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An Emperical Study of Website Quality on Hotel Booking Online

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Abstract: *This study aims to analyze the effect of perceived flow, customer satisfaction and online purchase intention on website quality in booking hotels in traveloka. The population in this study were traveloka users in Indonesia. The data collection method used by questionnaires with online surveys to Indonesian people who had booked hotels in traveloka, from 108 questionnaires collected will be tested using SPSS. The results of this study indicate that customer satisfaction and online purchase intention have an influence on website quality, but perceived flow has no effect.*

Keywords: *website quality, perceived flow, customer satisfaction, online purchase intention*

I. Introduction

In the past few years, the development of technology and the internet has been a primary need in various industrial sectors such as manufacturing, banking and hospitality. In addition to the business sector, internet users continue to increase to have an impact on consumer behavior in the process of buying and selling both goods and services. Therefore, companies need to pay attention to the strong relationships with customers, so that they can trigger buying interest. Consumer purchase behavior will arise if there is a need for a product.

Development of the internet and e-commerce making the potential of websites in the hotel industry as a digital marketing tool [1]. E-commerce companies offer greater economic growth potential than traditional. In the online business sector travel agents can provide services for 24 hours and provide information that customers need. One of the online travel agents from Indonesia, namely traveloka, sees opportunities in providing online services, especially hotel bookings, airplane and train tickets, and new service development. This travel service-based booking is very easy to use and offers a choice of services to customers. Relevant information must be well organized because customers only visit the website, there is no face to face between the customer and the company. So in the research Noronha and Rao show that there is a link between website quality and customer satisfaction, judging from the information and first interaction of the customer with the website [2].

Previous researchers stated that the website quality can directly affect customer satisfaction resulting in online purchase intention [1], [3]. In Ali's research examined the relationship between website quality, perceived flow, customer satisfaction and online purchase intention [4]. The concept of perceived flow is a situation where someone is involved in social networking activities with pleasure, total concentration and control [5]. An understanding of perceived flow related to human-computer interaction has also been proposed by Webster et al. [6].

Therefore, the purpose of this study analyzes how the influence of perceived flow, customer satisfaction and online purchase intention on the website quality. In addition, this study wants to show the dominant influence between perceived flow, customer satisfaction and online buying interest in website quality.

II. Literature Review

Website Quality

Website quality is an important concept in e-commerce as consumer perceptions and becomes a determinant in online operations. Consumer perceptions about the quality of the website are based on features where the website meets the needs and impressions of consumers with overall superiority [7]. Attractive websites can increase the motivation of consumers to shop online. The level of visits on the website determines the website quality. But the most important thing is to evaluate a website simply by looking at the quality of the information provided, the quality of service interactions, and the quality of the use of human-computer interactions.

Perceived Flow

Csikszentmihalyi in 1975 was defined by positive feelings and pleasant experiences that someone felt when they were totally involved in an activity [8]. Webster, et. al proposed that flow is a multidimensional

construction consisting of control, attention, focus, curiosity and intrinsic interest [6]. There are four flow dimensions that show consumer behavior in ecommerce concepts namely concentration, pleasure, time distortion, and telepresence [9]. During interaction, consumers can feel happy and engage in subjective feelings so that they get positive satisfaction in shopping online and cause further exploration.

Customer Satisfaction

Customer satisfaction in e-commerce describes the feelings and attitudes of consumer expectations in using the application and tends to visit and transaction. Customer satisfaction is an evaluation of the response of a product or service from a consumer with the level of fulfillment of a satisfying to less satisfying need [10]. Satisfaction is an emotional / cognitive response that is related to a particular focus at a certain time [11].

Online Purchase Intention

Purchase intention is one of the behavioral interests which is characterized by loyalty, a tendency to change, the desire to pay more, and the presence of external and internal responses [12]. Online transactions can be considered as a process where information is taken, information is transferred and products or services are purchased. Buying interest arises after an evaluation process and someone will make a choice about the product or service to be purchased. The characteristics of online transactions are seen from the interaction of intensive use of technology, personal character in online transactions, and open technological infrastructure [13].

III. Methodology

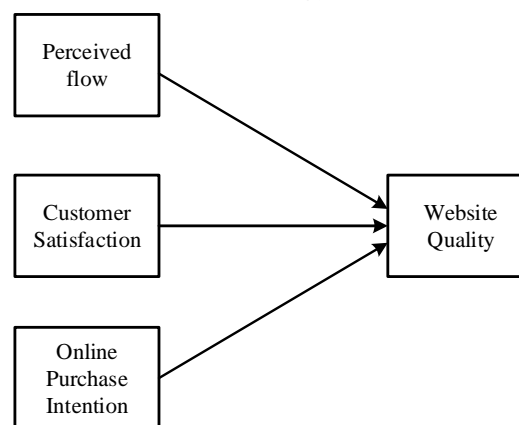


Figure 1. Conceptual Framework Design

This study uses a quantitative method to test the effect of perceived flow, customer satisfaction and online purchase intention on the website quality. The population of this study was Indonesian traveloka users who had made hotel bookings. Data collection techniques in this study were carried out by distributing questionnaires using a 1-5 Likert scale through online surveys. Of the total 109 respondents who participated in filling out the online survey, the data will be tested using SPSS.

Hypotheses

Website quality is an important concept in e-commerce as a customer perception that can be used as an indicator of business success. According to Hsu, et. al, the tested website quality consists of components: information quality, system quality and service quality [14]. In addition, Ali's research uses website quality in terms of usability, functionality, and security & privacy [4].

Some studies suggest that there is a relationship between website quality and consumer behavior. In the study Mathwick and Ridgon stated that flow can influence perceptions of individual experiences in consumer behavior [15]. Research Bai, et. al empirically tested the relationship between website quality and customer satisfaction on travel websites in China [3]. Noronha and Rao's study examined the positive or negative influences on website quality, customer satisfaction and online purchase intention in organic foods websites in Malaysia [2]. Hasanov and Khalid research which states that website quality has a relationship with customer satisfaction [7].

Therefore, the proposed hypothesis is as follows:

H₁: Perceived flow has a significant influence on the website quality

H₂: Customer satisfaction has a significant influence on the website quality

H₃: Interest in buying online has a significant influence on the website quality

IV. Analysis And Results

Demographics Respondents

In this study presented 108 respondents with 52% of women and 48% of men. Most ages from 26-35 years old respondents are 69%. Most education is bachelor at 82%, around 63% have jobs as employees. Among them have income above 4.5 million by 62%. 99% of respondents already have internet experience over 6 years. Most respondents use traveloka 6-20 times for leisure.

Validity and Reliability Test

Validity test of using SPSS with the Pearson product moment method showing the correlation number of each item as a whole is valid. Sig. value in each question shows less than 0.05. So, it can be concluded that each item in the questionnaire can be used to measure each research variable.

Reliability test shows that the questionnaire is declared consistent if the value of Cronbach's alpha is greater than 0.6. In this study, the Cronbach's alpha value for each variable shows a number above 0.6, meaning that the questions are considered consistent in describing each variable.

Normality Test

Normality test is used to test residual values that are normally distributed or not. Normality tests can be done with several tests. The following is a normality test using the Kolmogorov Smirnov method:

Table 1. Normality Test

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
N			108
Normal Parameters ^a	Mean		.0000000
	Std. Deviation		4.37120198
Most Extreme Differences	Absolute		.041
	Positive		.041
	Negative		-.036
Kolmogorov-Smirnov Z			.429
Asymp. Sig. (2-tailed)			.993

a. Test distribution is Normal.

In table 1 it is known that the sig value. 0.993 > 0.05, it can be concluded that the residual value is normally distributed.

Multicollinearity Test

Multicollinearity test is used to see the correlation between independent variables in a regression model. The following are the results of the multicollinearity test by looking at tolerance values and VIF:

Table 2. Multicollinearity Test

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	19.895	2.549		7.804	.000		
Tot_PF	.072	.209	.032	.344	.732	.471	2.124
Tot_CS	.946	.176	.576	5.386	.000	.364	2.744
Tot_OPI	.391	.198	.192	1.985	.049	.440	2.273

a. Dependent Variable: Tot_WQ

In table 2 it can be seen that the tolerance value of each independent variable shows a value above 0.10 and a VIF value of less than 10, so that it can be concluded that there is no multicollinearity.

Heteroscedasticity Test

The heteroscedasticity test is to see the inequality of residual variants from the regression model. The following is a scatterplot for heteroscedasticity tests:

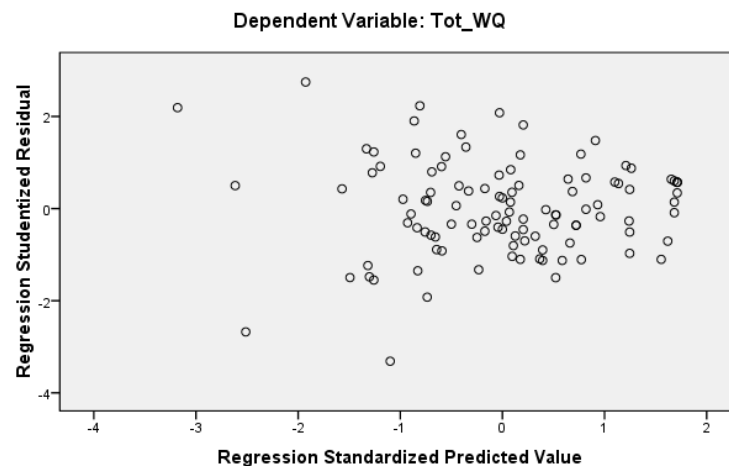


Figure 2. Heteroscedasticity Test

In figure 2 it can be seen that there is no specific pattern and spread below, so it can be concluded that there are no symptoms of heteroscedasticity.

Autocorrelation Test

Autocorrelation test is used to see the correlation between observations and previous observation data. In this study using the Durbin-Watson method. From the Durbin-Watson table with $n = 108$ and $k = 3$, the value of $dL = 1.6488$ and the value of $dU = 1.7241$, whereas in SPSS the value $d = 1.971$ so that there is no autocorrelation.

Multiple Linear Regression Analysis

From the results of SPSS, it is shown that the coefficient of perceived flow is 0.072, customer satisfaction is 0.947 and online purchase intention is 0.391 and each variable is positive. This shows that every increase in perceived flow of one unit then the website quality will increase by 0.072, while for the customer satisfaction will increase by 0.947 and online purchase intention will increase by 0.391 assuming the independent variable remains constant.

The coefficient of determination (R^2)

From the results of the SPSS analysis, the R-square value obtained is 0.566. So it can be concluded that perceived flow, customer satisfaction and online purchase intention have an effect of 56.6% on the quality of the website, the remaining 43.4% is influenced by other variables.

Hypothesis testing

T test on variables perceived flow to website quality shows $t = 0.344$ and sig. 0.732. With the t-table value ($\alpha = 0.05$; 104) it shows the value of 1,983. So, the value of t-count is $0.344 < t\text{-table } 1.983$ or sig $t \text{ } 0.732 > \alpha = 0.05$, so that perceived flow does not have a significant effect on the website quality.

T test on variable customer satisfaction to website quality shows $t = 5.386$ and sig. 0,000. With the t-table value ($\alpha = 0.05$; 104) it shows the value of 1,983. So, the t-count value is $5.386 > t\text{-table } 1.983$ or sig $t \text{ } 0.000 < \alpha = 0.05$, so that customer satisfaction has a positive effect on the website quality.

T test on variable online purchase intention to website quality shows $t = 1,985$ and sig. 0.049. With the t-table value ($\alpha = 0.05$; 104) it shows the value of 1,983. So, the value of t-count $1.985 > t\text{-table } 1.983$ or sig $t \text{ } 0.049 < \alpha = 0.05$, so that online purchase intention has a positive effect on website quality.

V. Conclusion

The purpose of this study is to analyze the effect of perceived flow, customer satisfaction and online purchase intention in website quality. The results of SPSS show that there is a significant positive effect of customer satisfaction and online buying interest in website quality. However, for perceived flow does not affect the quality of the website. Several previous studies from Bai; Ali; Hsu states that customer satisfaction and online purchase intention are related to website quality [3], [4], [14]. In this study, customer satisfaction has a dominant influence on the quality of the website. That means, customers will make hotel reservations because they feel satisfaction with the traveloka website.

In the descriptive results, customers make hotel reservations because they feel satisfied with the traveloka website. Customers feel the traveloka website is easy to understand with the language provided, as well as easy steps. However, customers provide input to add more attractive promos.

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