procedure. Next, out of 100 respondents, 81% or 81 respondents think that the privacy control system developed by OYO is perfect while 19% or 19 respondents do not agree to the aforementioned condition. This is most probably influenced by the case happened in 2019 where OYO caught leaking customers' data and phone number. One cybersecurity expert, Jay Sharma discovered an issue with his hotel's Wi-Fi login system during his stay. He

claimed that the vulnerability is very dangerous as the booking ID and phone number entered during the Wi-Fi login is stored naked and can be extracted for further social information. After this event, OYO management has fixed the vulnerability immediately to protect customers' confidential information. However, time is needed for OYO to rebuild its accountability in handling customers' personal information.

Moreover, 68 respondents which equivalent to 68% of the 100-sample group agreed that their personal information given to OYO can be used for marketing and preferences purpose. OYO uses artificial intelligence technology to understand customers' interests and preferences for better recommendations and marketing communications which will more likely attract customers' interests. Besides, 97% or 97 respondents agreed to disclose their travel periods to the accommodation manager as this will facilitate their check-in and check-out procedures. Furthermore, less than half of the respondents which equivalent to 42% of the sample group agreed that they will allow their personal information to be used for legislation purposes. This is because OYO has the duty and obligation to disclose the customers' personal information to government authorities. Besides, 56 respondents or 56% of the total respondents' consent to disclose their personal information to OYO collaborated business partners. For instance, OYO will share those customers' personal information with a collaborated transportation service provider namely OLA if they need transportation during their trip.

To enhance customers' travel experience, safety should be one of the main focuses. Hence, OYO has launched an In-App SOS button in 2019 where it enables guests to get immediate assistance when encountering any kind of emergency. OYO has built one special team namely Safety Response Team (SRT) to take prompt action once a guest taps on the SOS button. Based on the response collected, 96 respondents found this feature to be useful while only 4 respondents do not value this new implementation. In short, we can say that the overall review from the customer towards this SOS button is positive. Besides, OYO also launched OYO Assist in 2018 to approach customers' inquiries or problems speedily to provide appropriate solutions. With this move, OYO found out that their guest satisfaction level has increased. The guests can stay connected with OYO through this new feature. According to the questionnaire, 92 respondents found out that OYO Assist able to provide speedy solutions to approach their inquiry and it is useful while only 8 people feel that they did not benefit from this feature. Due to the outbreak of Covid-19, most of the economic industries have been affected and tourism-related industries are included. According to the results, 76 respondents or 76% of the respondents feel that they are still willing and feel safe to stay at OYO during this outbreak while 24% or 24 respondents are against this opinion. In connection with the outbreak of Covid-19, OYO has implemented some initiatives in its property to improve guests' safety and hygiene. Regarding some of the initiatives, 96 respondents think that installing hand sanitizers in common areas is one of the best methods to take care of guests' self-hygiene. This is followed by ensuring deep cleaning of all surfaces especially handrails, doorknobs, and lift buttons at least twice a day which has 95 respondents supporting this initiative. Next, the check-in counter is one of the common places where all guests will go to, hence, 92 respondents think that cleaning the counter regularly is very important. In addition, 89 respondents think that keeping a temperature screening device to detect guests with high body temperature is essential. Lastly, 87 respondents said that OYO's initiative in ensuring that the housekeeping staff is wearing gloves, masks, and other safety gear is good. In short, we can conclude that OYO put in effort into ensuring customers' safety and hygiene with all the initiatives taken during this pandemic, resulting in positive reviews from its customers.

Finally, the respondents were asked to state if there are any more actions OYO needs to take in order to further improve their application. The general suggestions were to further simplify and improve on the online booking experience, provide specific and clear pictures of the rooms the customers are browsing, and further simplify the payment process. There were also many comments stating that the online booking experience provided by OYO is already at its best.

CONCLUSIONS

From the analysis and data results collected from the sample group, a conclusion has been reached that the tourism and hospitality industries are set to grow even larger throughout the years with online platform and technology advancement. As with the proper analysis, we came to know that people do use Trivago, Agoda, and Airbnb besides OYO because of their cheaper rates and familiarity. On the other hand, we have come to know that numerous factors affect the users of the online platform during the process of booking and securing their accommodations. The first three main factors that most affect the users are the amenities in the single properties, the user-friendliness of websites and applications and that users can make comparisons between different properties easily through websites and applications. Unexpectedly, users have the least concern about the time-saving factor in using the online platform.

Online hospitality platforms are much helpful for the hoteliers to do smart business in this competitive environment. The usage of the right technology enables the hoteliers to increase revenue, cut down cost, improve operational processes and procedures as well as enhance the guest experience. If we investigate the details of the report, the customers are satisfied with the online hotel booking platform, OYO, where their expectations on the real accommodations are mostly fulfilled based on the online data. Online payment procedure, room reservation, and cancellation, location, and navigation, entertainment, and information provided by OYO is satisfactory and met customers' expectation in general. However, OYO and the hoteliers still can put more effort into the transportation service by collaborating with more e-hailing providers.

Overall, it is very clear that the OYO application is now on a path of steady growth. The overall evaluation based on the customers' perception is great. The application is user-friendly, informative, accountable, and recommendable. The In-App SOS button and OYO Assist gave a bonus mark on the OYO application as it helps to overcome customers' concerns during their travel. However, there is still room for improvement for OYO, especially in the protection of customers' confidential information and the initiatives taken during the outbreak of Covid-19, so that it can be compatible and up to par with current stable online hotel booking service providers.

In short, we can conclude that customers have positive responses to the services provided by OYO. The research has been carried out successfully in determining the factors of growing trends, customer expectations, and perceptions based on the services provided by OYO.

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