

Analysing the tourist's e-satisfaction of hotel booking website towards online purchase intention in Malaysia

M.M. Jamil & N.H.A. Rahman

International Islamic University Malaysia, Johor, Malaysia

ABSTRACT: Hotel distribution marketing in Malaysia has changed drastically, resulting from the emerging of online hotel booking websites managed by online travel agencies (OTA). However, there has been a limited research conducted in analysing tourist's e-satisfaction on using those websites that influences tourist's purchase intention in Malaysia. This study seeks to identify tourist's e-satisfaction on online hotel booking website in Malaysia, to investigate tourist's online purchase intention on online hotel booking website in Malaysia and to determine the relationship between tourist's e-satisfaction and online purchase intention from online hotel booking in Malaysia. This study applied the quantitative approach with 162 respondents who have experience in using online hotel booking websites operated by OTA in Malaysia. The results have shown that tourists in Malaysia perceived the e-satisfaction of online hotel booking websites and had the intention to make an online purchase from the website. This study also presented that tourist's e-satisfaction was moderately inclined towards online purchase intention on online hotel booking websites. The findings from this research will contribute to online travel agencies in developing hotel booking websites that can enhance tourist's satisfaction and decision to make an online purchase.

Keywords: e-satisfaction, online hotel booking website, online travel agencies, purchase intention

1 INTRODUCTION

The assimilation between tourism with Information Communication Technology (ICT) over the last few years has prompted the invention of e-tourism in which tourists can easily obtain the information or even select tourism products and services using the internet connection (Buhalis & Jun 2011). The impact from the rise of significance in enhancing online hotel booking website experience in getting people's attention and interest to use this technology has led to the creation of indicators that determine hotel website user's excitement level such as e-satisfaction (Abbaspour & Hashim 2015). Moharrer (2013) stated that e-satisfaction is a suitable indicator that can be used in measuring experience perceived by tourists associated with using an online hotel booking website.

In Malaysia, the services offered in online hotel booking websites have received a greater demand among travellers. Bing (2014) had mentioned that a majority of website users visit the online website with the purpose to purchase on travelling products or services such as hotel room reservations. Therefore, various online hotel booking portals have been created to cater the growing number of website users who seek to make online reservation on available hotel deals. An effective hotel booking website's service is demanding a well-planned website that can provide better features, design and quality service to ease the website user's experience on using the website as well as making it interesting (Asraf et al. 2014).

Online travel agency (OTA) is one of the widely known technology media that offers services for tourists to make an online hotel reservation by offering available hotel products from a various range of hotels and deals (Chow 2017). In Malaysia, OTA that focuses on hotel deals business has started to compete in improving website's services and that incorporates giving a satisfying experience to the website's user as a result from the rapid growth of hotel booking website managed

by OTA (Jedin & Ranjini 2017). Despite the increasing development of online hotel booking in Malaysia in the scope of demand among tourist and the number of website's provider, there are still a few drawbacks in terms of analysing tourist's motivation to use the technology and develop their decision to make a purchase from online hotel booking websites.

Therefore, the present study is highly significant in line with the effort of OTA to attract more website consumers because this study is outlining the explicit aspects of online hotel booking websites that contribute towards user's satisfaction and online purchase intention.

2 LITERATURE REVIEW

2.1 *Tourist's online purchase intention*

Online purchase intention is referred to the readiness and willingness of consumers to involve in an online investment deal (Raza et al. 2014). Online purchase intention is often related to the behavior of online consumers in making progress of their buying plan action in which according to Liat and Wuan (2014), online purchase intention will occur when an individual has the motivation to buy particular products or services in the future through an online medium such as e-business website.

Teng (2018) described online purchase intention as a common term that dedicates to consumer's strength of intention to make the purchase of available goods and services through the online website.

After the development of online business websites that have been widely practised and implemented by many consumers and sellers, the reason people make a purchase through the online website becomes a concern, especially among the e-retail business providers. Chen (2012) stated that the satisfied consumers on the online business website would likely influence their purchase intention through the website and a number of previous studies have already achieved the positive results between satisfaction on online tourism business website's influence on tourist's purchase intentions (Chen 2012; Egresi 2017; Teng 2018).

2.2 *E-satisfaction*

E-satisfaction is a terminology developed by Szymanski and Hise (2000) which refer to website user who develops the feeling of contentment and pleasure towards the online portal in which he or she has experienced (Khai & Van 2018). This e-satisfaction also contain the determinants that could be used for better understanding of the quality of online environment perceived by its users, especially in online business portal such as online hotel booking website.

Cetinsoz (2016) mentioned that, e-satisfaction in an online hotel booking website should be discovered widely to emphasise the consumer's satisfaction upon their experience using the website which will greatly contribute towards their intentions to make a purchase through the online medium. Thus, special attention should be emphasised in developing tourist's e-satisfaction in e-tourism business such as online hotel booking website in order to advocate the tourist's intention to make a purchase from the website.

Convenience, site design, product selection, informative, service quality and e-security are the variables of e-satisfaction that have been proposed by Cetinsoz (2016), and it is claimed suitable to be used in identifying tourist's satisfaction on online tourism portal.

3 METHOD

This study is a quantitative research design that used descriptive analysis. Moreover, this study adopted a purposive sampling technique to investigate Malaysian tourists who have experience in using an online hotel booking website managed by OTA as the target population for this study. The survey questionnaire was distributed to target population through distributing the hardcopy of

questionnaires and online survey form to be answered by the respondents. This study managed to obtain results from 162 respondents which exceeded the practical minimum size as suggested by Hair, Black, Babin and Andreason (2010).

Each item for both variables of e-satisfaction and online purchase intention had applied the 6-point Likert scale as an indicator of measurement, ranging from 'highly disagreed' (1) to 'highly agreed' (6). Then, the responses from respondents regarding their satisfaction on using online hotel booking from OTA were classified as either positive, neutral or negative based on the mean range for even number-Likert scale from Market Directions (2017).

Moreover, this study implemented the Spearman Correlation to analyze the strength of the relationship between the variables' study. The results from the Spearman Correlation test can be classified in several categories which absolute value of $r = 0.00$ to 0.30 is considered negligible correlation, $r = 0.30$ to 0.50 considered low positive correlation, $r = 0.50$ to 0.70 is moderate positive correlation, $r = 0.70$ to 0.90 is high positive correlation and $r = 0.90$ to 1.00 is very high positive correlation (Mukaka 2012).

4 RESULT

After analysing the data results obtained from 162 respondents of this study, it is found that most of the tourist agreed with their satisfaction on all the variables of e-satisfaction and online purchase intention mentioned in this study. Table 1 shows the mean value for all aspects of e-satisfaction and online purchase intention on online hotel booking was ranged from 4.60 to 5.13 (which $\mu > 3.00$). The highest mean score for tourist's e-satisfaction on online hotel booking was 'Convenience' with 5.13, followed by 'Site Design' that had the mean score of 5.04, continued with the aspects of 'Informative', 'Product Selection' and 'Service Quality' that had the mean score of 4.98, 4.96 and 4.76 respectively while 'E-Security' had the lowest mean score with 4.60. Meanwhile, the average mean value for tourist's online purchase intention on online hotel booking is 4.91.

Hence, it portrays that respondents agreed they satisfied with the convenience, site design, product selection, informative, service quality and e-security of online hotel booking websites also have the intention to make an online purchase from the website they have used as suggested by Cetinsoz (2016).

Among the e-satisfaction aspects perceived in this study, it is found that most of the tourists were satisfied with the convenience aspect on online hotel booking websites from online travel agencies, while e-security was the least satisfying aspect of e-satisfaction perceived by the tourist.

Furthermore, the relationship between tourist's e-satisfaction on online hotel booking towards online purchase intention through online travel agencies in Malaysia is shown in Table 2. The result shows a moderate positive correlation between the tourist's e-satisfaction on online hotel booking towards the online purchase intention. This is based on the Spearman correlation coefficient between e-satisfaction and online purchase intention was $r = 0.668$ in which both variables had moderate positive correlation with the significance value of $p = 0.000$ ($p < 0.05$).

Table 1. Mean score of tourist's e-satisfaction and online purchase intention on the online hotel booking website.

Variables	Mean Score
Convenience	5.13
Site Design	5.04
Informative	4.98
Product Selection	4.96
Service Quality	4.76
E-Security	4.60
Online Purchase Intention	4.91

Table 2. Spearman correlation test between e-satisfaction and online purchase intention.

		E-Satisfaction	Online Purchase Intention
Spearman's rho	E-Satisfaction	1.000	.668**
	Correlation Coefficient Sig. (2-tailed)	.	.000
	N	162	162
	Online Purchase Intention	.668**	1.000
	Correlation Coefficient Sig. (2-tailed)	.000	.
	N	162	162

**Correlation is significant at the 0.01 level (2-tailed).

5 CONCLUSION

This study examined the e-satisfaction among 162 tourists on online hotel booking towards their online purchase intention from OTA in Malaysia. This study which adopted e-satisfaction from Cetinsoz (2016) revealed that most of the tourists agreed that they perceived the factors of convenience, site design, product selection, informative, service quality and e-security when utilising online hotel booking website, operated by online travel agencies. The convenience aspect is the most influential factor that has contributed to the e-satisfaction among the Malaysian tourists on online hotel booking. Moreover, most of the tourists are also keen to proceed with online purchases from the hotel booking website managed by online travel agencies as the website is equipped with e-satisfaction aspects previously mentioned. This is due to the research findings showing that e-satisfaction was moderately influenced by the tourist's online purchase intention.

Hence, the findings of this study could be useful for online travel agencies in the hotel industry to provide tourists with a pleasant experience when using online hotel bookings that develop tourist's motivation to make an online purchase through the website.

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