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The Antecedents of Online Travel Satisfaction and Loyalty (Literature Review)

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Abstract: The objective of this research is to examine the existing literature on theories that affect customer e-satisfaction and e-loyalty in travel products. It seeks to explore the literature on the theoretical basis of factors influencing customers' e-satisfaction and e-loyalty, both in general and specifically in the travel industry. Additionally, it proposes potential areas for further research on online travel satisfaction and loyalty. The study develops a conceptual framework by studying the theoretical background and literature research to identify the factors influencing e-satisfaction and customer e-loyalty. These factors include ease of use, information quality, privacy & security, and trust. The study reveals factors that influence e-customer satisfaction and e-customer loyalty in the travel and tourism industry. These factors include ease of use, information quality, privacy & security, and trust. The study proposes a conceptual framework that identifies the characteristics influencing e-customer satisfaction and e-customer loyalty. By actualizing real data, researchers can empirically test relationships among the factors in this framework.

Keyword: Ease of Use, Information Quality, Privacy & Security, Trust, e-Satisfaction, e-Loyalty, Tourism.

INTRODUCTION

The rapid advancement of information and communication technology has made the Internet and World Wide Web (WWW) crucial tools in the business sector, significantly shaping the business landscape. Websites play a key part in the marketing and sales of products and services for businesses (Abou-Shouk & Khalifa, 2017). A website offers a company additional sales, similar to traditional methods. The tourism and travel industry experiences notable growth in the service sector. Pinto & Castro (2019) argue that the digital transformation has altered how passengers plan their trips, with online travel agencies (OTAs) now serving as a crucial platform for customers to find and make travel reservations. The global revenue of the online travel industry is projected to rise consistently over the years. According to Statista (2024), the revenue is predicted to increase from 326.11 billion US Dollars in 2021 to 495.14

billion in 2022, 599.27 billion in 2023, 658.38 billion in 2024, 692.78 billion in 2025, 727.52 billion in 2026, 772.5 billion in 2027, and an estimated 807.88 billion US Dollars in 2028. The growth of information technology has precipitated a significant transformation in consumer behavior and has strongly changed the travel and services sectors. This is evident in the simplification of payment processes, content retrieval, bookings, and several other aspects. At present, online travel agencies (OTAs) are the most efficient online platforms for booking and selling accommodations. Their key role is to sell and promote accommodations in exchange for commissions on sales, as well as to provide other tourism-related services such as flights and car rentals. Hotels use these internet agencies to enhance their exposure and boost sales (Ling et al., 2014). Online travel agencies (OTAs) face a challenging future. Given that websites serve as the key way of engaging with consumers, it is essential to regularly and thoroughly assess the quality of their website offers to maintain competition.

METHOD

The objective of this study is to examine the factors that impact the e-satisfaction and e-loyalty of online travel consumers about the utilization of the company's websites. The objective of this research is to construct a theoretical framework that outlines the many elements that influence the use of online travel websites. This framework will enable future studies to employ multivariate statistics to analyze empirical data and identify potential channels for further research in tourism and hospitality. According to the literature, the identified antecedents embrace ease of use, information quality, privacy & security, and trust.

RESULTS AND DISCUSSION

Ease of Use

Multiple studies in the literature have used different theoretical frameworks to explain and understand the acceptability and use of technology by consumers. Simplifying operations across industries is crucial to achieving success, including in the field of internet tourism. A user-friendly website allows customers to visit it easily. Perceived ease of use refers to the extent to which people anticipate being able to utilize the system rapidly. Li et al. (2009) define ease of use as the level of simplicity with which users can maneuver and apply websites. Gao's (2024) study demonstrated that consumers who perceive a product or service as overly difficult to use are likely to switch to other options.

Therefore, to optimize customer satisfaction, it is essential to prioritize usability in the product design and creation processes of any firm. The usability of an organization's website is crucial for achieving success in the digital domain (Aljukhadar & Senecal, 2015 ; Suryawan et al., 2025). As stated by Venkatesh (2000), perceived ease of use refers to the degree to which an individual feel that applying a technology would need minimal effort. The perception of the simplicity of a product or service is to use is a significant and influential factor in predicting consumer satisfaction and the likelihood of repeat purchases (Filiari et al., 2020).

Perceived ease of use, as defined by Agag & El-Masry (2017), refers to the degree to which users regard an online travel website as user-friendly. The ease of use of a website positively affects the frequency of online purchases and customer website visits (Koufaris, 2002). According to the definitions provided, the authors define ease of use as the degree to which an individual perceives that using a technology will require minimal effort. Several scholars have indicated that ease of use has a positive and significant effect on customer satisfaction and loyalty (Abou-Shouk & Khalifa, 2017; Alghamdi et al., 2023; Filiari et al., 2020; Gao, 2024; Minakan & Chaipoopirutana, n.d.; Saoula et al., 2023; Zhai, 2024).

Information Quality

Information plays a significant role in determining the quality of a website and directly affects customer satisfaction (Khai & Van, 2020). A website is as an ideal platform for tourism

and hospitality organizations to establish efficient communication channels with users. Information quality refers to the quality of the information supplied by a website platform (Li, 2024). Liu & Arnett (2000) argue that information quality is a significant aspect in determining the website's success.

According to Tsang et al. (2010), the availability and accuracy of information on a website are commonly recognized as important factors in how customers evaluate the quality of a business's quality. Madlberger (2014) highlight the vital importance of information quality in influencing the intention to book on an agency's website. This points out the necessity to carefully design the website's content. Xiang et al. (2015) found that leisure travelers, corporate travel, and tourism, as well as travel professionals, depend on website information to enhance and optimize their trip-planning choices. Omoruyi (2018) found that the quality of information on travel websites is a valid indicator of the overall quality of these websites for South African consumers.

According to Shchiglik & Barnes (2004), information quality is linked to the provision of precise, timely, and dependable information. The website information is required to have the qualities of trustworthiness, timeliness, relevance, clarity, comprehensiveness, and depth. It should give adequate details and depth to facilitate purchasing decision-making and be presented in a suitable format. It is clear that the quality of information also significantly influences travelers decision-making processes (Chakraborty et al., 2005). As mentioned earlier, the authors characterize information quality as the degree to which the information presented on the website is dependable, precise, and beneficial. Numerous scholars have concluded that the quality of information has a positive and significant effect on both customer satisfaction and loyalty (Abou-Shouk & Khalifa, 2017; Khai & Van, 2020; Madlberger, 2014; Tsang et al., 2010).

Privacy & Security

Privacy and security concerns are unavoidable for every internet organization worldwide. In the current era of advanced technology, individuals possess a high level of awareness of information security (Mohr & Walter, 2019). According to Hossain et al. (2023), visitors prefer for online travel agencies (OTAs) that stress the protection of their clients' personal information, including name, age, address, occupation, and travel history. Furthermore, problems with digital money transfers, payment returns, and payment confirmations significantly affect the financial security of visitors in Bangladesh. Law et al. (2010) define security as the capacity of online retailer to safeguard their clients from the potential dangers of fraud and financial losses.

Privacy encompasses a compilation of legal obligations and effective methods for managing personal data (Casaló et al., 2007). Privacy essentially pertains to safeguarding one's personal information. Privacy can be interpreted as a set of legal obligations and best practices for managing personal data, whereas security refers to the technical measures that ensure the effective fulfillment of these obligations and best practices (Casaló et al., 2007). According to the definitions above, the authors define privacy as the right to be free from unauthorized observation, while security is the safeguarding of data and systems protecting from harm or theft. Various scholars have found that privacy and security have a substantial and beneficial impact on customer satisfaction and loyalty (Alnaim et al., 2022; Toufaily et al., 2016; Khai & Van, 2020; Kim et al., 2011; Ma Sabiote et al., 2012).

Trust

Customer trust is a pivotal element that influences online purchase behavior. This is due to if clients lack confidence in the website, they will refrain from finalizing their transactions with the website. As noted by Lin (2011), trust is the confidence one has in the reliability of others, which may be assessed based on their perceived honesty, kindness, and ability. Gefen & Straub (2002) asserted that digital enterprises that effectively establish a high degree of

confidence in an e-commerce website are likely to thrive more than those that do not. Akroush & Al-Debei (2015) argued that the degree of trust plays a crucial role in shaping individuals' attitudes towards online buying. Wen (2009) stated that trust is the most efficient means of reducing uncertainty in e-commerce and is crucial in the purchase process, particularly when buyers want high-quality items or services.

Marketers can foster consumer trust online to build strong rapport, enhance customer satisfaction, gain operational advantages, and develop greater loyalty. The level of confidence customers have in websites is crucial in e-commerce, as it directly influences their possibility of making online purchases (Kim et al., 2011). Albayrak et al. (2020) established a significant relationship between the conceptions of trust and loyalty. Building trust amongst clients is an essential aspect of doing e-commerce transactions (Raman, 2020).

The study conducted by Luu et al. (2023) found that trust is a fundamental factor in facilitating online purchases. Therefore, it could be essential to cultivate trust beliefs to enhance online sales. According to the definitions given, the author characterizes trust as the assurance that online consumers have in an online organization's reliability, integrity, and competence. Several scholars have concluded that trust has a positive and significant effect on both customer satisfaction and loyalty (Albayrak et al., 2020; Alnaim et al., 2022; Bilgihan & Bujisic, 2015; Indrawati & Shabila, 2020; Kim et al., 2011; Saoula et al., 2023).

E-Satisfaction

As stated by Khai & Van (2020), customer satisfaction is the cognitive or emotive reaction that customers have after purchasing a product. E-satisfaction in the e-commerce context indicates to the level of satisfaction a consumer experiences based on their prior purchasing experience with a specific e-commerce company (Wen, 2009). Dutta et al. (2017) suggest that customer satisfaction is crucial to the success of many firms, particularly online travel agencies, which face high customer acquisition costs relative to their profit margins.

In accordance to Chaichi et al. (2023), customer satisfaction is a crucial factor in an organization's success. Furthermore, Toufaily et al. (2016) define satisfaction as the state of fulfillment that customers experience from their interactions with an online business. Satisfaction is the affective reaction caused by the customer's online interaction with the firm. According to the above definitions, the authors define e-satisfaction as the degree of satisfaction customers' impression with their online interactions and transactions. Numerous scholars have found that e-satisfaction has a positive and significant impact on e-loyalty, as evidenced by studies conducted by Alnaim et al. (2022), Anderson & Srinivasan (2003), Chaichi et al. (2023), Chen & Kao (2010), Cristobal et al. (2007), Dutta et al. (2017), Toufaily et al. (2016), Khai & Van (2020), Kim et al. (2011), and Pan et al. (2024).

E-Loyalty

Customer loyalty is a fundamental principle in marketing. Managing customer loyalty on the internet is challenging and expensive, and it necessitates providing a quality of service that meets the customer's satisfaction (Cristobal et al., 2007). Customer e-loyalty, as defined by Khai & Van (2020), is the degree to which customers are inclined to revisit online shopping websites and make repeat purchases, as well as their preferences to promote the brand to others. E-loyalty, as defined by Bilgihan & Bujisic (2015), refers to the perceived loyalty towards a tourist website, with the intention of either revisiting it or making a reservation in the near future.

Hanaysha (2016) defines loyalty as the extent to which a customer is emotionally connected to a particular brand, as shown by consistent purchase habits and a commitment to remain loyal over time. Chen & Kao (2010) argue that maintaining a high level of process quality is important to guarantee client loyalty. E-loyalty refers to the expansion of conventional brand loyalty to the online customer experience assisted by technology (Reichheld & Schefter,

2000). According to the definitions, the author define-loyalty as the dedication and ongoing support of customers toward an online business.

CONCLUSION

This paper proposes a conceptual framework based on the following theories and related literature review: ease of use, information quality, privacy & security, trust, e-customer satisfaction, and e-customer loyalty.

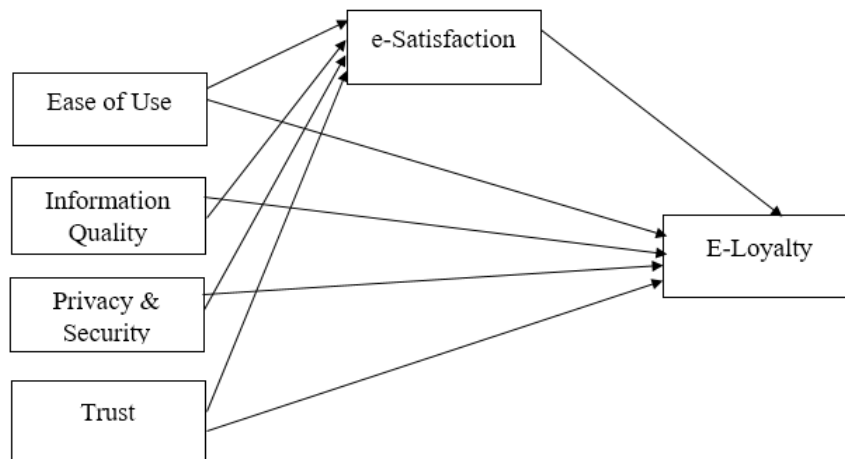


Figure 1: Proposed Conceptual Framework

Consumers believe that a well-designed e-commerce website should exhibit high quality. Ease of use is determined by the effort required to use technology. The quality of information is assessed based on the website's reliability, accuracy, and usefulness of its content. Privacy and security are measured by individuals' entitlement to be free from intrusion and by safeguarding data and systems against unauthorized access and theft. Trust is the most effective way to reduce uncertainty in e-commerce and plays a crucial role in generating customer satisfaction and loyalty. Trust is the degree of faith that online consumers place in online businesses. In the context of e-commerce, e-satisfaction refers to the degree of satisfaction customers feel with their online interactions and transactions. Customer e-loyalty is determined by the level of commitment and frequency of returning customers to an online business.

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