



**A Study  
on  
Enhancing Trust and Engagement in  
E-Reservation Platforms  
(A Project Report on Reserveit BD)**

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**Daffodil**  
*International*  
**University**

**Submission Date: 4th January, 2025**

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# EXPERIENCE CERTIFICATE



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## No Objection Certificate (NOC)

Date: November 30, 2024

To Whom It May Concern,

This is to certify that **Md. Soad Noor Azad** was employed with **Vector360 BD** from **December 17, 2023** to **June 30, 2024**. During his tenure, he served as **Digital Marketing Executive** and fulfilled his responsibilities satisfactorily.

We confirm that **Md. Soad Noor Azad** has no outstanding obligations to our organization, and we have no objection to his pursuing new career opportunities.

We wish him all the best in his future endeavors.

A handwritten signature in black ink, appearing to read 'Abida'.

Best regards,  
Abida Sultana Nadia  
Human Resources Executive  
Vector360 BD

Vector360

# LETTER OF TRANSMITTAL

**Dr. Omar Faruk**

Assistant Professor

Department of Management

Faculty of Business & Entrepreneurship

Daffodil International University

**Subject: Submission of project report titled “Enhancing Trust and Engagement in E-Reservation Platforms: A Project Report on Reserveit BD.”**

Dear Sir,

I am pleased to submit the project report titled "**Enhancing Trust and Engagement in E-Reservation Platforms: A Project Report on Reserveit BD.**" This report examines key factors influencing user trust and engagement on Reserveit BD, drawing insights from restaurant owners and customers.

The findings recommend strengthening Reserveit BD’s platform, improving customer satisfaction, and building long-term engagement with users and partners.

Thank you for the opportunity to work on this project. I look forward to your feedback.

Sincerely,



---

**(Md. Soad Noor Azad)**

**ID: 201-52-010**

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# LETTER OF APPROVAL

I am pleased to approve your project report titled "**Enhancing Trust and Engagement in E-Reservation Platforms: A Project Report on Reserveit BD.**" Your work demonstrates a thorough understanding of the factors impacting user trust and engagement in e-reservation systems and offers valuable insights from the perspectives of both restaurant owners and customers.

This report has been reviewed and meets the requirements for completion. I commend you for your dedication and the quality of your research.

Congratulations on your achievement, and I wish you continued success in your academic and professional pursuits.



-----  
**(Dr. Omar Faruk)**

Assistant Professor

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# DECLARATION

I, Md. Soad Noor Azad, a student of the Management Department at Daffodil University, hereby declares that this project report titled "**Enhancing Trust and Engagement in E-Reservation Platforms: A Project Report on Reserveit BD**" is the result of my original work. This report has been completed in partial fulfillment of our Bachelor's Degree requirements.

I confirm that this work has not been submitted previously, in whole or in part, to any other institution or for any other academic qualification. Any materials or insights drawn from other sources have been fully acknowledged and cited within the report to the best of my knowledge and ability.

I declare that this report complies with the guidelines and ethical standards set forth by Daffodil International University.



-----  
**(Md. Soad Noor Azad)**

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# ACKNOWLEDGEMENT

I would like to express my heartfelt gratitude to everyone who supported me throughout the process of completing this project report titled "**Enhancing Trust and Engagement in E-Reservation Platforms: A Project Report on Reserveit BD.**" This work would not have been possible without the guidance, encouragement, and assistance of many individuals.

First, I would like to thank my supervisor, **Dr. Omar Faruk** Sir, Assistant Professor, for his invaluable guidance, expertise, and continuous encouragement, which greatly enriched this project. Their insights and constructive feedback were instrumental in refining my research and helping me achieve a deeper understanding of the topic.

I am also deeply grateful to the restaurant owners and customers who participated in this study, offering their honest feedback and perspectives on the Reserveit platform. Their contributions provided essential insights that strengthened the quality and relevance of this report.

Additionally, I would like to acknowledge the support of my family, friends, and colleagues, who have always encouraged me throughout this journey, providing me with moral support and motivation to complete this work.

Lastly, I am thankful to the Department of Management for offering me the resources and environment that made this research possible.

Thank you all for your invaluable support.



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**(Md. Soad Noor Azad)**

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# DEDICATION

This project report is dedicated to my family, whose unwavering support, love, and encouragement have been my greatest source of strength throughout my academic journey. Their belief in my abilities has always inspired me to strive for excellence.

I also dedicate this work to my mentors and educators, whose guidance and knowledge have shaped my understanding and passion for learning. Their dedication to teaching and commitment to their students have been invaluable to my growth.

Finally, I dedicate this report to all those who continuously seek to enhance user experiences and build trust in the digital world. May this work contribute, even in a small way, to advancing our understanding of trust and engagement in e-reservation platforms.

# ACRONYMS

1. **ETEP** : Enhancing Trust and Engagement in Platforms
2. **E-Reservation** : Electronic Reservation
3. **TnE-ERP** : Trust and Engagement in E-Reservation Platforms
4. **HERP** : Highlighting Engagement in Reservation Platforms
5. **STEER** : Study on Trust and Engagement in E-Reservation
6. **ETER-BD** : Enhancing Trust in E-Reservation – Bangladesh
7. **TIER** : Trust and Interaction in E-Reservation
8. **RESET** : Reservation Engagement and Trust Enhancement Study
9. **ERTE** : Enhancing Reservation Trust and Engagement
10. **TREND** : Trust and Reservation Engagement in Digital platforms
11. **TRUSTEP** : Trust and Engagement in E-Reservation Platforms
12. **ETRE-BD** : Enhancing Trust and Reservation Engagement in Bangladesh
13. **E-SET** : E-Reservation Security, Engagement, and Trust
14. **BERT** : Building Engagement and Reservation Trust
15. **CREST** : Customer Reservation Engagement and Security Trust
16. **STEEP** : Study of Trust and Engagement in E-Platforms
17. **REST** : Reservation Engagement and Security Trust

# ABSTRACT

This project report contains my practical observations and experiences from working in “Reserveit BD” a sister concern of a software company “Vector 360” located in Lalmatia, Dhaka.

This project report, titled "**Enhancing Trust and Engagement in E-Reservation Platforms: A Project Report on Reserveit BD,**" examines the critical factors influencing user trust and engagement within the e-reservation industry, with a focus on the experiences of restaurant owners and customers using the Reserveit platform in Bangladesh.

As e-reservation platforms grow in importance, understanding user perspectives is vital to creating a trustworthy and engaging digital environment. Through a combination of survey data, interviews, and qualitative analysis, this study explores key elements such as system reliability, ease of use, customer communication, and feature preferences that impact user satisfaction and loyalty. Findings indicate that while customers appreciate the convenience of e-reservation systems, concerns about real-time updates, communication efficiency, and control over reservations persist among restaurant owners.

This report provides actionable recommendations aimed at improving the Reserveit platform’s functionality, aligning it with user needs, and enhancing long-term engagement. By addressing these areas, Reserveit can strengthen its brand reputation, foster loyalty, and offer an exceptional user experience that meets the evolving demands of the e-reservation landscape.

This research contributes valuable insights into the field of e-reservation systems and aims to support Reserveit BD in its mission to become a leading platform for restaurant reservations in Bangladesh.

# TABLE OF CONTENTS

## Table of Contents:

<b>LETTER OF TRANSMITTAL</b> .....	<b>iii</b>
<b>LETTER OF APPROVAL</b> .....	<b>iv</b>
<b>DECLARATION</b> .....	<b>v</b>
<b>ACKNOWLEDGEMENT</b> .....	<b>vi</b>
<b>DEDICATION</b> .....	<b>vii</b>
<b>ABSTRACT</b> .....	<b>ix</b>
<b>TABLE OF CONTENTS</b> .....	<b>x</b>
<b>Chapter 1 Introduction</b> .....	<b>1</b>
1.1 Introduction .....	1
1.2 Background and Rationale of the study .....	3
1.3 Research Objectives .....	4
1.4 Methodology .....	6
1.4.1 Data Collection.....	6
1.4.1.1 Primary Data.....	7
1.4.1.2 Secondary Data.....	8
<b>Chapter 2 Overview of The Company</b> .....	<b>9</b>
2.1 Introduction .....	9
2.2 Mission of Reserveit BD.....	10
2.3 Vision of Reserveit BD .....	10
2.4 Goals of Reserveit BD.....	10
2.5 How the Reserveit App Works .....	11
2.6 Benefits provided by Reserveit BD.....	12
2.6.1 For Users.....	13
2.6.2 For Restaurants .....	13
2.7 Conclusion.....	13
<b>Chapter 3 Literature Review</b> .....	<b>14</b>
3.1 Introduction .....	14
3.2 Trust in E-Reservation Platforms .....	14
3.3 Engagement in E-Reservation Platforms .....	15

3.4 Challenges in Building Trust and Engagement .....	15
3.5 Role of Technology in Building Trust.....	16
3.6 Role of Social Proof in Enhancing Trust and Engagement.....	16
3.7 Gamification and Incentivization .....	17
3.8 Personalization and User Experience.....	17
3.9 Transparency in Policies and Practices .....	18
3.10 Cultural and Regional Considerations.....	18
3.11 Measuring Trust and Engagement Metrics.....	18
3.12 Challenges and Opportunities in Emerging Markets .....	19
3.13 The Role of User Feedback in Continuous Improvement.....	19
3.14 Ethical Considerations in Data Usage.....	20
3.15 Conclusion.....	20
<b>Chapter 4 Aspects of E-Reservation Theory .....</b>	<b>21</b>
<b>Chapter 5 Analysis .....</b>	<b>23</b>
5.1 Analysis from Reserveit BD.....	23
5.2 Analysis of Survey Data.....	24
<b>Chapter 6 Findings, Recommendations, and Conclusion .....</b>	<b>32</b>
6.1 Findings.....	32
6.2 Recommendations .....	34
6.3 Conclusion.....	35
<b>Appendices.....</b>	<b>36</b>
Appendix: 1 .....	36
Appendix: 2.....	38
<b>References .....</b>	<b>41</b>

## List of Figures:

Figure 1: Acknowledgement of the Reserveit app between customers .....	27
Figure 2: Reservation Method of Customers .....	27
Figure 3: Trust level for reservation with Reserveit app.....	28
Figure 4: Customer confidence regarding reservations using the Reserveit app.....	28
Figure 5: Customers' biggest concerns while using the app.....	29
Figure 6: Desired additional features to increase app usage.....	29
Figure 7: Customer perceptions of Reserveit app usability .....	30
Figure 8: Primary reasons for choosing the app .....	30
Figure 9: Customer recommendations to family-friends .....	31
Figure 10: Issues Experienced with Reservations Through the Apps.....	31

# Chapter 1

## Introduction

### 1.1 Introduction

E-reservation, also known as electronic reservation is a technology that allows users to make appointments or bookings with the use of the Internet for their desired products or services. It is a reservation system, where people can reserve their seats, places, tickets, events, or other services online by sitting in their homes. E-reservation is a technology-based innovation involving providing services through e-transaction platforms. E-reservation or Online reservation platforms have been adopted by food service businesses to offer services over the web to their customers. E-reservation systems allow customers to make reservation requests based on places, events, schedules, and accommodations. Some of the primary benefits to businesses of e-reservation technology include reduced labor costs, increased accuracy, higher productivity, and customer convenience. E-reservation system integration enhances the capabilities of mobile applications, allowing customers to view restaurants, apply current menus, and rate services.

Nowadays, with the rapid expansion of digital device usage among customers, members of Generation Y have become heavy users of e-reservation services. E-reservation services have good market potential since customers can easily reserve services, make orders, seek comparable prices, and review the quality of the services provided. Focusing on e-reservation services via the restaurant order platform, this project refers to e-reservation as the platform's online booking system. The platform primarily aims to enhance restaurant competitiveness, making it easier for customers to gain access to the business, and has become a significant resource for restaurant customer decision-making. The study, therefore, wants to understand the practical behavior of Generation Y and restaurant owners in using e-reservation systems.

Reserveit BD is an online restaurant reservation platform in Bangladesh. It is a startup company in the country. This platform collaborates with the restaurants of Bangladesh, especially in Dhaka. By using Reserveit's app or website, restaurant customers can reserve their seats or tables without arriving at the restaurants. The number, locations of the tables, and the occasions of the reservation

can be specified too. This online reservation platform eases the difficulty of booking or reserving restaurant tables and saves the time and pain of waiting. They have strived to provide the best services and support for table booking since February 2023. It is the first online-based restaurant reservation platform in the country. In this digital era, this platform encourages everyone to adopt and step into the digital realm of the future world. It's also a sign of the digital progression of the businesses in the country.

The examination of trust and engagement within reservation platforms, particularly from the perspective of Reserveit bd, reveals a complex interplay of user-generated content, online reviews, and the mechanisms through which trust is cultivated in digital marketplaces. The foundational work by (Singh et al., 2016) underscores the significance of user-generated content in shaping tourists' travel planning behaviors. Their analysis highlights the credibility of online reviews, emphasizing how the reviewer's identity and the review's relevance contribute to initial trust. This study not only elucidates the characteristics of helpful reviews on platforms such as TripAdvisor and Amazon but also demonstrates the tangible influence of Internet customer reviews on sales and pricing within the hotel industry. Building on this foundation, (Pera et al., 2019) delve deeper into the dynamics of online reviews, particularly their impact on hotel booking intentions and perceived trust. Their research reveals the asymmetric effects of consumer reviews, illustrating how electronic word-of-mouth (eWOM) can shape consumer behavior in the hospitality sector. By identifying what constitutes a useful online review, they provide critical implications for travel product websites, emphasizing the role of reputation in influencing booking decisions. This exploration into the nuances of consumer conformity and review utility further enriches understanding of how trust is navigated in online environments. (Zloteanu et al., 2021) Extend the discourse by examining the judgments made in the sharing economy, focusing on the interplay between user-generated trust and reputation information. Their findings suggest that perceptions of both the platform and the community significantly impact decision-making accuracy and bias. The study advocates for platforms to provide accurate and diagnostic information that fosters genuine trust rather than superficial pro-social behaviors. The authors argue that a well-curated digital identity incorporating trust and reputation indicators can enhance user engagement and perceptions of credibility.

They emphasize the necessity for platform managers to balance transparency with the need for user privacy, highlighting the critical role of trust in the sustainability and growth of sharing economy platforms.

Collectively, these studies illuminate the multifaceted nature of trust and engagement in reservation platforms, offering valuable insights into the mechanisms that can enhance user experience and foster a reliable digital marketplace.

## 1.2 Background and Rationale of the study

The new digital intermediaries, such as electronic reservation platforms, are considered vital for the distribution of services in the restaurant sector. However, despite their importance, up to now, these platforms have not been properly relevant to A Project on the relationship that the parties maintain. That is, these platforms have underestimated the importance these subjects attribute to factors of involvement and relational trust. This communication aims to take a first step in this direction by trying to understand and contextualize, concerning two e-reservation platforms, the role of user trust and engagement in the use of e-business services. Ultimately, it is intended to understand consumer trust and engagement in e-reservation platforms and how the dimensions that serve to measure it affect consumer satisfaction, loyalty, and purchase intention.

In the new economy, businesses face increasing competitiveness. To avoid uncertainty and fear arising from the use of e-business services, firms strive to contribute to trust to safeguard users. Trust is beyond an enhanced perception of the relevance or quality of a product or service; it is a measure of consumer confidence in a particular brand. Due to the specific features of e-commerce, trust in online transactions, such as the assumption of risks associated with anonymity, has not been sufficiently covered. Factors such as vendor assurance or website reliability are only partially addressed.

In the restaurant sector, there is a lack of papers approaching the behavior of the customer and their level of trust in an e-reservation platform. This is a very repeated problem since every day there are more platforms that, without covering the main areas of a quality management system, are dedicated exclusively to making money at the expense of the irregularities of this business framework.

### 1.3 Research Objectives

The main purpose of this research is to explore and understand the different variables that affect the behavioral intentions behind electronic reservation services for restaurants, through the analysis of the trust and engagement levels that underlie customer interactions in different restaurant e-reservation platforms. This study has been enhanced to also understand how variables influence the main post-booking variables—satisfaction and e-word-of-mouth—within the context of e-reservation platforms for restaurants. Finally, we examine if satisfaction has a significant influence on e-word-of-mouth while controlling for the other independent and dependent variables in the model.

To attain our main purpose, we considered three hypotheses: a research model for the trust and engagement effects in e-reservation platforms for restaurants. First, a customer's propensity for trust and subsequent social interactions in an e-reservation platform will be influenced by the reservation software, channel type, and platform brand. Second, trust will exert a significant influence on engagement, satisfaction, and e-word-of-mouth in the context of restaurant e-reservation platforms. Third, satisfaction will exert a significant influence on e-word-of-mouth while controlling for the other independent variables in the model. The paper is organized as follows. First, a literature review identifies some key factors and provides the basis of the analytical framework. Afterwards, we develop the research hypotheses. Then, the structural model is presented, followed by the research methodology. Finally, the paper will conclude with the study's contributions, limitations, and future research scope.

Over the past decade, there has been an increase in the use of restaurant e-reservation platforms, demonstrating the large potential for the restaurant industry. While effective platform implementation can lead to increased sales, not enough is being done to optimize the system. Understanding how to influence customer behavior and the mechanics of these platforms is crucial for developing restaurant business strategies. The present work aims to explore the role of customer and platform-related factors on restaurant choice in the long run while zeroing in on the potential heterogeneity of behavioral patterns. The latter set of exploratory analyses is carried out thanks to a novel formal demographic-based clustering approach.

The growing interest in technology for learning and action has spawned substantial attention on e-reservation systems for restaurants. While trust and engagement with platforms have been vastly documented in different applications, their close examination in statistical models for e-reservation platforms has somehow lagged. These systems are one of the driving forces behind the modern restaurant industry as they are widely recognized for their potential to grow sales and operational efficiency. Such platforms allow users to browse, search, reserve, and access a variety of services, check reviews, and rate restaurants. However, robust evidence relative to consumer behavior with longitudinal data is still needed.

These additional objectives ensure a comprehensive investigation of both technical and behavioral aspects, helping to deepen insights into the dynamics of trust and engagement in e-reservation platforms.

**1.** To evaluate the impact of user interface design and functionality on customer trust and engagement in restaurant e-reservation platforms.

This will involve identifying which platform features (e.g., ease of navigation, speed, or personalization) contribute most significantly to user perceptions of trustworthiness and interactivity.

**2.** To analyze the role of platform reputation and user-generated content (e.g., reviews and ratings) in shaping trust and engagement levels among users.

This objective aims to understand the weight of social proof mechanisms in influencing customer behavior on e-reservation platforms.

**3.** To investigate the demographic and psychographic factors that moderate the relationship between trust, engagement, and post-booking satisfaction in e-reservation systems.

This will focus on uncovering whether age, income, tech-savviness, or cultural background affects the strength of these relationships.

**4.** To identify potential barriers to trust and engagement in e-reservation platforms, including perceived privacy risks, data security concerns, and platform transparency.

This objective will examine the impact of these barriers and propose mitigation strategies to enhance user confidence.

**5.** To assess the influence of gamification and reward systems on user engagement, satisfaction, and loyalty in e-reservation platforms for restaurants.

This will explore whether features like loyalty points, badges, or promotional discounts enhance customer retention and drive positive e-word-of-mouth.

## 1.4 Methodology

The methodology for this project combines quantitative and qualitative approaches to gain a comprehensive understanding of Reserveit BD's impact on restaurant reservations in Bangladesh. The following steps were taken to collect, analyze, and interpret data, providing insights into the effectiveness, user satisfaction, and potential areas for improvement in the Reserveit app.

### 1.4.1 Data Collection

The process of obtaining and assessing data on certain variables in order to test theories, find answers, or assess results is known as data collection. It is a crucial phase in the processes of decision-making, business analysis, and research. Data can be gathered using a variety of techniques, such as surveys, interviews, experiments, secondary sources, and observations, and in both qualitative and quantitative formats.

The goals of the study, the resources at hand, and the kind of data required all influence the method selection. Accuracy, dependability, and relevance are guaranteed by efficient data collection and are necessary for deriving sound findings and making wise judgments. Important components of the procedure also include appropriate documentation and ethical issues, such as getting consent and protecting privacy.

### 1.4.1.1 Primary Data

#### **I. Face-to-Face Interviews**

Restaurant owners, managers, customers, and important employees were interviewed in-depth. The purpose of these interviews was to learn more about specific e-reservation platform experiences, difficulties, and expectations. Direct communication with participants made it easier to gather rich, qualitative data through interviews, which gave people a chance to describe their unique roles and encounters with the platforms as well as provide insightful comments.

#### **II. Surveys**

Surveys were distributed to a broader audience, including both restaurant owners and potential customers. The surveys were designed to capture quantitative data on factors such as trust, ease of use, engagement levels, and overall satisfaction with e-reservation systems. Survey responses provided statistical insights into user perceptions and usage patterns, which were essential for analyzing trends and identifying areas for improvement.

#### **III. Meetings with Restaurant Owners and Customers**

The results of the in-person interviews were supplemented by other sessions with restaurant owners and patrons. The purpose of these meetings was to clarify any unclear observations, confirm previously gathered data, and delve more into any problems that came up during the interviews. These sessions also gave both parties a chance to directly discuss how e-reservation platforms affect restaurant operations and patron experiences, allowing them to jointly identify important issues and make suggestions for enhancements.

### 1.4.1.2 Secondary Data

#### **I. Online Sources**

To complement the primary data, relevant information was gathered from online sources, including customer reviews, industry reports, and articles about e-reservation trends. This secondary data helped provide context and supported the findings from the primary data, ensuring a more universal view of the current landscape of e-reservation platforms.

#### **II. Documents and Reports**

Relevant documents and reports on e-reservation systems and customer engagement in digital platforms were reviewed. These documents provided insights into industry standards, trends, and best practices, which were essential for understanding the broader landscape and aligning project findings with established knowledge.

#### **III. Books**

Academic and industry books covering topics related to digital trust, customer engagement, and technology adoption in service industries were consulted. These sources helped frame the theoretical basis for the study, providing a foundational understanding of key concepts and theories that support trust and engagement in digital platforms.

#### **IV. Published Articles**

A variety of peer-reviewed articles and research papers available online were analyzed. These articles offered empirical evidence on factors influencing user behavior, trust, and satisfaction with e-reservation platforms. The insights from these sources complemented the primary data, enabling a comparison between documented trends and the real-world experiences of restaurant owners and customers.

This methodological approach enabled a detailed understanding of Reserveit BD's effectiveness as a reservation platform. By using a mix of quantitative and qualitative data, the research comprehensively captured user perspectives and business insights, forming the basis for recommendations to further improve the Reserveit app and strengthen its market position.

# Chapter 2

## Overview of The Company

### 2.1 Introduction

“Reserveit BD” is a pioneering online restaurant booking service based in Bangladesh, designed to simplify the dining experience for users across the country. Established with a vision to enhance convenience in restaurant reservations, Reserveit provides a user-friendly platform that allows customers to browse and select from a wide range of restaurants. Through this innovative app, users can search for nearby or distant dining options, explore diverse food menus, preview photos of dishes and venues, and receive instant reservation notifications. Additionally, the app offers precise location details and allows users to share reviews, fostering a comprehensive dining community.

Reserveit BD is a sister concern of “Vector 360”. It is a software development company situated in Lalmatia, Dhaka, Bangladesh. With a forward-thinking approach, Vector360 is committed to pioneering transformative software solutions. We aim to anticipate and leverage emerging tech trends, positioning ourselves as industry innovators and setting new benchmarks in the software development landscape.

Built with a passion for hospitality, Reserveit serves as a bridge between diners and their favorite restaurants, making dining out effortless and enjoyable. By providing easy access to exclusive promotions, the app ensures that customers have the best dining options and deals available at their fingertips. Known as Bangladesh’s most popular and reliable platform for restaurant reservations, Reserveit empowers users to select, click, and reserve, making hassle-free dining a reality. The company takes pride in its role in bringing people together with the restaurants they love, helping to create memorable dining experiences in moments that matter.

## 2.2 Mission of Reserveit BD

Reserveit BD, a dynamic sister concern of Vector 360, is dedicated to transforming the restaurant booking process in Bangladesh. Its mission is to simplify dining for users while enhancing the operational efficiency of restaurants through a seamless digital platform. By aligning with Vector 360's mission to unleash innovation through cutting-edge software development, Reserveit BD embodies the values of adaptability, transparency, and collaboration. Together, these companies aim to deliver high-quality solutions tailored to the user's needs.

## 2.3 Vision of Reserveit BD

Reserveit BD envisions becoming the go-to platform for restaurant reservations across Bangladesh, fostering a digitally enhanced dining ecosystem. Its vision reflects that of its parent company, Vector 360, which strives to be a trailblazer in the software industry. By integrating advanced technology with user-focused design, Reserveit BD seeks to redefine how people discover and book dining experiences, shaping a future where technology seamlessly enhances every aspect of life.

## 2.4 Goals of Reserveit BD

Reserveit BD's goals are ambitious yet customer-centric, focusing on:

- 1. Simplifying Dining Choices:** Providing users with easy access to a curated directory of restaurants.
- 2. Digital Transformation for Restaurants:** Empowering dining establishments to harness the benefits of digital engagement.
- 3. User-Centric Design:** Ensuring the platform is intuitive, reliable, and accessible to all users.
- 4. Data-Driven Insights:** Helping restaurants make informed decisions based on user feedback and analytics.
- 5. Enhanced Partnerships:** Collaborating with top-tier restaurants to offer exclusive deals, promotions, and memorable dining experiences.

## 2.5 How the Reserveit App Works

The Reserveit app is designed to provide a seamless, end-to-end solution for dining reservations. Here's a breakdown of its functionality:

### **Search and Discover:**

- Users can browse a vast selection of restaurants, categorized by location, cuisine, price range, and dining preferences.
- Each listing includes detailed information, such as menus, operating hours, contact details, and customer reviews.
- Includes location details to plan the visit easily.

### **Interactive Profiles:**

- Restaurants showcase their ambiance through images and descriptions, allowing users to visualize their dining experience.

### **Real-Time Reservations:**

- Bookings are confirmed instantly, minimizing wait times and avoiding manual confirmations.
- Users can select specific time slots and party sizes based on restaurant availability.

### **Notifications and Reminders:**

- Automated notifications inform users about their reservation status.
- Timely reminders ensure that users don't miss their reservations.

### **Exclusive Offers:**

- Partnered restaurants provide discounts, special menus, and promotions, making the app financially advantageous for users.

### **User Feedback System:**

- Customers can leave reviews and ratings post-dining, creating a transparent feedback loop that benefits both diners and restaurants.

**User-Friendly Interface:**

- Intuitive and easy-to-navigate website and app interface.
- Curated selection of restaurants to explore.
- Helps users find the perfect dining spot quickly and easily.

**Easy Reservations:**

- Users select the restaurant, date, and time for their booking.
- Ensures a secure and seamless reservation process.

**Flexible Options:**

- Option to cancel reservations conveniently.

**Special Deals and Offers:**

- Highlights exclusive discounts and promotional offers.
- Helps users discover new restaurants at special rates.

**Customer Support:**

- Dedicated support for users with booking-related questions.

## 2.6 Benefits provided by Reserveit BD

By leveraging its innovative platform, Reserveit creates a seamless connection between diners and restaurants, fostering convenience and trust. Its user-centric design and advanced functionalities ensure that customers enjoy a hassle-free dining experience, while restaurants can benefit from increased digital visibility and operational efficiency.

Reserveit BD delivers value to both its users and restaurant partners through a range of benefits:

### 2.6.1 For Users

- **Convenience:** Simplifies dining decisions by offering a one-stop solution for discovering and booking restaurants.
- **Timesaving:** Real-time reservations eliminate the need for back-and-forth communication.
- **Personalized Experiences:** Advanced filters and suggestions ensure a tailored dining experience.
- **Cost-Effective:** Users can avail themselves of exclusive discounts and loyalty rewards.
- **Reliable and Transparent:** Real-time updates and user reviews build trust in the platform.

### 2.6.2 For Restaurants

- **Increased Visibility:** Partnered restaurants gain exposure to a wide audience.
- **Efficient Operations:** Digital reservations streamline table management, reducing errors.
- **Customer Insights:** Access to user analytics and feedback helps improve services.
- **Revenue Growth:** Special promotions and increased footfall boost earnings.
- **Enhanced Brand Image:** Being part of a tech-forward platform elevates the restaurant's reputation.

## 2.7 Conclusion

In Bangladesh, Reserveit BD has established itself as a leader in revolutionizing the dining experience. To solve the issues that both diners and restaurants confront, Reserveit integrates cutting-edge technology with a user-centric approach, drawing on Vector 360's experience in agile software development. Reserveit promotes digital innovation in the hotel industry while streamlining the reservation process by integrating the two.

Reserveit, a platform devoted to client pleasure, flexibility, and ease, is revolutionizing restaurant reservations in Bangladesh. While providing businesses with effective tools to handle reservations and draw in new business, it enables diners to find and book tables with ease. Reserveit BD is influencing the direction of eating and establishing a new standard for excellence in the sector with its dedication to value and innovation.

# Chapter 3

## Literature Review

### 3.1 Introduction

With the rapid advancement of technology and the increasing prevalence of online services, electronic reservation (e-reservation) platforms have become integral to the hospitality, transportation, and entertainment sectors. E-reservation platforms offer convenience and efficiency, allowing customers to reserve services at their preferred time without physical interaction. However, the success of these platforms depends heavily on the trust customers place in them and the level of engagement they provide. The literature underscores that trust is critical in digital services, as it reduces perceived risk and fosters customer loyalty, while engagement enhances the overall user experience and satisfaction (McKnight & Chervany, 2001).

### 3.2 Trust in E-Reservation Platforms

Trust is a fundamental factor in online transactions and is crucial for the adoption of e-reservation platforms. Trust in e-reservation systems can be described as the willingness of users to rely on the platform's functionality, security, and privacy assurances (Gefen et al., 2003). Several studies have identified specific attributes that contribute to building trust in e-reservation platforms, including website design, information quality, security features, and brand reputation (Chen & Dibb, 2010; Kim et al., 2008). Security and privacy are particularly emphasized, as users are often hesitant to share personal information online due to potential risks of data misuse (Pavlou, 2003).

Research by Gefen et al. (2003) found that e-reservation platforms with high transparency and clear privacy policies significantly increased user trust. Similarly, Flavián and Guinalú (2006) argued that positive experiences and user-friendly interfaces encourage trust by reducing perceived risks associated with using online services. Moreover, Verma and Dewan (2018) highlighted that trust in e-reservation platforms is not only about data protection but also the platform's reliability in fulfilling reservations as promised.

### 3.3 Engagement in E-Reservation Platforms

User engagement in digital platforms has gained significant attention, particularly in enhancing user satisfaction and retention (Brodie et al., 2011). Engagement in e-reservation platforms is often measured by the frequency of use, the duration spent on the platform, and interactions such as reviews and ratings. Hamari et al. (2014) argued that engaging features like gamification elements and loyalty programs can increase user interaction, making platforms more attractive and encouraging repeat usage.

Research by Huang and Benyoucef (2017) suggested that personalization also plays a vital role in increasing engagement. For instance, e-reservation platforms that tailor recommendations based on previous bookings or user preferences create a more relevant and engaging experience. Engagement can also be encouraged through interactive features like user reviews, social sharing options, and responsive customer support, all of which contribute to a sense of community and satisfaction with the platform (Bijmolt et al., 2014). According to Brodie et al. (2011), such features help users feel more connected to the service, enhancing their loyalty and willingness to recommend it to others.

### 3.4 Challenges in Building Trust and Engagement

Despite the advantages, e-reservation platforms face challenges in simultaneously building trust and engagement. Security concerns, limited personalization, and occasional system unreliability can undermine user trust (Kumar & Kumar, 2021). For example, a lack of transparency in handling cancellations or refunds can damage users' trust, decreasing their willingness to engage with the platform in the future (Pavlou & Gefen, 2004). Additionally, over-reliance on automated systems can sometimes reduce engagement if users feel a lack of personal connection or responsiveness from the platform (Huang & Benyoucef, 2017).

### 3.5 Role of Technology in Building Trust

Technology serves as the backbone of e-reservation platforms, directly influencing user trust and engagement. Advanced technologies like blockchain, artificial intelligence (AI), and encryption have been instrumental in addressing security concerns, ensuring data integrity, and creating transparent systems (Zheng et al., 2018). Blockchain, for instance, enables secure and immutable transactions, providing users with confidence in the platform's integrity. AI-driven tools enhance fraud detection and personalize user experiences, fostering trust through predictive analysis and tailored recommendations (Siering et al., 2018).

Moreover, the integration of Secure Socket Layer (SSL) certificates, multi-factor authentication, and real-time notifications ensures that users feel their data is protected (Zhou, 2011). Studies have shown that platforms leveraging these technologies not only increase user trust but also reduce abandonment rates, as users are reassured about the platform's commitment to security (Gefen & Straub, 2003).

### 3.6 Role of Social Proof in Enhancing Trust and Engagement

Social proof, including user reviews, ratings, and testimonials, plays a significant role in shaping user perceptions of e-reservation platforms. According to Nielsen (2012), 70% of consumers trust online reviews as much as personal recommendations, underscoring the importance of social validation. Positive reviews and high ratings act as trust signals, reducing users' perceived risks when engaging with a platform (Chevalier & Mayzlin, 2006).

Interactive features, such as allowing users to reply to reviews or rate their experiences, create a sense of community and credibility. Research by Zhu and Zhang (2010) indicated that platforms encouraging user-generated content see higher levels of trust and engagement. Furthermore, endorsements from influencers or reputable organizations amplify social proof, as users often associate credibility with known entities (Chu & Kim, 2011).

### 3.7 Gamification and Incentivization

Gamification elements, such as reward points, badges, and leaderboards, have emerged as powerful tools to enhance user engagement on e-reservation platforms. Hamari et al. (2014) demonstrated that these elements tap into users' intrinsic motivation by making their interaction with the platform enjoyable and rewarding. Loyalty programs, in particular, incentivize repeated usage, fostering long-term engagement and trust.

For example, platforms like Expedia and Booking.com use gamification strategies such as progress trackers for loyalty tiers and exclusive offers for frequent users. These strategies not only enhance the user experience but also build trust by showcasing the platform's value proposition (Huotari & Hamari, 2012). However, the effectiveness of gamification depends on its relevance and ease of use; overly complicated systems can deter users and undermine trust (Xu et al., 2017).

### 3.8 Personalization and User Experience

Personalization is a critical factor in enhancing both trust and engagement. Platforms that leverage user data to offer tailored recommendations and customized interfaces create a sense of familiarity and reliability (Tam & Ho, 2006). Personalization can range from displaying preferred languages and currencies to suggesting services based on past behaviors.

Research by Sun and Zhang (2006) highlights that personalization not only improves user satisfaction but also fosters trust, as users perceive personalized platforms as attentive and reliable. However, excessive personalization, such as overly intrusive advertisements, can backfire by making users feel their privacy is being violated (Toubiana et al., 2010). Therefore, finding the right balance between personalization and privacy is crucial for e-reservation platforms.

### 3.9 Transparency in Policies and Practices

Transparency in policies, particularly regarding cancellations, refunds, and data usage, is vital for building trust. According to Pavlou and Gefen (2004), clear and easily accessible policy statements reduce user anxiety, fostering confidence in the platform's reliability. For instance, platforms that provide upfront information about cancellation fees or refund timelines tend to see higher levels of trust and user satisfaction.

Additionally, platforms that adopt open communication channels—such as live chat, FAQs, and email support—demonstrate their commitment to transparency and accountability. The incorporation of feedback loops where users can voice concerns or provide suggestions further enhances transparency and trust (Chiu et al., 2009).

### 3.10 Cultural and Regional Considerations

Trust and engagement in e-reservation platforms are influenced by cultural and regional factors. Hofstede's cultural dimensions theory suggests that users from high uncertainty-avoidance cultures may place greater emphasis on security features and clear policies (Hofstede, 2001). On the other hand, users from individualistic cultures might prioritize personalized experiences and user autonomy.

Localizing platforms to cater to regional preferences, such as language options, payment methods, and service offerings, enhances their appeal and fosters trust. A study by Cyr et al. (2005) demonstrated that culturally adaptive interfaces significantly increase user engagement and satisfaction, as they resonate better with the target audience.

### 3.11 Measuring Trust and Engagement Metrics

To evaluate the effectiveness of trust-building and engagement strategies, platforms must employ robust metrics. Metrics such as Net Promoter Score (NPS), Customer Satisfaction (CSAT), and Customer Effort Score (CES) provide insights into user perceptions and behaviors. In addition,

tracking user activity, such as session duration, frequency of visits, and conversion rates, helps identify areas for improvement (Kumar et al., 2010).

Studies by McKinsey & Company (2019) suggest that platforms with a strong focus on user analytics tend to outperform competitors in trust and engagement. Leveraging tools like A/B testing and sentiment analysis further refine the platform's strategies, ensuring continuous improvement and alignment with user expectations.

### 3.12 Challenges and Opportunities in Emerging Markets

E-reservation platforms in emerging markets face unique challenges, including limited digital literacy, inadequate infrastructure, and varying levels of trust in online systems. However, these markets also present significant growth opportunities. Strategies such as mobile-first designs, integration with local payment systems, and partnerships with trusted local brands can bridge trust gaps and enhance engagement (Sridhar & Gopalakrishna, 2020).

For instance, platforms operating in regions with low internet penetration can adopt progressive web apps (PWAs) to ensure accessibility and performance. Additionally, providing multilingual support and educational resources about using the platform can alleviate user apprehensions and encourage adoption (Jaiswal et al., 2018).

### 3.13 The Role of User Feedback in Continuous Improvement

User feedback is a cornerstone for improving trust and engagement on e-reservation platforms. Platforms that actively solicit and respond to feedback create a perception of attentiveness and adaptability, reinforcing user trust. Research by Voorveld et al. (2018) highlights that platforms integrating user feedback into product updates and feature enhancements enjoy higher engagement rates. Additionally, implementing real-time feedback mechanisms, such as satisfaction surveys or chatbots, allows platforms to address concerns promptly and enhance user experience.

Feedback loops also provide valuable insights into user expectations, enabling platforms to prioritize feature development and improve service quality. For instance, addressing recurring complaints about refund processes or interface navigation can significantly boost user satisfaction and loyalty (Smith et al., 2019).

### 3.14 Ethical Considerations in Data Usage

As data-driven personalization becomes integral to e-reservation platforms, ethical considerations surrounding data usage gain prominence. Transparency about data collection practices and adherence to global data protection regulations, such as GDPR, build user trust by ensuring their privacy is respected (Custers et al., 2018). Users are more likely to engage with platforms that clearly articulate how their data will be used and safeguarded.

Moreover, ethical data practices, such as anonymizing user information and limiting data sharing with third parties, reinforce trust and mitigate privacy concerns. A study by Acquisti et al. (2016) found that users are more willing to share information with platforms that demonstrate a commitment to ethical standards, highlighting the importance of building a trustworthy data ecosystem.

### 3.15 Conclusion

The literature demonstrates that enhancing trust and engagement in e-reservation platforms requires a multifaceted approach. Key strategies include leveraging advanced technologies, incorporating social proof, personalizing user experiences, maintaining transparency, and addressing cultural and regional nuances. While challenges such as security concerns and limited infrastructure persist, they also present opportunities for innovation and differentiation. By continuously adapting to user needs and expectations, e-reservation platforms can foster lasting trust and engagement, ensuring their success in an increasingly competitive digital landscape.

## Chapter 4

# Aspects of E-Reservation Theory

E-Reservation Theory is a conceptual framework that examines the principles and factors involved in electronic reservation systems. These systems are used across various industries, such as hospitality, travel, and dining, to streamline the booking process, improve customer convenience, and optimize business operations. In the context of restaurant reservations, E-Reservation Theory helps understand the mechanisms that make online booking platforms efficient, user-friendly, and beneficial for both customers and businesses. Key aspects of E-Reservation Theory include:

- I. **User Convenience and Accessibility:** E-reservation systems are designed to be accessible to users anytime, anywhere, offering ease of use and convenience. This aspect emphasizes the need for a seamless and user-friendly interface that allows customers to easily browse, select, and reserve their preferred restaurants. By reducing the time and effort required to make a reservation, e-reservation systems improve user satisfaction and encourage repeat usage.
- II. **Real-Time Availability and Instant Confirmation:** A core feature of e-reservation systems is the ability to provide real-time availability of seats or tables. This involves integrating dynamic inventory management, which ensures that users receive up-to-date information on available dining slots. Instant confirmation not only reassures users of their booking status but also minimizes booking errors and overbooking, contributing to a more efficient reservation experience.
- III. **Data Collection and Personalization:** E-reservation systems often collect user data, such as dining preferences, booking history, and feedback. This data is valuable for businesses to offer personalized services, targeted promotions, and tailored dining experiences. Personalization in e-reservation systems enhances user engagement and loyalty by making the service feel customized to individual preferences.

- IV. **Operational Efficiency and Resource Optimization:** By automating the reservation process, e-reservation systems improve operational efficiency for businesses. Restaurant staff can focus on customer service rather than managing bookings manually, allowing for better resource allocation. Optimizing table occupancy and reducing wait times also maximize revenue and enhance the overall dining experience.
- V. **Marketing and Promotion:** E-reservation platforms provide businesses with a marketing channel to showcase their offerings, including special promotions, events, or exclusive dining experiences. This aspect of e-reservation theory highlights the role of reservation platforms as an effective promotional tool, helping restaurants attract new customers and retain existing ones through targeted offers and campaigns.
- VI. **Enhanced Customer Feedback and Review Mechanism:** E-reservation systems often include a review and feedback feature, enabling customers to share their dining experiences. This feedback loop helps restaurants gather valuable insights into customer preferences, satisfaction levels, and areas for improvement. Positive reviews also build credibility, attract potential customers, and enhance the restaurant's online presence.
- VII. **Security and Privacy of User Information:** Protecting user information is crucial in any e-reservation system. As customers provide personal details when making a reservation, ensuring secure transactions and data protection is essential. This aspect covers the use of encryption, secure payment gateways, and compliance with data privacy regulations to build user trust and maintain system integrity.
- VIII. **Integration with Other Digital Systems:** E-reservation platforms can integrate with other digital systems, such as point-of-sale (POS), customer relationship management (CRM), and inventory management systems. This integration provides a cohesive digital ecosystem, enabling efficient data sharing and contributing to smoother operations. Integration also allows for better tracking of customer preferences and more accurate demand forecasting.

E-Reservation Theory offers a foundational understanding of the elements that drive the success and efficiency of electronic booking systems, particularly within the restaurant industry. By addressing these aspects, e-reservation systems can improve the customer experience, streamline operations, and support business growth.

# Chapter 5

## Analysis

### 5.1 Analysis from Reserveit BD

**Reserveit BD** provides a digital solution tailored to the restaurant industry in Bangladesh, focusing primarily on Dhaka. By acting as an intermediary between restaurants and customers, Reserveit simplifies the reservation process, enhancing convenience and satisfaction for both parties.

The **Reserveit app** is designed to make table reservations hassle-free, saving time and minimizing the traditional wait times for tables. With an easy-to-use interface, customers can complete reservations in three simple steps—*Select, Click, and Reserve*—making it accessible for users of all ages and technical backgrounds. Reserveit’s no-cost model for restaurants incentivizes eateries to join, expanding options for users while fostering a supportive ecosystem for local businesses.

#### **Key Features:**

1. **User Convenience:** The app eliminates the need for customers to wait in line, allowing them to secure tables or seats at their preferred dining spots in advance. This is particularly beneficial in busy urban settings like Dhaka, where high demand at popular restaurants can make securing a table challenging.
2. **Streamlined Reservation Process:** By reducing the reservation process to three straightforward steps, Reserveit enhances user experience and encourages higher adoption. The ease of use caters to both tech-savvy customers and those new to online reservations.
3. **Cost-Free Service for Restaurants:** Reserveit’s free model removes financial barriers for restaurants, making it attractive for establishments to participate. This cost-free advantage expands the range of participating restaurants, offering customers a wide selection of dining options.
4. **Discounts and Special Offers:** To encourage reservations, Reserveit partners with specific restaurants to provide exclusive discounts for users booking through the app. This feature is a key differentiator, adding value for customers and enhancing the appeal of the platform.

5. **Flexible Group Booking Options:** For large groups (10 or more), especially those attending buffets, Reserveit charges a 10% advance booking fee. This provision helps ensure seating availability for larger parties and prevents overbooking, enhancing service reliability for customers and operational stability for restaurants.
6. **Strategic Collaboration with Restaurants:** By working closely with restaurant partners, Reserveit maintains a smooth booking process, fostering trust and strengthening relationships with local businesses. This collaboration supports Reserveit's mission to be a trusted media between customers and restaurants for table reservations.

### **Impact and Value:**

Reserveit BD's model promotes efficiency, convenience, and accessibility in the restaurant industry, benefiting customers by offering a seamless reservation experience and supporting restaurant partners by facilitating customer flow management. With the platform's focus on user experience and business support, Reserveit continues to grow as a valuable asset in Dhaka's dining scene, setting a standard for online reservation solutions in Bangladesh.

## **5.2 Analysis of Survey Data**

The survey results collected from both restaurant customers and owners provide a comprehensive view of the usage, perceptions, and challenges associated with the Reserveit app. The data, illustrated through charts and pie charts, allow for a step-by-step breakdown of key parameters, shedding light on the overall user experience and specific areas for improvement. For customers, the survey explored ease of use, trustworthiness, booking convenience, and overall satisfaction with the app. These responses are represented in pie charts, offering a visual depiction of customer perspectives on reliability, functionality, and any recurring issues they have encountered. Meanwhile, insights from restaurant owners provide a distinct viewpoint, highlighting operational challenges, engagement rates, and the perceived benefits of the app. Through step-by-step analysis of these metrics, with visual data representations, the report will present a detailed comparison of customer and owner perspectives, identifying specific pain points and opportunities for enhancement in the app's features and functionality.

**The 13 restaurants involved in the survey are:**

1. Pasta Club
2. Shawarma King
3. The Sunset Lounge
4. Fuoco
5. Pizzabar
6. Chillox
7. Diggger
8. Grind House Music Cafe
9. 24K Restaurant
10. Cafe Ipanema
11. Cafe Kathmandu
12. Umami
13. The Dining Lounge

The survey responses from 13 restaurant owners reveal varied experiences and perceptions regarding the Reserveit platform. Here are some insights based on their responses:

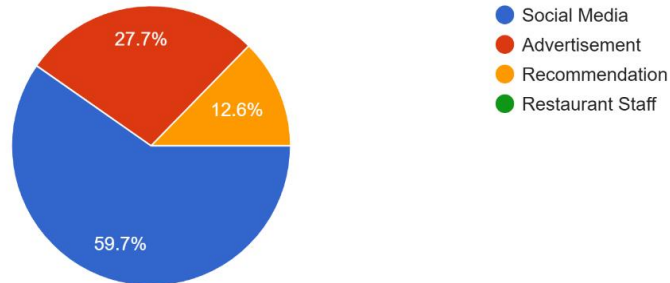
- I. Overall Experience:** Opinions on overall satisfaction range from “Very Satisfied” to “Very Dissatisfied.” Positive experiences were mainly associated with the app's convenience, while negative ones highlighted concerns over control and system reliability.
- II. Concerns with the Platform:** Common concerns include the reliability of the booking system, control over the reservation process, and real-time updates. Owners indicated that improvements in these areas could make the app more dependable.
- III. Effect on Customer Reservations:** Some owners reported an increase in customer reservations, particularly when the app was well-integrated with loyalty programs and had better syncing capabilities. However, a few experienced a decrease in reservations, linking this to issues with real-time updates.

- IV. Desired Features:** Owners suggested that additional features like loyalty program integration, improved real-time updates, and more control over reservations would enhance their comfort with regular use.
- V. Ease of Communication:** Feedback on the ease of communicating with customers through the app was mixed, with responses ranging from “Very Easy” to “Very Difficult.” Direct communication options were requested by some to make this process smoother.
- VI. Likelihood to Recommend:** While some owners were likely to recommend the platform, others, especially those experiencing challenges, were more hesitant.
- VII. Alignment with Customer Relationship Goals:** The app’s alignment with customer relationship goals was viewed as “Somewhat Well” by some, but others felt it lacked alignment. They noted the need for features that facilitate relationship-building with customers.
- VIII. Impact on Brand Image:** The perceived impact on brand image varied. Some reported a positive influence, whereas others felt it was either neutral or slightly negative due to control and reliability issues.

Here's an analysis of potential pie chart interpretations based on the survey data using customer feedback:

**Chart 1**

How did you first learn about our Reserveit app?  
253 responses

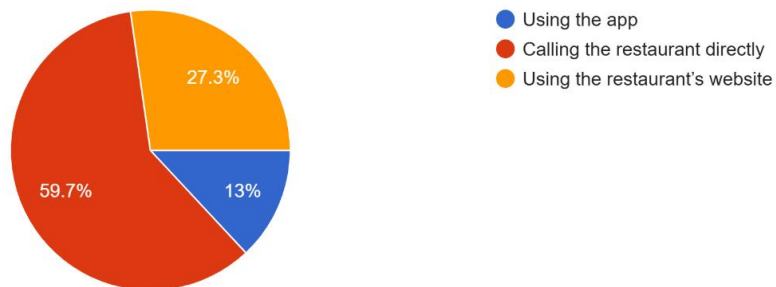


**Figure 1: Acknowledgement of the Reserveit app between customers**

**Interpretation:** This chart will show the most common sources of awareness for the app, such as social media, recommendations, or advertisements. It will help identify the most effective channels for app discovery among current users.

**Chart 2**

When making a restaurant reservation, which method do you prefer?  
253 responses

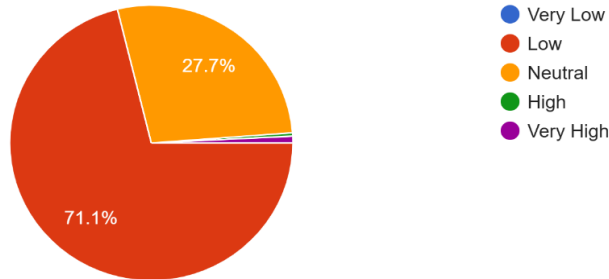


**Figure 2: Reservation Method of Customers**

**Interpretation:** This chart will illustrate the preferred reservation methods, contrasting app usage with direct calls, restaurant websites, etc. Insights will show whether users find online booking convenient compared to traditional methods.

### Chart 3

How would you rate your trust level in the app for managing reservations?  
253 responses

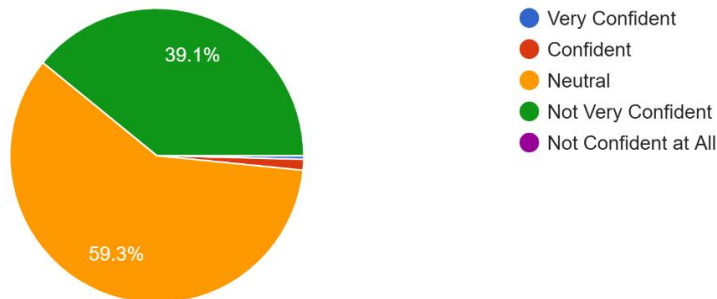


**Figure 3: Trust level for reservation with Reserveit app**

**Interpretation:** The pie chart will reveal levels of trust (e.g., very high, high, neutral, low), which can highlight user confidence in the app's reliability for managing reservations.

### Chart 4

Do you feel confident that your reservation is securely managed through the app?  
253 responses



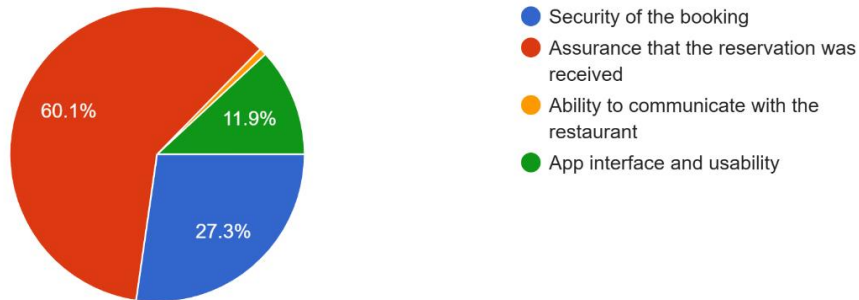
**Figure 4: Customer confidence regarding reservations using the Reserveit app**

**Interpretation:** This chart will show how confident users feel about the security of their reservation data. If confidence is low, it could emphasize areas for improving security perceptions.

### Chart 5

What is your biggest concern when using the app for reservations?

253 responses



**Figure 5: Customers' biggest concerns while using the app**

**Interpretation:** The chart will show common concerns, such as security, usability, or communication issues. It helps prioritize areas for improvement to boost user confidence and satisfaction.

### Chart 6

What additional features would make you more likely to use this app for reservations?

253 responses

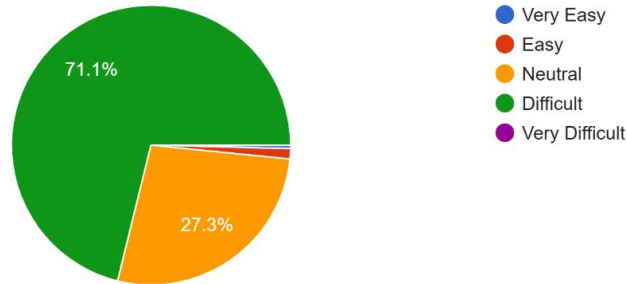


**Figure 6: Desired additional features to increase app usage**

**Interpretation:** This chart will indicate preferred features, like reward programs, better communication options, or enhanced booking confirmations. It shows which enhancements could improve user retention and engagement.

### Chart 7

Do you find the app easy to use for making reservations?  
253 responses

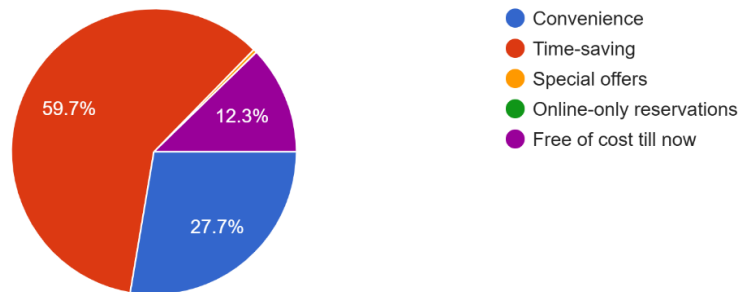


**Figure 7: Customer perceptions of Reserveit app usability**

**Interpretation:** The chart will display responses on ease of use (e.g., easy, difficult), giving a clear view of how intuitive users find the app. It may identify areas where the user interface could be improved.

### Chart 8

What is your primary reason for choosing the app over direct calls to the restaurant?  
253 responses



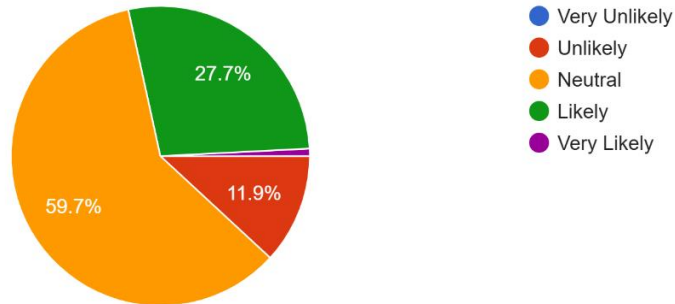
**Figure 8: Primary reasons for choosing the app**

**Interpretation:** This chart will highlight main reasons like time-saving, convenience, or no cost, showing the primary motivators for choosing digital reservations.

### Chart 9

How likely are you to recommend this app to friends or family for reservations?

253 responses



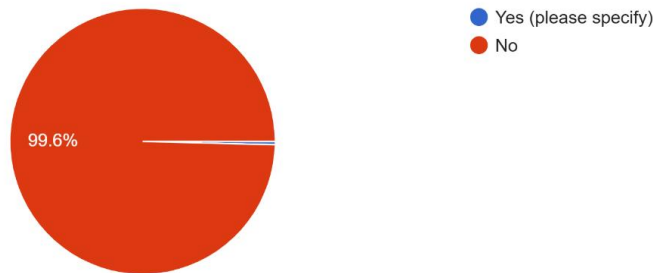
**Figure 9 : Customer recommendations to family-friends**

**Interpretation:** This chart will reveal a willingness to recommend, indicating user satisfaction and trust. Higher likelihoods suggest strong user endorsement, while lower ratings could indicate areas needing improvement.

### Chart 10

Have you experienced any issues with your reservation when using the app? If so, please describe.

253 responses



**Figure 10: Issues Experienced with Reservations Through the Apps**

**Interpretation:** This chart will show the frequency of reported issues, helping gauge reliability. If issues are frequent, they signal the need for technical improvements to enhance user trust and satisfaction.

# Chapter 6

## Findings, Recommendations, and Conclusion

### 6.1 Findings

Important information about user behavior, preferences, and perceptions of the Reserveit app is found in this study. Key findings show that although social media is the main source of awareness, many consumers still prefer traditional reservation methods because of usability and trust issues. Mixed findings are found for trust and confidence in reservation security, with adoption being significantly hampered by worries about how to handle reservations securely and communicate with restaurants.

Users indicated the potential to increase customer satisfaction and engagement by expressing interest in extra features including enhanced booking confirmations, direct communication options, and rewards programs. Time-saving and convenience are the key reasons people use apps, but to stay competitive, the app needs to improve these features. Another crucial element is usability since some users have complained about the app's UI, highlighting the need for usability enhancements. Furthermore, reservations were a common complaint, which, if left unattended, may jeopardize consumer loyalty and confidence.

All things considered, these results highlight how crucial it is to attend to trust, security, usability, and feature improvements in order to boost the app's uptake, engagement, and recommendation probability.

#### I. **Awareness Sources:**

A significant number of users discovered the Reserveit app through social media, followed by recommendations and advertisements. This suggests that social media is an effective channel for raising awareness about the app.

#### II. **Preferred Reservation Method:**

Many users still prefer traditional methods like direct calling or using the restaurant's website for reservations, although a notable percentage are using the app. This preference indicates either a trust or usability gap in the app compared to traditional methods.

- III. **Trust Levels:**  
User trust in the app varies, with responses ranging from high to neutral, and some users reporting low trust levels. There appears to be an opportunity to strengthen trust among certain segments.
- IV. **Confidence in Reservation Security:**  
Confidence in the app's security is mixed, with some users expressing concerns. Security-related concerns are frequently mentioned, which may be impacting overall trust in the app.
- V. **Primary Concerns:**  
Key concerns include the app's ability to securely handle reservations, usability issues, and communication with the restaurant. Security and user experience seem to be high-priority areas for users.
- VI. **Desired Features:**  
Many users would like additional features such as a rewards program, direct communication options with the restaurant, and more robust booking confirmations. These enhancements could increase engagement and satisfaction.
- VII. **Ease of Use:**  
While some users find the app easy to use, there is feedback indicating difficulties with the app interface and usability. Improving ease of use could lead to higher adoption rates.
- VIII. **Primary Motivation:**  
Convenience and time-saving are primary motivators for using the app. However, the app needs to enhance these aspects to compete more effectively with direct calls and other booking methods.
- IX. **Likelihood of Recommendation:**  
Users who trust the app and find it easy to use are more likely to recommend it, though overall recommendation likelihood shows room for improvement.
- X. **Issues with Reservations:**  
A notable portion of users reported experiencing issues with reservations, which could negatively affect user retention and trust if not addressed.

## 6.2 Recommendations

To address user issues and improve the Reserveit app's overall efficacy, several specific recommendations have been produced based on the findings. To increase user trust, security measures like two-factor authentication and clear privacy policies must be strengthened. To improve the user experience, usability enhancements that are guided by user feedback should concentrate on making navigation easier and expediting the reservation process.

Adding extra features like a rewards program, improved booking confirmations, and ways to communicate directly with restaurants can boost user engagement and encourage repeat business. Credibility and trust can be further increased by highlighting collaborations with reputable restaurant brands and utilizing social proof from user evaluations. Improved channels for communication, like in-app messaging and real-time updates, will solve consumers' pressing issues and raise user happiness.

### I. **Enhance Security Features:**

To build user confidence, consider implementing visible security features such as two-factor authentication, enhanced data privacy notifications, and a transparent privacy policy. Regular updates on security measures could also reassure users.

### II. **Improve Usability:**

Address usability concerns by conducting user experience testing and making adjustments to the app's interface based on feedback. Simplify navigation, streamline the booking process, and ensure that confirmation steps are clear and easy to follow.

### III. **Introduce Additional Features:**

Incorporate features that users have expressed interest in, such as a rewards program, improved booking confirmations, and options for direct communication with restaurants. These features could drive higher engagement and incentivize repeat usage.

### IV. **Increase Social Proof and Trust Signals:**

Displaying user reviews, testimonials, and visible metrics (like the number of reservations made successfully) can boost trust. Additionally, showcasing partnerships with trusted restaurant brands may reinforce credibility.

V. **Enhance Communication Channels:**

Allow users to receive real-time updates and confirmations regarding their bookings. Integrate options for in-app messaging or direct calls to the restaurant to address any immediate concerns users may have.

VI. **Targeted Marketing:**

Social media has proven to be effective for awareness. Continue to leverage these platforms, but also explore targeted campaigns on restaurant and food-related platforms or apps to reach potential new users.

VII. **Conduct Further Surveys or Focus Groups:**

To better understand user preferences and specific usability issues, conduct in-depth surveys or focus groups. This feedback could guide additional improvements and future feature rollouts.

## 6.3 Conclusion

The survey results indicate that while the Reserveit app is making an impact in the reservation market, there are key areas where improvements could drive user satisfaction, trust, and engagement. Security, ease of use, and feature enhancements are paramount concerns for users. By addressing these issues, Reserveit has the opportunity to enhance its competitive standing and increase user loyalty. Implementing targeted recommendations, such as adding sought-after features, improving usability, and bolstering security, could lead to a higher adoption rate and a more positive perception of the app.

By refining its user experience and focusing on trust-building measures, Reserveit can increase the likelihood of becoming the preferred reservation method for more users, ultimately driving long-term engagement and loyalty.

# Appendices

## Appendix: 1



### Survey Questionnaires

#### Enhancing Trust and Engagement in E-Reservation Platforms (From the Perspective of Reserveit BD)

**Md. Soad Noor Azad**

ID: 201-52-010

*Department of Management (Major in E-Business Management)*

*Daffodil International University*

#### For Restaurant Partners

1. **How would you rate your overall experience using the app for managing reservations?**
  - Very Satisfied
  - Satisfied
  - Neutral
  - Dissatisfied
  - Very Dissatisfied
  
2. **What is your biggest concern regarding managing reservations through the app?**
  - Reliability of the booking system
  - Real-time updates/synchronization
  - Impact on customer relationships
  - Control over the reservation process
  - Other (please specify)
  
3. **Do you feel that using the app has increased or decreased your customer reservations?**
  - Increased significantly
  - Increased somewhat
  - No change
  - Decreased somewhat
  - Decreased significantly
  
4. **How easy is it for you to communicate with customers about reservations through the app?**
  - Very Easy
  - Easy
  - Neutral
  - Difficult
  - Very Difficult

5. **What additional features would make you more comfortable using the app regularly?**
  - Better real-time updates/syncing
  - Direct communication options with customers
  - More control over reservation settings
  - Integration with loyalty programs
  - Other (please specify)
  
6. **How likely are you to recommend this reservation platform to other restaurant owners?**
  - Very Likely
  - Likely
  - Neutral
  - Unlikely
  - Very Unlikely
  
7. **How well does the app align with your goals for maintaining customer relationships?**
  - Very well
  - Somewhat well
  - Neutral
  - Not very well
  - Not at all
  
8. **Do you feel that using this app has positively or negatively impacted your brand's image?**
  - Very Positively
  - Somewhat Positively
  - Neutral
  - Somewhat Negatively
  - Very Negatively

Restaurant Name:

---

Signature of interviewee

*(Your feedback will be used only for the preparation of this report and this information will not be shared)*

## Appendix: 2



### **Survey Questionnaires** **Enhancing Trust and Engagement in E-Reservation Platforms** **(From the Perspective of Reserveit BD)**

**Md. Soad Noor Azad**

ID: 201-52-010

*Department of Management (Major in E-Business Management)*  
*Daffodil International University*

### **For Customers**

**How did you first learn about our Reserveit app?**

- Social Media
- Advertisement
- Recommendation
- Restaurant Staff
- Other (please specify)

**When making a reservation, which method do you prefer?**

- Using the app
- Calling the restaurant directly
- Using the restaurant's website
- Other (please specify)

**How would you rate your trust level in the app for managing reservations?**

- Very High
- High
- Neutral
- Low
- Very Low

**Do you feel confident that your reservation is securely managed through the app?**

- Very Confident
- Confident
- Neutral
- Not Very Confident
- Not Confident at All

**What is your biggest concern when using the app for reservations?**

- Security of the booking
- Assurance that the reservation was received
- Ability to communicate with the restaurant
- App interface and usability
- Other (please specify)

**What additional features would make you more likely to use this app for reservations?**

- Direct communication with the restaurant
- Rewards program for frequent reservations
- Enhanced booking confirmation/updates
- Personalized offers or discounts
- Other (please specify)

**Do you find the app easy to use for making reservations?**

- Very Easy
- Easy
- Neutral
- Difficult
- Very Difficult

**What is your primary reason for choosing the app over direct calls to the restaurant?**

- Convenience
- Time-saving
- Special offers
- Online-only reservations
- Other (please specify)



**How likely are you to recommend this app to friends or family for reservations?**

- Very Likely
- Likely
- Neutral
- Unlikely
- Very Unlikely

**Have you experienced any issues with your reservation when using the app? If so, please describe.**

- Yes (please specify)
- No

Name:

\_\_\_\_\_  
Signature of interviewee

*(Your feedback will be used only for the preparation of this report and this information will not be shared)*

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