

# Effect of Website Quality on Customer Satisfaction and Purchase Intention in Online Travel Ticket Booking Websites

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**Abstract** The purpose of this study was to understand the effect of website quality on customer satisfaction and purchase intention. Due to rapid development in the field of technology, the use of E-commerce has expanded drastically in recent years. In an E-commerce company, website quality is very significant determinant of customer satisfaction. The focus is on online travel ticket booking websites. This study is based on a quantitative survey of website quality with respect to online travel ticket booking websites. SMART PLS was used to analyze the descriptive statistics, reliability, and validity. This study conceptualizes the relation between different factors effecting website quality with the purchase intention of customers. The strongest determinants of website quality are information quality, system quality, service quality, and website design. The results of this study help E-commerce companies to retain their customers, and thus, gain long-term value for the company. In E-commerce companies, the competition is fierce, and thus, it is very important that customers have a pleasant experience and return repeatedly to create value for the company. The findings from this study reveal that information quality and customer satisfaction are important and positive user perceptions towards purchase intention in online ticket booking websites. System quality, service quality, and website design also have positive effect on customer satisfaction, but create less significant effect.

**Keywords** Customer Satisfaction, Website Quality, Purchase Intention, Travel Websites

## 1. Introduction

In the last few years, E-commerce has gained popularity. India ranks second in the world based on population, this implies a large consumer base. E-commerce companies offer immense growth potential because they have a larger geography than traditional retailers. In the past decade, internet users have increased drastically and the data tariff has come down significantly making access to E-Commerce travel websites easy and less expensive. Now travel ticket booking websites are available in smartphone applications, and thus, can be accessed anywhere using a cell phone. Travel-based E-Commerce websites are very easy to use and offer better options in terms of product choice and customer service. There is no face-to-face interaction between the customer and the company and the first interaction is via the website homepage. In an online travel ticket booking website, the relevant information should be well-organized since the customers visit the website to find relevant information about a particular travel product and

then choose from the options available.

When a customer books a ticket online, it is delivered to the customer through his/her e-mail address. If the customer cancels the tickets, then the booking amount is directly credited to the customer's account. So online travel ticket booking is less complex than online stores selling products. There are studies, which suggest that overall website quality and satisfaction are related. The first interface between the customer and the travel ticket booking company is via the website homepage, so a customer's first interaction is with the homepage design. Customers will leave the website, if they are dissatisfied with its design. Information overload also effects negatively on customer satisfaction. Online travel ticket booking websites must only display relevant and latest information, instead of overloading the information.

## 2. Literature Review

Jarvenpaa and Todd (1997) stressed that service quality was most important in E-commerce websites. According to a Boston consulting group survey (2002), 41% of online shoppers stopped using online shopping website when they experienced failure of transaction. This study further pointed out that disappointed customers spent less money in online

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purchases. Customer satisfaction effected the money spent on the website and if a customer was satisfied with the overall website quality then he may buy value-added services like hotel booking, hire a cab, etc [10]. Security and personalization are very important for online shopping. Kim and Lim (2001), found that system quality and information quality as most important in user satisfaction. Delone and Mclean (1992) proposed a model to measure the quality of information system by referring the work done by scholars in the 1980s [5]. Later, Delone and Mclean (2003) proposed an updated model for measuring information system success. Information quality is a key factor in the success of online travel ticket booking website. Relevant and easy-to-understand information significantly influences customer satisfaction. The information in the travel website should be easily understandable and briefly explained. Understandability means ease of understanding and clarity of information includes frequent update of information. In the travel industry, tickets are perishable and should be sold within a certain time. The pricing is also very dynamic and changes frequently. So regular update of information is needed to fulfil the customers' demands to get the best deals possible [1].

Information quality can be measured using information relevance and completeness of information. Initially, a customer visits the website as an information seeker, and then, if he finds the relevant product he purchases it. Lee and Lin (2005) found information quality as the most important factor affecting the buying behaviour of a customer.

System quality is the performance of a system in delivering information. Online travel ticket booking websites should have an easy to understand system with minimum number of parameters from which a customer can access the relevant information. Website system quality also refers to the efficient use of technology [18]. But personalization by collecting sensitive information like saving debit card number will have a negative impact on customer satisfaction. Customers in online context are dissatisfied with poor navigation and unsecured payment gateway [19]. In the modern world, customers are also dissatisfied by lack of personalization. Customers will stop using the website if the system quality is not up to their expectation even though the information quality is high. It is convenient for a customer to compare the products online than through traditional means. The results can be personalized by using various options in a travel website for customers to view the required results. Service quality is very important for a travel ticket booking website in terms of customer retention. If the service quality is high then it is more likely that customers will return to the same website for future purchase. Service quality will also help customers in trusting the travel ticket booking brand and will subsequently help in increasing its reputation because consumers in an online context interact with unseen retailers [20]. Also, a travel ticket booking website must be reliable. Reliability means keeping the promised service and responsiveness [4]. 24x7 customer service, FAQs, and complaint management system are very essential in effecting

purchase intention of customers in travel websites. Website design is also important in accessing website quality. It is likely that customers will evaluate online store experience as an overall process, rather than on individual sub- parameters [5]. Website design is the first impression when a customer logs into the system. Website design describes the appeal that a user interface design presents to the customers. Customer satisfaction is an emotional status of an individual. Bhattacharjee (2001) found that satisfaction is a major driver for continued purchase intention. Customer satisfaction positively effects purchase intention. A satisfied customer is more likely to revisit the website than a partially dissatisfied or dissatisfied customer. Customers who are satisfied will pose positive attitude towards the website. For an online travel ticket booking website business to be successful there should be satisfied customers spreading positive word of mouth. Online businesses are highly competitive and customers have high expectation in terms of service quality.

Hsu, Chang and Chen (2011) in "The impact of website quality on customer satisfaction and purchase intention: perceived playfulness and perceived flow as mediator" confirmed that website quality affected customer's perceived playfulness and perceived flow. Notably, this study found that service quality was more important than information and system quality in influencing customer satisfaction.

Sun et al. (2015) in "Consumption system model integrating quality, satisfaction and behavioral intentions in online shopping" developed and tested a consumption system model for online shopping that incorporated both product and e-service elements and online and offline stages of transaction process. The results showed that perceived e-service quality significantly affected customer satisfaction. However, only customer satisfaction had direct effect on behavioural intention and offline perceived product quality. The survey respondents were college students.

Pauline de Pechpeyrou (2009) conducted a survey on personalized selling online. It was found that personalized selling increased positive attitude on the website, thus getting more clicks on products displayed.

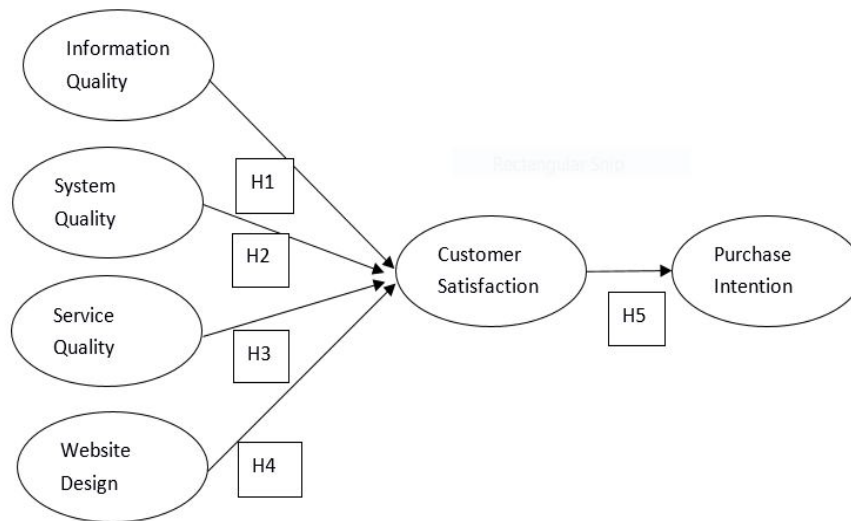
Lee and Kozar (2006) used AHP method to investigate the factors effecting website selection. Delone and Mclean's model for IS success was used and websites selling commodity goods only were considered for the study [4, 5]. The findings of the study suggested that online shopping websites must provide more aesthetic and convenient shopping experience. Information relevance was the most important factor in website selection.

Kuan et al. (2008) found that website quality was directly related to initial and continued purchase intention. System quality was very important to convert a website surfer to a customer. However, the research showed that system quality had limited impact on purchase intention once the customer had significant trust in the website. E-Commerce websites should not just provide information, but also convert information seekers to online shoppers. As the shoppers repurchase from the same website, system quality is very important. Similarly, for a customer purchasing a travel

product, information quality is very significant.

Taylor et al. (2009) observed that personalizing online interactions improved customer relationship and increased purchase intention. This study also investigated the negative

effect of privacy concern with behavioural intentions. Increase in perceived information control reduced the negative effect on privacy and engaged in positive intention. However, compensation increased trust.



**Figure 1.** Conceptual model of website quality

#### Hypothesis:

H1: Information quality in travel ticket booking website will have positive influence on customer satisfaction.

H2: Service quality factor in travel ticket booking website will have positive influence on customer satisfaction

H3: System quality factor in travel ticket booking website will have positive influence on customer satisfaction.

H4: Website design factor in travel ticket booking website will have positive influence on customer satisfaction.

H5: Customer satisfaction in a travel ticket booking website will have positive influence on purchase intention.

### 3. Methodology

In this study, the survey method was used. The data was collected from respondents of the Manipal region of Karnataka state. The target population for the survey were mostly students and faculty of a particular university having ten thousand population. Convenient sampling was used to collect the data. The study was restricted to maximum age limit of 40 years and minimum of 18 years. The respondents were individuals' who had booked travel tickets online at least once in the last one year.

Initially, the respondents were asked whether they had booked any travel product online in the last one year. If the individual replied yes, then that particular individual was given the questionnaire and the responses were recorded. Demographic details such as age, gender, and educational level were collected. Using the 5- point Likert scale, answers for the questionnaire were recorded with 1=strongly disagree, 2=disagree, 3=neutral, 4=agree, and 5=strongly agree.

This study used the statistical package Smart PLS for analysis of the data. Values such as factor loading and Cronbach's alpha were determined.

The steps involved in methodology were:

1. Identification of the key factors responsible for purchase intention in online travel websites.
2. Identification of dependent and independent variables.
3. Development of the hypotheses.
4. Developing the conceptual model.
5. Conducting the pilot study.
6. Analyzing the data using SMART PLS.
7. Conducting the main study.
8. Finding the beta values, and thus, finding the relationship between the factors.
9. Finding the p values and accepting or rejecting the hypothesis.
10. Verifying the model.
11. Validating the model.

The survey was conducted on 109 samples. The recall method was used as the methodology for the study. In this method, the respondents are individuals who had booked online tickets at least once in the last one year. Each respondent was shown a colour photograph of the travel ticket booking websites. Thus, the respondent could recall his experience with the travel ticket booking website.

The questionnaire was divided in to two parts. In the first part, basic information of the respondents such as age, gender, etc. were collected. In the second part, main questions were asked regarding website quality, customer satisfaction, and purchase intention. About 55% males and 45% females in the age group of 18-25 (55%), 25-35 (30%),

and 35-40 (15%) with educational level as under graduation (55%) and post-graduation (25%) were the respondents in this study.

Sample website images shown to the respondents are presented in Figure 2.

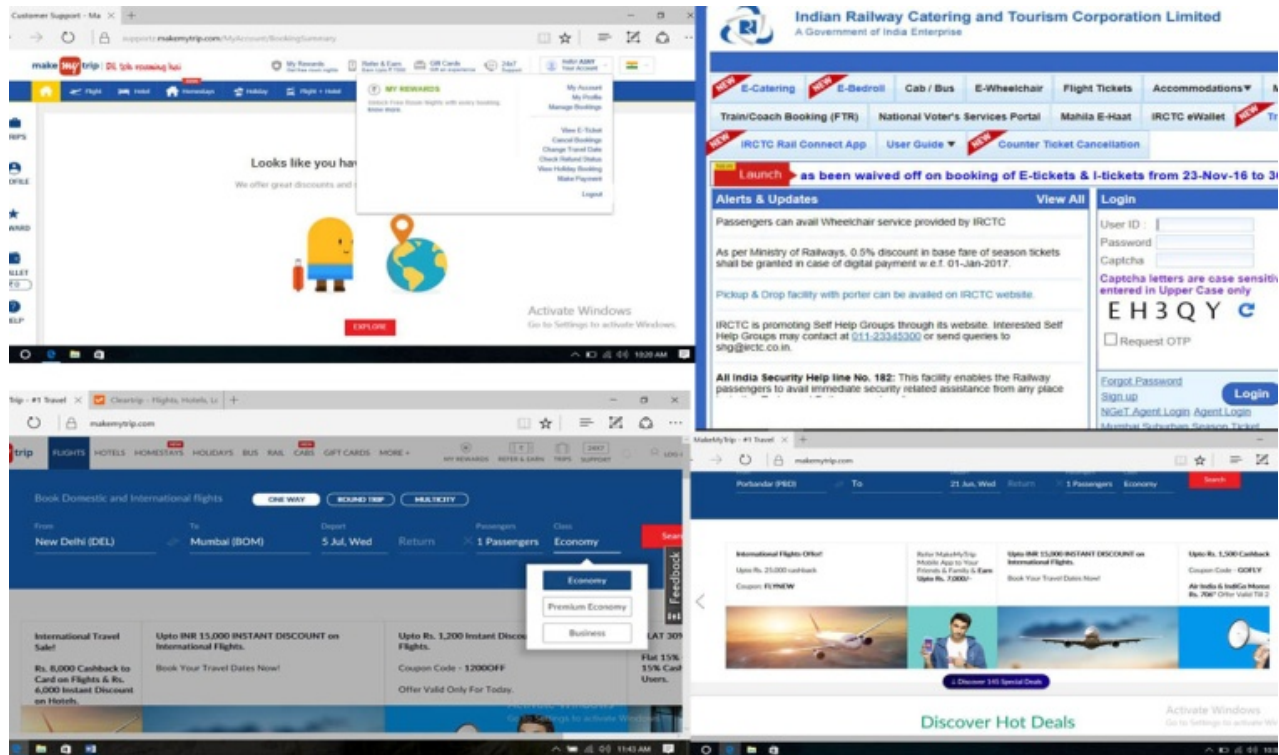


Figure 2. Samples of Travel Website Images

## 4. Results and Analysis

Table 1. Factor Analysis

Factors	Factor Loadings
Information quality	
Info1	0.883
Info2	0.930
Info3	0.965
System quality	
Sys1	0.963
Sys2	0.912
Sys3	0.964
Service quality	
Ser1	0.986
Ser2	0.992
Ser3	0.980
Website Design	
Web1	0.920
Web2	0.958
Customer satisfaction	
Cus1	0.942
Cus2	0.939
Cus3	0.827
Purchase intention	
Pur1	0.972
Pur2	0.974

**Table 2.** Quality Criterion

Attitude	Average Variance Extracted	Composite Reliability	Cronbach's Alpha
Information quality	0.859	0.948	0.917
System quality	0.896	0.963	0.942
Service quality	0.977	0.992	0.988
Website design	0.882	0.938	0.870
Customer satisfaction	0.818	0.931	0.887
Purchase Intention	0.947	0.973	0.944

From the above table, it is noticeable that all the values of composite reliability and cronbach's alpha lies greater than 0.7 (Nunnally, 1978).

Results of Hypothesis testing

**Table 3.** Results

Direction	Hypnotised	$\beta$ value	P value	Result
Information quality-cs	+	0.621	<0.05	Supported
System quality-cs	+	0.055	>0.05	Not supported
Service quality-cs	+	0.188	>0.05	Not supported
Website design-cs	+	0.046	>0.05	Not supported
Customer satisfaction(cs)-purchase intention	+	0.851	<0.05	Supported

## 5. Conclusions and Future Scope

From the above results, we can conclude that among the four identified factors, which influence website quality, information quality and customer satisfaction significantly affect customer satisfaction. It is also evident that customer satisfaction leads to purchase intention. In his study Bhattacharjee (2001) found that customer satisfaction strongly affected purchase intention thus supporting our observations [16]. Lee and Lin (2005) found that information provided by an online store significantly affected customer satisfaction. In the present study, we found the evidence to the same.

Sun et al. (2015) investigated the effect of beliefs towards e-service quality on customer satisfaction and found that it significantly affected purchase intention. This present study was limited to the age group of 18-40 years. But in actual scenario, there are people above the age of 40 years who use online travel ticket booking websites. In future studies, people above the age of 40 years can be taken in to account. The present study was limited in identifying 4 factors. In future, other factors that affect website quality can be considered for study.

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