

# **Determination of the effective factors on the decision of online reservation with an emphasis on the feeling and perceived risk of customers in the hotels of Guilan**

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**The current research aims to identify factors which influence on the intention of online reservation considering the mediating role of feeling and perceived risk according to Jiang model (2013). This study is the first one performed among the customers of Guilan hotels. The research method was descriptive correlative and the statistical population included the customers of Guilan hotels who had reserved online. 365 people were ed through convenience sampling and the research data was collected through field method. For this purpose, a 5-point likert scales questionnaire was developed and its content validity was checked. The result of alpha Cronbach on the questionnaire proved its reliability. Then research data was ed in the SPSS Software. As a result of abnormal variable distribution in the statistical population, we used partial least squares technique of structural equations through Smart PLS 2.0 to analyze the research questions. Furthermore, the correlation of variables was acceptable at the confidence level of 95% and the sig t was calculated through Bootstrap approach at the error level of 0.5. Results indicated that the effect of base and design and the security of base- the quality elements of base- was significant. Furthermore, services and reliability influenced on online reservation through creating a desired feeling in customers. Credit and design, reliability and security of base had a significant effect, too and the lack of services influenced on online reservation through decreasing the perceived risk. According to the research results, base quality has more influence on online reservation comparing reputation and credit of base.**

**Keywords : Keywords: online reservation intention, feeling, perceived risk.**

