

## Multiple Service Alliances between Travel Websites and Travel Agencies

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**Abstract.** The online shopping market is expanding annually. Online stores are becoming an important shopping channel for consumers. Travel merchandise is an important category of online market, and more and more consumers buy travel products on travel websites. Many travel businesses have involved online channels and enable their consumers to buy package tours online. This researcher propose a conceptual model to explore the relationships among e-travel service quality, e-shopping attitudes, tour quality, consumer satisfaction, and repurchase intention. A total of 254 samples were collected. The results of using the structural equation model are as follows: first, the effects of e-travel service quality on e-shopping attitudes, package tour service quality, and customer satisfaction are positive; second, the effects of e-shopping attitudes on tour quality, customer satisfaction, and repurchase intention are positive; Third, the effects of tour quality on customer satisfaction and repurchase intention are positive.

**Keywords:** Service quality, attitude, satisfaction, repurchasing intention

### 1. Introduction

As the online shopping market grows, e-stores have become an important channel for consumer. Many consumers purchase travel products online, including accommodation, transportation, and package tours. Many businesses are also adopting both e-stores and physical stores to attract customers [1]. Despite the trend of retailers using multiple channels including e-stores, physical stores, catalogues, and kiosks, empirical research on this topic is still scarce [2]. The purposes of the study are: First, to discuss how consumers evaluate the multiple services channels, including travel websites and package tour; Second, to discuss the effect of quality of travel websites on consumer e-shopping attitudes; Third, to discuss the impact of travel website quality and e-shopping attitudes on tour quality, customer satisfaction, and repurchase intention; and Finally, to discuss the relationship between tour quality, customer satisfaction, and repurchase intention.

### 2. Literature Review

#### 2.1. The Effect of Travel Website Quality on E-Shopping Attitudes

The evaluation of service quality is subjective. Customers have an expected level of quality before they receive a service and once they receive the service, the perceived quality is incurred. The difference between expected and perceived quality is used to assess service quality [3,4]. [5] developed the service quality scale SERVQUAL for measuring five dimensions of service quality, including tangibles, reliability,

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responsiveness, assurance, and empathy. It is clear that the service quality of travel websites has an effect on e-shopping attitudes, so the study propose the hypothesis:

H1: Travel website quality has a positive effect on e-shopping attitudes.

## **2.2. The Effect of Travel Website Quality and E-Shopping Attitude**

[6] Suggested that website service quality influences consumers' perceived usefulness, trust, and enjoyment, which in turn affects their e-shopping intention. [7] stressed that all dimensions of website quality, including interactivity, online completeness, ease of use, and entertainment, affect the perceived quality of information, which subsequently influences perceived value and loyalty. The literature above demonstrates that travel website quality has significant impacts on tour quality, customer satisfaction, and repurchase intention.

[8]emphasized that customer attitude, website quality, customer satisfaction, and trust all affect the purchasing intention on travel websites. This means that attitude has a positive effect on customer behavioral intention. The authers suggest that travel website quality can help improve customer e-shopping attitudes and the quality assessment of travel website will influence customers' perception of tour quality. The more positive e-shopping attitudes, the better ratings for the business service quality, satisfaction and repurchasing intention. The authers propose the following hypotheses:

H2a: Travel website quality has a positive effect on tour quality.

H2b: e-shopping attitude has a positive effect on tour quality.

H3a: Travel website quality has a positive effect on customer satisfaction.

H3b: e-shopping attitude has a positive effect on customer satisfaction.

H4a: Travel website quality has a positive effect on repurchase intention.

H4b: e-shopping attitude has a positive effect on repurchase intention.

## **2.3. Tour Quality, Customer Satisfaction, and Repurchase Intention**

Many researches discuss about the relationships among service quality, customer satisfaction, and customer loyalty. [9] stressed that customer satisfaction plays a important mediating role between service quality and repurchase intention. [10] show that both procedure and outcome service qualities have positive effect on customer satisfaction, and then impacts on behavioral intention. The better of the tour quality and satisfaction, the higher intention to repurchase. The study propose the hypotheses:

H5: Tour quality has a positive effect on customer satisfaction.

H6: Customer satisfaction has a positive effect on repurchase intention.

## **3. Methodology**

### **3.1. Data Collection**

This research conducted a study on consumers who had purchased package tour products on travel websites in the last six months. The sample consists of consumers who had a clear memory of their recent shopping experience. The authers used convenience sampling and collected a total of 254 valid questionnaires.

### **3.2. Questionnaire Design**

The researchers reference literatures to designe and adjust the questionnaires. The researchers also asked experts to review the questionnaire to ensure the correct and comprehensive of the question items. The subjects answer a series of statements with 7-point Likert scale. The scale different from 1 to 7, 1 denotes 'strongly disagree' and 7 denoting 'strongly agree'. The questionnaire of travel website quality refer to the scale proposed by [11], including of four dimensions: efficiency, system availability, fulfillment, and privacy/security. The questionnaire of one dimension of e-shopping attitudes refer to the scale developed by [12]. The questionnaire of tour quality refer to the scale proposed by [14], including of six dimensions: hotel, transportation, shopping arrangements, optional tours, tour leader, and local guide. Finally, the one

dimension questionnaire of customer satisfaction and repurchase intention refer to the scale used by [14] and [15].

## 4. Data Analysis

### 4.1. Descriptive Statistics

The samples consisted of 102 males (40.2%) and 152 females (59.8%). Age: 43(16.9%) below 20, 95(37.4 %) between 21 and 30, 46 (18.1%) between 31 and 40, and 70(27.6 %) above 41. Education: 79(31.1%) are high school or lower, 56 (22.0 %) are college, 102(40.2%) are university, and 17(6.7%) are graduate. Purchasing frequency on travel websites: 177(69.7%) are between 1 and 3 times, 56(22.0%) are 4 and 6 times, 9(3.5%) are 7 and 9 times, and 12(4.7%) are more than 10 times. The data show that females made more purchases than males on travel websites. The majority of people are not frequently purchase travel products online. Travel website has a potential future market.

## 5. Validity and Reliability

The researchers used Cronbach's  $\alpha$  to assess the validity of questionnaire. The Cronbach's  $\alpha$  for the four travel website quality dimensions were: efficiency = 0.916; system availability = 0.809; fulfillment = 0.896; and privacy = 0.844; and the overall validity was 0.951. The items for e-shopping attitude was one dimension and Cronbach's  $\alpha$  was 0.906. The Cronbach's  $\alpha$  for the six tour quality dimensions are: hotel = 0.893; transportation = 0.790; shopping arrangements = 0.905; optional tours = 0.890; tour leader = 0.928; and local guide = 0.926; and the overall validity was 0.965. The Cronbach's  $\alpha$  for customer satisfaction was 0.895, and that for repurchase intention was 0.927. The Cronbach's  $\alpha$  of the variables were all higher than 0.7, which is the criterion suggested by [16]. This means that the scale demonstrates good internal consistency. The authors used confirmatory factor analysis(CFA) to analyze the validity of questionnaires. Regarding convergent validity, the composite reliability of all factors was higher than 0.7, and the average variances extracted(AVE) were all higher than 0.5, which is the criterion suggested by [17]. The authors used the suggestion of [18] to test the discriminant validity of the scale. The correlation coefficient between any two dimensions measured in the scale is smaller than their individual Cronbach's  $\alpha$  and the results suggests that the scale demonstrates good discriminant validity. Therefore, the scales of the research demonstrates good validity.

## 6. Analysis of Results

The researchers used structural equation modeling(SEM) to verify the correlation of variables. The authors tested the goodness of fit of the model using the methods proposed by [19]. Results demonstrated that the factor loading of every measurement was all above 0.5 and no negative value. Furthermore, the goodness of fit indicators of the model are:  $\chi^2 = 440.918$ , d.f. = 163,  $\chi^2/\text{d.f.} = 2.739$ , GFI(Goodness of Fit index) = 0.852, RMR(Root Mean square Residual) = 0.042, RMSEA (Root Mean Square Error of Approximation) = 0.083, AGFI(Adjust Goodness of Fit Index) = 0.806, NFI(Normed Fit Index) = 0.904, CFI(Comparative Fit Index) = 0.937, IFI(Incremental Fit Index) = 0.937. The results show that the goodness of fit of the study is excellent.

The testing results are presented in Table 1. The effect of travel website quality on e-shopping attitudes is significant(path coefficient = 0.596,  $p < .001$ ) and the outcome supports hypothesis *H1*. Similarly, the effect of travel the website quality on tour quality and customer satisfaction is also significant with path coefficients of 0.516 ( $p < .001$ ) and 0.320 ( $p < .001$ ), respectively. The outcomes support hypotheses *H2a* and *H3a*. However, travel website quality on repurchase intention is not significant, so hypothesis *H4a* was not supported. The results demonstrate that the higher of customer ratings for travel website service quality are, the higher their ratings for the tour quality and satisfaction with the purchase experience. In terms of the effect of e-shopping attitudes, the analysis results showed that e-shopping attitude has significant influence on tour quality, customer satisfaction, and repurchase intention; the path coefficients for these dimensions are 0.407 ( $p < .001$ ), 0.180 ( $p < .05$ ) and 0.271 ( $p < .001$ ) respectively, which means hypotheses *H2b*, *H3b*,

and *H4b* are all supported. These results demonstrate that the more positive consumer attitudes are toward e-shopping, the better their ratings for the tour quality, satisfaction and intention to repurchase. Finally, tour quality has a significant effect on customer satisfaction; similarly, customer satisfaction has a significant impact on customer repurchase intention. The path coefficients are 0.338 ( $p < .001$ ) and 0.585 ( $p < .001$ ) respectively, which means that hypotheses *H5* and *H6* are supported. Therefore, the better the customer ratings for tour quality, the higher satisfaction of their purchasing experience and repurchase intentions. The majority of the hypotheses were supported by the results.

Table 1. Testing and Path Coefficients

Hypothesis	Relationship		Coefficient	Result	
H1	Travel website quality		E-shopping attitude	0.596***	Supported
H2a	Travel website quality		Tour quality	0.516***	Supported
H2b	E-shopping attitude		Tour quality	0.407***	Supported
H3a	Travel website quality		Satisfaction	0.320***	Supported
H3b	E-shopping attitude		Satisfaction	0.180*	Supported
H4a	Travel website quality		Repurchase intention	0.084	Not supported
H4b	E-shopping attitude		Repurchase intention	0.271***	Supported
H5	Tour quality		Satisfaction	0.338***	Supported
H6	Satisfaction		Repurchase intention	0.585***	Supported

\*  $p < 0.05$ , \*\*\*  $p < 0.001$

## 7. Summary

As the e-shopping market continues to expand, more and more travel business are selling online. The results of the research show that travel website quality affects customer e-shopping attitudes. When customers perceive travel website service are good, their e-shopping attitudes increases. The result also proved that travel website quality positively affects customer satisfaction and repurchase intention, so the customer perception of travel website quality enhances their rating for the tour quality, and lead to higher satisfaction of the travel website. Travel website quality is a strong indicator of how consumers rate package tour quality. Even if travel website quality has no significant effect on repurchase intention, through the mediating roles of tour quality and customer satisfaction, website quality still has an indirect effect on repurchase intention. The results show that e-shopping attitude has a significant influence on tour quality, customer satisfaction, and repurchase intention. Thus, the more e-shopping attitudes, the better ratings of their satisfaction and repurchase intention. This finding is consistent with literatures [8,12,14]. Finally, this research proved that perceived tour quality has a significant influence on both customer satisfaction and repurchase intention, which means that the better the rating on package tour service quality, the higher the satisfaction that customers will display for their purchase experience on travel websites. This finding is consistent with the findings of [19]. There are many theoretical implications of this research. The findings of the study suggest that travel website and tour quality both have a significant impact on customer satisfaction. Despite no direct impact on customer repurchase intention, through the mediating of customer satisfaction, travel website still have an indirect effect on customer behavioral intention. Therefore, in services with multiple channels, service quality has a significant effect on both customer satisfaction and repurchase intention. intention to purchase online.

The limitations of the research are as follow: First, the samples consists of e-shopping consumers in Taiwan and the findings may not apply to other areas. Second, there are many other factors that affect consumer decisions, the study could not involve all factors. Third, due to time and funding, the study adopted cross-sectional method and the authers could not observe the relationships of variables over a long period. The authers suggest future research: First, Conducting research on consumers in other areas to compare cultural differences; Second, using other products, such as online bookstores to confirm the results of this

study; Third, conducting longitudinal method to observe the relationship between many variables over the long period. Finally, including other variables into the study, including of brand impacts or consumer characteristics, such as privacy concerns.

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