Key E-Dimensions Influencing Hotel Website Quality

By

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Abstract

It's common to think of tourism as a global company that contributes effectively to a country's economic growth. The tourism sector relies largely on hotel services as one of the fastest-growing industries ithe a recent decade. Domestic tourists in China brought in $187.5 billion in income in 2010. Outbound tourism is also undergoing an incredible shift. Consequently, the purpose of this essay is to find out how hotel visitors rate the quality of their internet service. By utilizing a conceptual framework that encompasses both theory and conceptualization, this research aims to provide an accurate and reliable way to assess the quality of online hotel service. Regression & path analysis were used to evaluate the model based on information gleaned from an online survey of hotel guests. Information, responsiveness, site aesthetics, personalization, and security are the five essential online hotel service quality aspects found in confirmatory factor analysis. The proposed online service quality model and its management and theoretical consequences are explored in this study.

Keywords: Service Quality, Online Hotel, Customer Satisfaction, Purchasing, Structural Equation Modelling

Introduction

By utilising information systems, "Information and Communication Technology" (ICT) can demonstrate its potential in the tourism and hospitality business. Because of the "ubiquity of mobile services," consumers can enjoy long-term, contextual, & time-based mobility thanks to mobile information services, according to Rasinger et al. (2009). As the Internet is a new medium, online businesses may not be able to properly define the intended services they are offering. (Zeithaml, Parasuraman, & Malhotra, 2002) customers haven't set

clear expectations for online booking or shopping applications, according to this statement. As a result of the difficulties encountered in a online hotel service market, hotel managers have begun focusing on features of great online service. (Yoo & Donthu, 2001), the hotel business likewise has an issue with online service quality because there is no reliable way to quantify it.

These service systems are expected to improve quality of service, hotel reservation process performance, client satisfaction, and overall productivity. The hotel industry has been greatly impacted by information technology (IT). Because of this, it is vital that we learn how customers evaluate a quality of services they receive and their level of satisfaction with the outcomes (Zhu et al., 2002).

The tourist and hospitality industries' use of the Internet has drawn the attention of a number of industry specialists in recent years. They've focused mostly on its effects on "information-search" habits (Kim, Shin, & Kim, 2011) and the "process of travel planning" (Park & Wang, 2013). The ultimate goal is to identify the elements that enhance the quality of travel. In the past, research has focused mostly on how to arrange a trip utilising advanced information technologies (i.e. smartphones). This focuses on the way people look for information.

Nevertheless, according to Park and Bouwman et al. (2007); Xie, So, and Wang (2017) Currently, there isn't enough research on how the progress of information technology affects the buy choice stage. Most hotels and lodgings make their hospitality products available to online guests primarily via smartphones, and this has been true for quite some time (Kamalul et al., 2018) phone calls instead of text messages. This study tries to enhance the specified situation.

- online services quality dimensions to focus on
- verify that the primary service quality dimensions have been identified and
- In order to produce total service quality, weigh the relative importance for each of the aforementioned service quality dimensions.

A model was developed to assess the effects of e-service quality characteristics on service quality, customers ' satisfaction, & purchase intentions in this study, which revised SERVQUAL to account for the online purchasing environment. For the study model to be effective, data of 164 online participants have to be collected. CFA and SEM were used to examine the reliability and valid of a measurement models, respectively. Results of the tests can be used as a guide for managers and researchers who are interested on Internet marketing and customer service quality.

In the following part, the work's structure is laid out. The next section is a review of the available literature on the subject of hotel E-services. There follows an explanation of the research model and hypothesis. A breakdown of data gathering, processing, and model testing follows. The paper is concluded with a summary of the findings and recommendations for further research.

Literature review and Hypothesis

2.1 China's Hotel Industry's Quality of Service and Customer Satisfaction

A Chinese economy has outperformed other Asian countries in the last decade, making it the top destination for tourists and foreign visitors. In 2010, approximately 2.1 billion people travelled within China, generating CNY 1,250 billion in revenue (US$ 187.5 billion). Outbound tourism is likewise seeing a remarkable transition in the United States (RNCOS, 2016). Since China's big reforms, which allowed for first time for the business to be accessible to a public, the hotel industry has become increasingly appealing to investors. When it comes to the dynamic interaction between domestic and international hotel chains operating in China, foreign hotels have a distinct advantage over their Chinese counterparts because of their global brand recognition. According to a market survey conducted by Ryan and Gu (2007), China's hotel business is defined by its wide variety and good quality. In this study, focus groups found that the external environments, service quality, and cleanliness of a accommodation were the most important motivators of consumer happiness.

Only a few research have been done to examine a domestic hotel environments in China, as previously indicated. A modified SERVQUAL model is used to examine the relationship among service quality and customer satisfaction in a Chinese hotel.

Empirical studies are necessary because there is not enough literature to construct a conceptual model for quality e-services (Van Iwaarden et al., 2003). Furthermore, Ribbink et al. (2004) have brought up the necessity of analysing their online influence. The four components of a quality model for hotel e-services described in this study are information, personalization, responsiveness, security, & aesthetics of the website. Using this new research technique, it will be easier to identify reasonable customers' perceptions in any scenario. The two "performance measures of customer satisfaction" & "buy intention" were combined in this study's proposed dimensions (Figure 1.0).

2.2 Hotel web service quality

As it plays a crucial part in influencing visitors' intentions to make purchases, website quality has drawn considerable attention from academics and practitioners alike. Website quality was described as "total excellence or efficacy websites in conveying intended information to its audiences and visitors" by (Jeong, Oh, & Gregoire, 2003).

An early study primarily examined how hotels' websites presented data and performed other tasks. Another study looked at the breadth & specificity of the information which might be offered to clients, as well as a breadth of information obtained about them (richness). Because information moves more quickly, deeply, and broadly than it does in traditional markets, wealth results (Sigala, 2003). Although numerous studies have concentrated on analysing hotel websites, only a small number have studied the availability and significance of this information from various angles. Since web sites have become a crucial component of the travel and hospitality industries, many academic academics have begun studying the behaviour of online hotel guests to comprehend their needs and preferences.

a) Dimension of E-service quality

The study will employ revised SERVQUAL scale items. In order to define information, personalisation, responsiveness, security, and site aesthetics as aspects of e-service quality, this is necessary. Following is a discussion of the possible relationship between the attributes of the quality of an electronic service and its two outcomes ("purchase intention" and "customer satisfaction").

2.2.1 Information

The "information quality of a system output" is how information quality is defined (Petter, DeLone, & McLean, 2008). Quality of information offered to online clients is a factor in this. Wang, Cao, and Yang (2010) information that "is appraised by public general perceptions based on a accuracy, completeness, and accuracy of information in the system" is what the author has designated. Based on Zeithaml et al. (2002) While assessing the value of online resources, users must be able to swiftly and easily locate the information they are looking for, as well as how reliable and timely that information will be (Cheung & Lee, 2005). If a website fails to provide customers with useful information, they are likely to quit (McKinney, Yoon, & Zahedi, 2002). Kassim and Abdullah (2010) discuss the quality of E-services and the information they provide are crucial components of service quality.

H1a: Information has a positive and significant impact on the overall service quality in the online hotel industry.

2.2.2 Personalization

Empathy can be related to characteristics such as customisation or personalisation in the SERVQUAL framework Zeithaml et al. (2002). Individual visitors' needs are taken into account while modifying information or services, and this dimension shows the degree of modification or alteration (Lee, 2005). It has become increasingly important for online service quality to include these aspects, which have become a "essential part." Customer satisfaction & perceptions of quality are greatly influenced by the behaviour of a "service representative during service encounters" (Bitner, Booms, & Mohr, 1994; Parasuraman, Zeithaml, & Berry, 1988). According to research, various aspects of making decisions and information processing have been found to be altered by personalization (Tam & Ho, 2006). In an online context, personalization is tied to user behavior (Anderson & Srinivasan, 2003). These studies emphasise the need of personalization in order to sustain a competitive advantage as an e-tailer.

H2a: Personalization has a positive and significant impact on the overall service quality in the online hotel industry.

2.2.3 Responsiveness

"Prompt service" is one of the crucial components of the responsiveness dimension. It appears that Internet consumers place a lot of value on how quickly Web pages may be downloaded (Van Iwaarden et al., 2003). Employees' e-willingness or willingness to serve consumers is a key component of responsiveness. To be responsive, you need to be able to swiftly set up appointments and post transaction slips, respond phone calls fast and provide prompt service. In other terms, responsiveness is a willingness to serve clients and offer timely services. Customers look to the hotel's internet presence for a quick response to their inquiries . An "online website's voluntarily 0Liao & Cheung, supplied services" which are critical to its customers can be described as responsiveness (Parasuraman et al., 1988). As a user has any questions or concerns, it is critical that they receive prompt and appropriate service from an online hotels. Here, we're referring to the "conventional SERVQUAL responsiveness dimension" that was studied by Zeithaml, Berry, and Parasuraman (1996).

H3a: Responsiveness has a positive and significant impact on the overall service quality in the online hotel industry.

2.2.4 Security

There should be no doubt or risk of any kind, including financial risk, throughout a service process to ensure that the customer's needs are being met. E-satisfaction is affected by security issues in dissatisfying incidents (Szymanski & Hise, 2000); Yang (2001). identified it as a factor that affects the calibre of an online service. In fact, relying just on technology to assure complete security is insufficient (Zhang et al., 2012). Additional safeguards for e-services are needed to reduce the risks of online shopping and protecting personal information (Santos, 2003). Consumers' behavioural intentions toward a website are strongly influenced by their level of financial security, according to recent research. Wang and Wang and Kim (2019) claimed that internet customers' desire for privacy and security is a universal one that affects everyone. In addition, it serves as the primary form of online transaction insurance.

Defining the system's security measures in detail will help clients understand how the system safeguards their personal information. It may not be able to ensure complete privacy, but defending customers' interests is a major value.

H4a: Security has a positive and significant impact on the overall service quality in the online hotel industry.

2.5.5 Aesthetics

User interfaces (UI) design is attractive to websites, and website design is important. (Kim & Lee, 2002) The idea has been put out by prior academics. According to Wolfinbarger and Gilly (2003), the user interface is directly related to the dimensions for website design, which is crucial for fostering consumer happiness. The site's structure, that is not only aesthetically good but also visually engaging and fascinating, as well as the material and how it is organised, make up the dimensions. A lot of research has been done on "e-service performance" as a result of web design. This characteristic relates to the aesthetics and design of websites, or more specifically, to their visual appeal. The colour schemes employed, the font size and type, the text's clarity and legibility, the animation, and the audio effects are all factors taken into account.

The share of internet "hotel booking decisions" has increased as an increasing number of potential guests start to rely largely on aesthetics which are technology-mediated (Kim & Mattila, 2011).

H5a: Aesthetics has a positive and significant impact on the overall service quality in the online hotel industry.

2.2.6 Customer Satisfaction

According to Kotler (1997), in terms of client experiences, such as the purchasing process, satisfaction is the result. "Arousal of need, looking for information, weighing alternatives, choosing a course of action, and post-purchase behaviour" are all parts of this process. (Oliver, 1980), early research on traditional areas' customer satisfaction shows, the "expectation inconformity" theory was primarily advocated. In accordance with his philosophy, if a goods exceed their expectations, clients will be satisfied. However, if it's the opposite and they have higher expectations than the actual state of the items, they'll be let down.

Zeithaml et al. (2002), the hypothesis of "expectation inconformity" was determined to be inadequate for internet enterprises, according to research. Surveys have shown a direct correlation between a quality of an online service and consumer happiness. As a result on a

product's visible performance contrasted to its expected performance, customers' feelings of pleasure or discontent could be defined. In terms of a state of experience, intensity may be changing, but quality remains constant (Stauss & Neuhaus, 1997). The sum total of the customer's positive feelings about his or her experiences with a product or service is known as overall satisfaction (Johnson et al., 2001)."Loyalty increase, purchase intents, and word-of-mouth" have been widely recognised in both online & offline environments (Anderson & Srinivasan, 2003).

H6a When it comes to online hotel service quality, customer satisfaction has a positive and significant impact on future purchase intentions.

2.2.7 Likelihood to purchase

Loyal customers are usually quick to make a repurchase decision (Oliver, 1999). If a customer is satisfied, they are more likely to stick around, which leads to customer loyalty. According to (Ho & Lee, 2007), a framework for evaluating the quality of a website is required to track the causes and effects which lead to customers making purchases. Yen and Gwinner (2003), the outcomes of studies have demonstrated that consumers' positive intents to retain their relationship with same service provider were positively impacted by their satisfaction with online self-service technology. According to Reichheld and Schefter (2000), trust was used to measure the cognitive stage of client loyalty. This study looks at consumer return intent as a predictor of future customer loyalty. Customers may be more likely to make an impulse purchase if they find it more simple to look for things by "clicking" on them (Greenfield, 1999).

As a consequence, delivering high-quality e-services can help clients grow their behavioural intentions. A better chance of returning to the site, purchasing products and services from it, recommending it to other consumers, and less likely to move to a competitor website are all indicators of the customer's behavioural intents.
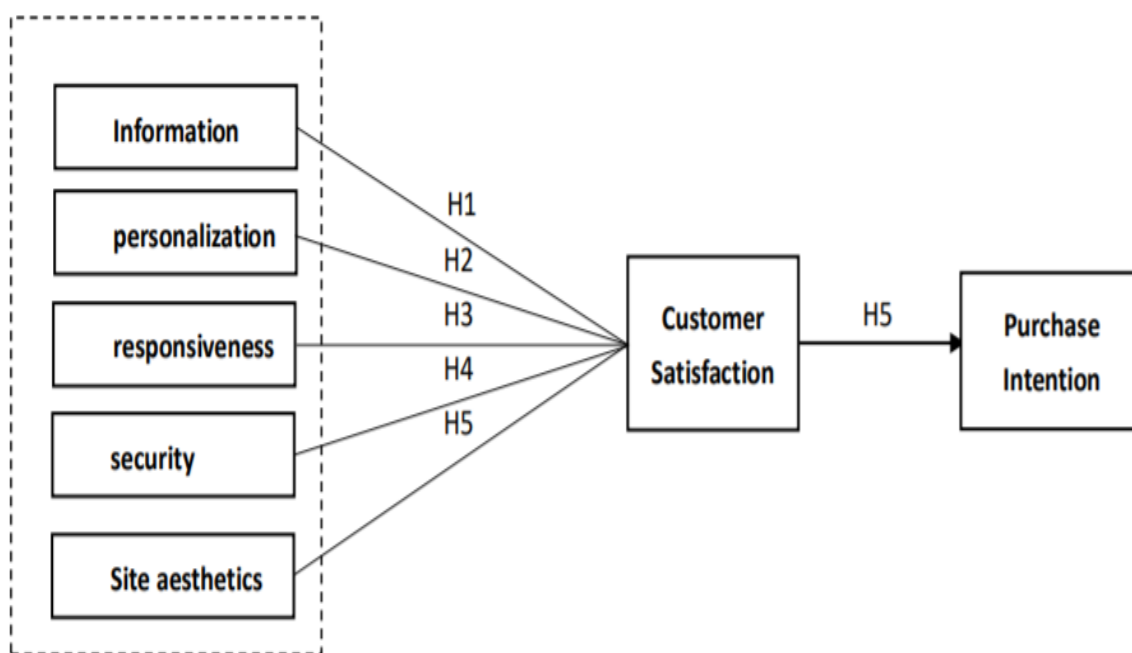

Figure 1: Research Framework

Research Methodology

3.1 Data collection

This study employed a quantitative research technique to learn more about the factors that influence customers' opinions of online hotel booking web quality by delivering self-administered questionnaires via an online survey tool. Walliman (2010), as the name implies, quantitative analysis judgments are made primarily for the goal of evaluating and comparing large sets of data in order to make predictions, test hypotheses, investigate, control, and explain the results. Data collected through questionnaires or surveys is often used to construct statistical models that help academics and the public better understand what they've learned through quantitative research. Using a five - point scale (Langkos, 2014), all factors were rated from strongest disagreement to strongest agreement lowest value to highest value (5). Structural Equations Modelling (SEM) and Smart PLS software will be used to evaluate the data.

3.2 Sampling design

Participants in this survey include people from a wide range of countries, including Malaysia, China, India, and so on, who have used online hotel booking in the past, making them the best candidates to provide feedback on the effectiveness of the services. To put it another way, this particular demographic of customers is currently experiencing the same issues with the online hotels booking process.

According to Yarimoglu (2014), As part of determining the "p" and "q" values, researchers use the formula of sample size to assess what percentage of the respondents have an association with factors that influence college selection decisions. Q value refers to proportion of sample that does not have a meaningful association with factors that can impact college choosing decisions. The degree of precision, the degree of certainty or risk, and the variability of the qualities being assessed are a few criteria that must be mentioned in order to calculate the right sample size (Israel, 1992). Moreover, according to (Gogtay, 2010), number may samples are needed, the probability of incorrectly rejecting a true null hypothesis, the probability of incorrectly rejecting a false null hypothesis, and a standard deviation of the population under research are all influenced by sample size. A total of 150 people took part in the research.

3.3 Questionnaire design

Self-administered questionnaires were provided to the participants using an online survey platform before the study began. It is typical for a survey to have a total of nine dimensions, which are broken down into three sections as follows:

a) Section A: responders' a person's demographics
b) Section B: Potential variables affecting how customers perceive the quality of websites for booking hotels online
c) Section C: overall standard of service

In order to gauge the importance of each question, On the scale of 1–5, participants are asked to rate their own performance.

Because the Likert scale is able to evaluate a wide range of attitudes and values, it is often employed by researchers because it allows respondents to select their ideas depending on the dimensions measured in a most straightforward manner.

Data analysis and result
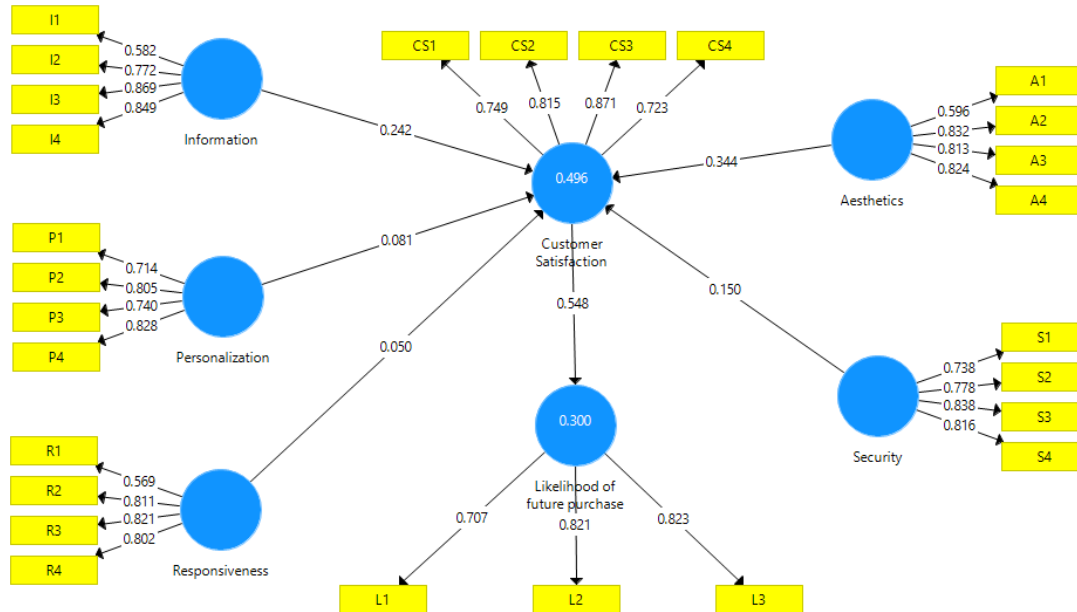
Direct model

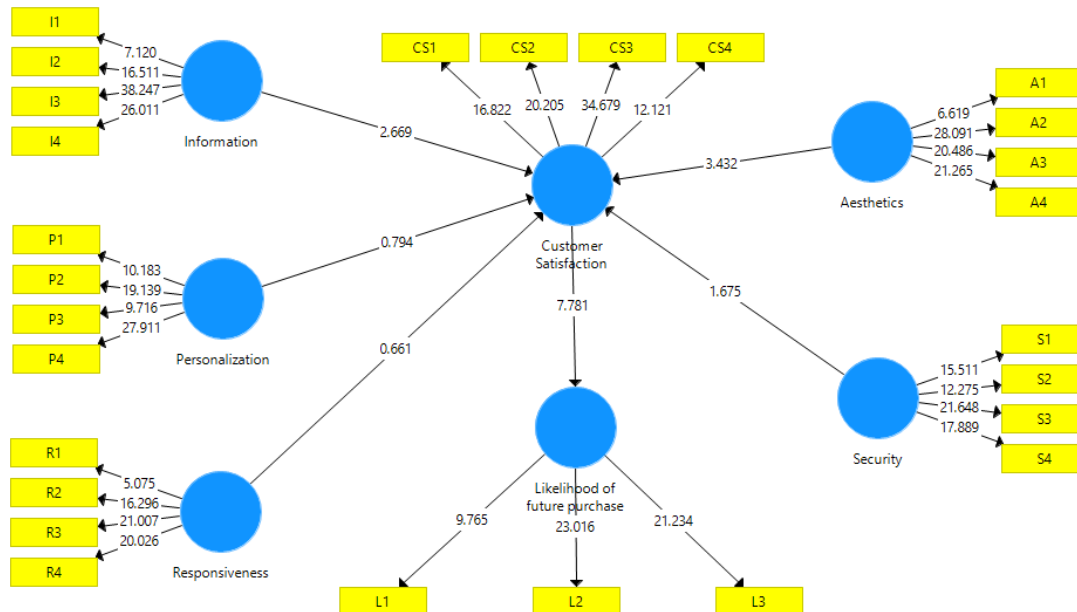**Figure 2:** Direct Model 1

Figure 3: Direct Model 2

The model depicted in Figures 2 and 3 is used in this investigation. It is demonstrated that the model has an adequate R^2 value and good construct dependability that it is well-fitting (Gefen, Straub, & Boudreau, 2000). Using this model's R_2 score, we may gauge its accuracy at making predictions (Chin, 1998; Komiak & Benbasat, 2004). Results of reliability, composites reliability, & average variances extraction (AVE) tests are summarised in Table 1. For example, the Composite

Reliability tests revealed that composite reliability is more reliable because it means that all indications are not weighted equally" (Chin, 1998)". The composite reliability cutoff value should be greater than or equal to 0.7. " (Tompson, Barclay, & Higgins, 1995). A construct's variance as a percentage of its measurement error is represented by the AVE values (Chin, 1998). First order factor modelling describes the suggested model. Consequently, 0.5 is the minimal essential AVE value (Hu et al., 2004). These parameters are satisfied by the AVE and composite reliability ratings in Table 1.

Table 1: Constructs Validity & Reliability

	Cronbach's Alpha	Rho_A	Composite Reliability	Average Variance Extracted (AVE)
Aesthetics	0.770	0.794	0.854	0.598
Customer Satisfaction	0.789	0.805	0.88	0.628
Information	0.773	0.803	0.857	0.603
Likelihood of future purchase	0.687	0.79	0.829	0.618
Personalization	0.777	0.796	0.857	0.599
Responsiveness	0.747	0.78	0.842	0.575
Security	0.804	0.805	0.873	0.64

While evaluating a questionnaire's convergent validity, we look at all of the items on the same scale at the same time. Checking the load on each group of indicators that indicate an individual metric can be helpful here. It is recommended that the standardised loading values be higher than 0.7. As a result, the indicator's standard deviation exceeds the latent variable's. (Chin, 1998) the cutoff value is 0.5, which is less stringent. This model has statistical significance for all path coefficients. An item's discriminant validity is evaluated by looking at how it compares to other items in a set of data (Kerlinger, 1966; Swafford, Ghosh, & Murthy, 2006). Cross loadings, the corresponding value of first-order constructs, or the square roots of AVE can be used to compute this number (Chin, 1998) (ornell and Larcker, 1981"). There are values for such variables in Table 2.

Table 2: Matrix of Variable Correlation vs Square Root of AVR

	Aesthetics	Customer Satisfaction	Information	Likelihood of future purchase	Personalization	Responsiveness	Security
Aesthetics	0.774						
Customer Satisfaction	0.623	0.793					
Information	0.536	0.569	0.777				
Likelihood of future purchase	0.542	0.549	0.332	0.786			
Personalization	0.539	0.517	0.549	0.446	0.774		
Responsiveness	0.403	0.459	0.579	0.354	0.599	0.759	
Security	0.573	0.537	0.464	0.474	0.623	0.547	0.794

Table 3 displays the cross-loading values. Discriminant validity appears to be adequate. According to Table 3, there are higher loading values for the relevant structure and lower loading values for other structures. Similarly, correlations between the first latent components are found to be linked to a AVE square root values. AVE (bold numbers in diagonal) has a square root bigger than correlations among a various concepts (off-diagonal values, according to Table 2.

Table 3: Cross-Loading

	Aesthetics	Customer Satisfaction	Information	Likelihood of future purchase	Personalization	Responsiveness	Security
A1	**0.597**	0.364	0.367	0.303	0.43	0.279	0.353
A2	**0.833**	0.549	0.404	0.459	0.426	0.373	0.474
A3	**0.814**	0.495	0.396	0.478	0.408	0.276	0.454
A4	**0.825**	0.496	0.493	0.418	0.389	0.322	0.479
CS1	0.485	**0.759**	0.437	0.324	0.482	0.322	0.407
CS2	0.502	**0.816**	0.402	0.44	0.386	0.378	0.444
CS3	0.549	**0.872**	0.452	0.492	0.349	0.408	0.472
CS4	0.443	**0.724**	0.508	0.476	0.433	0.339	0.374
I1	0.406	0.329	**0.583**	0.214	0.329	0.259	0.27
I2	0.372	0.428	**0.773**	0.304	0.458	0.492	0.36
I3	0.424	0.6	**0.868**	0.224	0.444	0.505	0.419
I4	0.48	0.486	**0.848**	0.292	0.436	0.503	0.38
L1	0.495	0.42	0.295	**0.708**	0.332	0.188	0.363
L2	0.394	0.434	0.217	**0.822**	0.37	0.304	0.396
L3	0.393	0.447	0.272	**0.823**	0.357	0.333	0.359
P1	0.394	0.351	0.38	0.321	**0.714**	0.452	0.359
P2	0.385	0.412	0.447	0.353	**0.805**	0.487	0.494
P3	0.412	0.329	0.391	0.34	**0.74**	0.477	0.541
P4	0.448	0.479	0.444	0.364	**0.828**	0.427	0.528
R1	0.348	0.268	0.384	0.218	0.305	**0.569**	0.363
R2	0.234	0.323	0.511	0.211	0.447	**0.811**	0.367
R3	0.294	0.379	0.506	0.318	0.53	**0.821**	0.484
R4	0.352	0.399	0.361	0.306	0.474	**0.802**	0.429
S1	0.515	0.456	0.401	0.328	0.418	0.403	**0.738**
S2	0.385	0.379	0.34	0.359	0.502	0.439	**0.778**
S3	0.426	0.416	0.345	0.45	0.525	0.48	**0.838**
S4	0.473	0.44	0.375	0.366	0.531	0.41	**0.816**

Discussion

To better understand how customers feel about the quality of e-services they receive, this study examines a variety of factors, including how well they can access information, how quickly they can respond, how personalised the experience is, how secure the site is, and how appealing the design of the site is. More elements that can influence consumer perceptions and improve specific factors which stand for higher value for online hotels booking websites are identified by this study for the benefit of various stakeholders (management, employees, investors, government, tourism industry, and potential customers). For this reason, a better internet hotel booking websites or app is necessary to meet the demands of the future. This study collects data from a wide range of countries to assure the validity of its conclusions.

Hotel bookings websites and apps, when utilised in an online environment like a hotel booking site, have a substantial impact on overall services quality and customer satisfaction. Customers are likely to pay close attention to a hotel's website's content quality. A similar conclusion can be drawn from this study's findings (Pearson, Tadisina, & Griffin, 2012). Informational quality is strongly linked to focus quality elements in the study. For example, "most travellers find that online reviews are a beneficial information source to generate their objectives and make trip decisions" (Gretzel & Yoo, 2008).

Customer happiness is also highly linked to the extent of personalisation. According to a research of 297 online buyers conducted by Lee (2005), Attention must be paid to this component, which is often overlooked.

According to our findings, clients are able to tell apart personalised online hotel booking web applications by a service they have received via the Internet and via a personalised web interface. "Performance expectancy" and "Effort expectancy" are positively influenced by personalization. Online hotels web services personalization improves efficiency and effectiveness. As a result, more people will want to use hotel booking websites or mobile applications in the near future. According to Wang, Cho, and Denton (2017), Customers who are "new to the system" may find it more convenient to customise their online booking and other services if they can benefit from customisation as well.

Thirdly, the importance that clients place on responsiveness is crucial. According to the study's findings, this is because respondents placed a high importance on hotel personnel' abilities to provide rapid assistance, meet guests' demands, provide speedy check-in and check-out services, repair problems swiftly, and pay close attentions to their guests (any citations to support the statement). To ensure customer happiness, employees need to take action and respond quickly to any complaints the client may have. (Tessera, Hussain, & Ahmad, 2016) According to Dubbs (2001), "responsiveness can be strengthened when a site offers flexible return & exchange policy because it can lower consumers' perceived risk" this conclusion is invariably linked to an application or website for booking hotels online.

Online hotel booking site or application security has also been shown to be a key indicator of consumer satisfaction. Karnik (2014) found that as online companies spread around the globe, customers' perceptions of risk grow as they learn that the website's security measures are inadequate. Financial data, such as credit card numbers and other account specifics, have been shown to compromise security, according to (Shahriar & Masoud, 2010) research. According to Teo (2002) 's study, security is a problem for hotel booking websites and apps. Clients fear that their financial information, such as a debit or credit card used to make an online transaction, may not be appropriately safeguarded. Clients are often concerned about the security of the websites or programmes that offer online hotel booking services. Most customers are concerned that the businesses providing the website services or applications would obtain their financial information, which they will then sell or leak to a third party.

Additionally, the visual appeal of a website has a significant impact on consumer happiness. Aesthetics, according to previous research, have little bearing on how guests rate the quality of service at hotels or whether they plan to stay there again. According to (Dion, Berscheid, & Walster, 1972), "the power of visually (un)attractiveness is to redirect attention from presence or lack of hotel services." This conclusion is supported by the results of this investigation Customer expectations of service quality & their willingness to make a reservations were strongly affected by the desire of customers to search out aesthetic complements, as proven in this study. As a result, hotel visitors are influenced by their surroundings. Taking this into consideration will help researchers in the future. The aesthetics of a hotel is "a major element motivating consumers' hotel booking intention," according to Kirillova and Chan (2018) study.

According to Sivadas and Baker-Prewitt (2000) & ("Zhu et al., 2002"), Customers' overall happiness with a hotel's service, as well as their likelihood to make a purchase, are all intertwined on its website.

Implications

According to the study's findings, the hotel should devise a strategy to enhance consumer satisfaction with the quality of its website for online hotel reservations. A quality for an online hotel reservations site is more likely to gratify customers if hotels focus on elements such as informations, responsiveness and customisation as well as the safety of the site, security and aesthetics. Customer happiness and the chance of a repeat visit to a hotels online booking website can be improved by increasing the quality of information available to consumers, for example. Online reviews are the key information source for most travellers when making vacation plans & finalising their arrangements (Gretzel & Yoo, 2008). Early evaluation signals can be obtained by following and understanding the path taken by customers as they approach closer to making an online reservation, for example. Despite the fact that specific informative cues that increase the hotel's competitive position in customers' perceptions may not instantly transfer into bookings, the path can verify that marketing drives consumers in the proper directions (Xie & Lee, 2019). Asynchronous information provided by online reviews can be used as a predictive predictor of customer opinions, rather than depending exclusively on advertisements generated by marketing specialists, thanks to Web 2.0 technologies like RSS feeds. As a result, hotels' own website, as well as those for other accommodation companies, need to spend resources to growing this area of their websites.

In addition, responsiveness is an important factor that has a direct effects on client satisfaction with the quality of the website for making hotel reservations online. There are major differences in the impact of management replies to online comments and caution should be exercised in all cases Xie et al. (2017). A two - way communication channel between customers and hotel managers can be established by making management answers, however focusing solely on volume is unhelpful in the decision-making process of consumers. It is imperative that hotels focus on a management answer similarity problem. According to a customer's perception, if they see too many similar or perhaps identical managements responses from the same hotel in the same time period, they will conclude that the hotel does not appreciate or care for its visitors. Sparks, So, and Bradley (2016). Because of this, managers must understand that offering a variety of managerial solutions may not usually have a favourable effect or result in higher hotel bookings (Zhang et al., 2012)

Regarding the security aspect, hotel management can provide potential customers tools like robust security measures which can increase consumer trust. This will encourage web visitors to reserve rooms at these hotels online, which will lead to an increase in online sales & profitability. Customers who are using the website for a first time may receive discounts or presents from online hotels. Customers will have more faith in the online retailer and be more likely to make online reservations if such offers are supported by a web assurances seal guarantee.

Hotel sales and marketing teams can benefit greatly from this research's findings since it sheds light on how hotels are depicted visually on the internet, whether in photographs or videos. Hotel practitioners should also take site aesthetic into consideration. To draw online visitors, hotel managers should include aesthetically pleasing photographs when designing their websites. Instead of just listing facilities, hotel websites should show images of them. enhancing opinions of service excellence further. Hotels ought to hire attractive people to appear as hotel personnel in photos, paying close attention to the models' faces or interactions with guests to convey warmth, empathy, and caring. Photos or videos, for instance, can show hotel staff

members assisting visitors with special needs (such elderly or young guests) or visitors having trouble. (Kirillova & Chan, 2018).

Even though "mobile technology" was mentioned in a questionnaires sent out before to their interviews, the interviewees rarely mentioned it during the conversations. A hotel-owned smartphone app was mentioned by only one of the participants, but its usage was modest. It's clear from this finding that local travel companies and hotels aren't big fans of this kind of technology. Hotel and travel agency management should design a strategy to better utilise social media in light of its growing popularity as a means of sharing and promoting information and services. (Law et al., 2015)

Limitations and Future Research

Research and the industry will be better off because of this study. Using this concept, online retailers can create more profitable websites by including a variety of characteristics into their designs. In contrast, instead of undertaking a long-term investigation, the investigator focused on a single instant in time. As a result, future studies should focus on website features throughout time and changes to the website as a whole to shed light on the most important aspects of the web. In addition, the study focused on a single website, therefore the results may not be applicable to other websites with the same factors at the same time. (Ranganathan & Grandon, 2002).

Due to time and money constraints, the study only focussed on China as a case study. Because of this, it is impossible to extrapolate the findings to the rest of a world or Asian countries. This suggests that future research should be conducted in Asian countries, for example. It is possible that clients answered incorrectly because the questionnaires was distributed via online survey sites without much supervision over the data collecting.

As a result of recognising the study's shortcomings, some recommendations for further research are made. In the first place, the current study's findings suggest that future research should focus on the actual purchase behaviour and its related elements. As part of future study, a variety of factors connected to the setting, such as different kinds of smartphone applications and product features, can be included in the existing model. In the past, scholars have predicted that as additional relevant knowledge becomes available, decisions will continue to evolve in the context at hand. (Park & Huang, 2017).

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