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Studying the Effects of Hotels' Website Quality on Customers' E-satisfaction

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Abstract

This study aims to explore the effects of hotels' website quality dimensions on customers' e-satisfaction in hotels. A quantitative method was used to collect the data. The questionnaire of the research was directed to the guests of four and five-star hotels in Hurghada, Egypt. SPSS V. 25 was used to analyze data. Linear regression analysis was used to test the hypotheses of the study. The findings of this research revealed that hotels' website informational content ($\beta = 0.760$, Sig. = 0.000), hotels' website design ($\beta = 0.783$, Sig. = 0.000), ease of use ($\beta = 0.758$, Sig. = 0.000), interactivity ($\beta = 0.796$, Sig. = 0.000), marketing image ($\beta = 0.879$, Sig. = 0.000), and online processes ($\beta = 0.740$, Sig. = 0.000) had a significant effect on customers' E-satisfaction. The implication of these findings for the industry and future research are deliberated as well. Study contribution is exploring the effect of hotels' website quality on customers' e-satisfaction in Egyptian hotels.

Keywords: Hotels' Website, Website Quality, Customer's E-Satisfaction, Website Usability.

1. Introduction

Hospitality organizations expensed profusely on information and communication technologies to enhance the internal processes and services delivered to customers (Ruiz-Molina *et al.*, 2011). Researchers had argued that the Internet could help customers in direct communications with suppliers, searching for and purchasing their preferred products and services without any geographical or time constraints. It also conducted easier transactions, flexibility, and customization (Pereira

et al., 2017; Awadallah and Saad, 2017). The increasing growth of the internet had transformed the hospitality sector through the development of an abundance of tourism-associated websites and applications (Koronios *et al.*, 2018; Ezzaouia and Bulchand-Gidumal, 2020).

The website quality concept appeared to explain the effectiveness of a website, which referred to delivering the intended information to its customers, through website information the satisfaction happened and being one of the main drivers of behavioral intentions (Devece *et al.*, 2014; Bufquin, *et al.*, 2020). Website usability was defined as “the extent in which a system can be used by specified users to achieve a specified goal with effectiveness, efficiency, and satisfaction in a specified context of use” (Userfocus, 2020, p. 1).

According to (Hashim and Abbaspour, 2015; Awadallah and Saad, 2017; Ting *et al.*, 2013; Baki, 2020) researchers used only some items and ignored dynamic dimensions such as marketing and social media as a tool of interactivity when evaluating website quality. The current research aimed to measure the influence of hotels' website quality dimensions on customers' e-satisfaction. It also assessed the defects that obstructed customers' purchases on hotels' websites. The research objectives were to identify the critical success factors of hotels' website quality and assess the hotels' website system, information, and service quality. The hotels' website was considered the official electronic channel for the hotel, which achieved large volumes of booking in the hospitality sector.

Accordingly, it's very important to continuously assess the hotels' websites to enhance customers' satisfaction.

2. Literature Review

2.1 Dimensions of Hotels' Websites Quality

Website quality was a complex multi-dimensional structure (Ali, 2016). Website information should be truthful, comprehensive, advanced, and up to date. Additionally, websites were responsible for offering hotel services and products to enhance hotel competitiveness. An appropriate design and multimedia, easy navigating between web pages, providing contact information, service price availability, and hotel reservation possibility became the key factors of a website, and the absence of any of these factors led to negative feedback and impressions (Ostovare and Shahraki, 2019). Awadallah and Saad (2017) agreed with Ting *et al.* (2013) that many studies examined the website features intensely but few of them considered the technical aspects. These dimensions are explained as follows:

2.1.1 Informational Content

About 50 percent of websites users thought that providing information about the hotel's location, traffic information, and traveling tips were very important (Ting *et al.*, 2013). The information also had an important role in the customer decision-making process (Gupta, 2014; Qi, 2016; Xiang and Nan, 2018). Customers looked for information to evaluate several alternatives when they compared the different products, as well as the presented relevant information through the website which should

enhance the satisfaction of the users therefore, their use of the website was likely to increase (Suarez, 2016; Pereira *et al.*, 2017). Gathering information from the hotel's website allowed potential customers easily make direct price comparisons through the offered discount from alternatives hotels and improve their decision-making (Madlberger, 2015; Kourtesopoulou *et al.*, 2018). Guillet and Chu (2021) asserted that it was very important that the hotel management updated the website content consistent with the COVID-19 crisis. Agag *et al.* (2019) noted that customers looked for information to take the right decision from direct and formal information sources (e.g. hotels' websites).

2.1.2 Website Design

Carlson *et al.* (2005); Eid (2011); Ip *et al.* (2011); Pereira *et al.* (2017); Bufquin *et al.* (2020) indicated that website design had an important role in developing positive use satisfaction. Abdul Aziz *et al.* (2011) declared that hotel companies should always redesign their website for ease and convenience use. They also had to upgrade the website to make them more personalized for customers and potential customers. Wu and Wu (2011) stated that only 5 out of 20 hotels' websites (25%) provided website search engines, it was difficult for customers to find what they needed among prosperity of information in the absence of the search engines. Diaz and koutra (2013) declared that website design allowed users to simply understand the information provided and help hoteliers to reach their goals. Bilgihan and Bujisic (2014) asserted that website should be designed based on enjoyment and utilitarianism. A well-designed hotel website should

deliver a good impression about the hotel to online customers before they actually stay at the property. Jurado *et al.* (2020) noted that well-chosen images, systematized content, and smooth navigation were highly recommended. Website design could be presented in two main sections technical aspects and visual appeal as follows:

- **Technical Aspects**

Technical aspects referred to appropriate technologies that were adopted by the web vendor, such as ease of navigation, speed of page loading, valid links, and so on (Chang and Chen, 2008). The long loading time, spelling errors, increased number of bad links, and problems of browsing were the most common technical problems (Dahiya *et al.*, 2014). Information overload on commercial websites became a problem because it obstructed customers' ability to find relevant information about services and products (Hu *et al.*, 2016). A competent website should contain hypertext-based layouts, which allowed users to access new sources of information about products or services by clicking on images or letters on the website (Sudibya and Budhiasa, 2017).

- **Visual Appeal**

The structure of the website layout should be simple and clear structure. The visual appeal should be effective and the information should be evident (Jiang and Wang, 2018; Le *et al.*, 2020). Web designers should create a webpage by using a consistent layout. A consistent layout and presentation of similar information in the same position on

different pages of a website would make it easier for the user to find information on the web (Semerádová and Weinlich, 2020). The website designers needed to create some hints in case the user lost things such as search engine or key words (Chang and Su, 2011).

2.1.3 Website Ease of Use/ Usability

The website should be designed evidently so that visitors easily find the required content and included a web map and search tool (Diaz and Koutra, 2013). Easy browsing facilities should be provided to attract users to purchase online (Cantoni *et al.*, 2011). Better website design and easier navigation reinforce hotel webpage browsing enjoyment (Bilgihan and Bujisic, 2014; Tan, 2015). Navigation factors guided travelers in conducting structured information retrieval without losing track of the original source of information (Sudibya and Budhiasa, 2017). "A good website must be easy to use, understand, and navigate" (Li *et al.*, 2017, P. 3). Users who find a hotel website easy to navigate and access tended to reserve from this website (Le *et al.*, 2020). Website usability improved the efficiency of using the service and increased customer E-satisfaction (Kassim and Abdullah, 2008). Website usability improved the customers' satisfaction and motivated their purchasing behavior (Abou-Shouk and Khalifa, 2017; Jeon and Jeong, 2017).

2.1.4 Interactivity

The interactivity outcome was relationship building between a company and its target customers. In addition, an increased level of interactivity on a website had positive effects on users' perceived satisfaction,

efficiency, effectiveness, value, and overall attitude toward a website (Boushra, 2008). Interactivity had a great effect on the marketing practices (Akincilar and Dagdeviren, 2014). Boushra, (2008) identified that the most important features of interactivity were the responsiveness and availability of relevant information. The main features of website interactivity consisted of responsiveness and social media, which are explained as follows:

- **Responsiveness**

For online service retailers, showing responsiveness through e-mail management to answer customers' requests, giving information to customers such as favorite products/services, and making two-way communication simpler. Online customers appreciated that when virtual service providers has showed friendship or careful attention in their communication (Hashim and Abbaspour, 2015).

- **Social Media**

Social media channels were embedded on the brand website to enhance interaction between firm and users and improve customers' and potential customers' satisfaction (Guo, 2014). Hotels should consider social media as a vital channel to engage with consumers (Aluri, 2012). Hotels tried to establish a high-quality and ideal website by encompassing various social media channels. In particular, hotels must find ways to improve the electronic experience of the customers (Jeon and Jeong, 2017). The presence of social media networks was considered critical.

Due to the growth of social media channels, for example, Facebook and Trip Advisor, the customers could easily post their feedback and send their complaints. This made social media channels extremely critical and important for lodging companies to respond efficiently to customer comments, inquiries, and complaints (Ayob, 2016).

2.1.5 Marketing Image

The website was a beneficial tool for marketing (Hashim *et al.*, 2010). Website for hotel brands was vital, hoteliers should create websites that well support and enhance their brand names in two ways: as a direct marketing tool, and as a direct sales medium (Panagopoulos *et al.*, 2014; Li *et al.*, 2015). With increasing competition, the professional hotel website should not only provide basic information about products or services, but also implement more advanced marketing functions. Hence, evolving more advanced website features was an essential part of an effective website marketing strategy (Li *et al.*, 2015).

2.1.6 Online Processes

The main function of a successful E-commerce website was online processes, which included an E-catalogue to buy and sell products or services of the firm (Abou-Shouk and khalifa, 2017). A rising online shopping portal could help companies to build and maintain relationships with their customers (Bilgihan and Bujisic, 2014). The hotel websites had tools for capturing users' data hence, privacy and security must be reinforced by hotel managers (Wang *et al.*, 2015).

2.2 E-Satisfaction

Customer satisfaction in the online environment was called E-Satisfaction (Karahanna, *et al.*, 2009). Anderson and Srinivasan (2003, P. 125) defined E-satisfaction as “the contentment of the customer with respect to his or her prior purchasing experience with a given commerce firm”. Hashim and Abbaspour (2015) asserted that satisfaction was the ability to predict customers' future intentions. Nayebpour and Bokaei (2019) noted that many academics revealed that satisfaction was a feeling, which resulted from a process of evaluating what has been received against what was expected. Bakhat and Aziz (2012) noted that customer satisfaction was the positive feedback and it was one of the most important factors affecting the sustainability of the firm. Salem and Cavlek (2016) confirmed that hotel website quality had a significant effect on customers' perceived flow, which, in turn, influenced the customers' perceived satisfaction. Kim and Lee (2014) posited that user intention to use was positively impacted by user satisfaction.

2.3 The Relationship between Website Quality and Customer E-Satisfaction

Quality was the antecedent of satisfaction (Wang *et al.*, 2013) and was an antecedent of E-Loyalty (Jeon and Jeong, 2017). Hsu *et al.* (2012) identified that the major driving factor of online customer satisfaction was website quality. Satisfaction was a key factor in designing websites (Dianat *et al.*, 2019). The quality of the website design was directly proportional to the number of its visitors, especially when this quality met the expectations of the users (Suarez, 2016). Academics paid great attention to the concepts of service quality and measuring

service quality because it led to customer satisfaction (Wang *et al.*, 2013). Website quality played a vital role in creating a positive attitude, trust, and customer satisfaction with the website, which in turn affected their intention to use it for travel-related purposes (Law, 2019).

Several studies have highlighted the impact of a website's overall quality or some specific aspects of it on users' satisfaction (Karahanna *et al.*, 2009; Ghane *et al.*, 2011; Pulvirenti and Jung, 2011; Bakhat and Aziz, 2012; Hsu *et al.*, 2012; Khalifah *et al.*, 2014; Hashim and Abbaspour, 2015; Suarez, 2016; Awadallah and Saad, 2017; Periera *et al.*, 2017; Xu, 2017; Tandon *et al.*, 2018). However, these researches did not specifically focus on the impact of some critical aspects such as technical aspects and social media interactivity on customer satisfaction.

2.4 Research Model and Hypotheses

The proposed framework has built upon previous researches relevant to website quality. Hashim and Abbaspour (2015) proposed a model of website user satisfaction that consisted of six attributes including website quality, interactivity, Informativeness, security, responsiveness and empathy. The proposed model established also based on the study by (Pulvirenti and Jung, 2011), which assessed the influence of perceived benefits of social media networks on website quality and costumers' satisfaction. Pereira *et al.* (2017) examined the influence of four variables on online tourism customer satisfaction: website image perceptions, online routine, online knowledge, and customer innovativeness. Ongsakul *et al.* (2020) also projected a model to investigate the relationships between hotel website quality and the

behavioral intention of hotels' customers. According to the previous models, the researchers proposed the current model to examine the influence of website informational content, website design, website ease-of-use/ usability, website interactivity, marketing image, online processes on the customers' E-satisfaction. Furthermore, based on the proposed research model (figure 1), six hypotheses were developed as follows:

Devece *et al.* (2014) and Bufquin *et al.* (2020) confirmed that customer E-satisfaction significantly influenced by delivering the intended information to the customers through the hotel website. Suarez (2016) and Pereira *et al.* (2017) indicated that the presented relevant information through website should enhance the satisfaction of the users. On this basis, the following hypothesis was proposed.

H1: Informational Content of hotels' website has a significant effect on customers' E-satisfaction.

Bufquin *et al.* (2020) showed that website design had an important role in developing user E-satisfaction. Hence, the following hypothesis was suggested.

H2: Hotels' website design has a significant effect on customers' E-satisfaction.

Website usability improved the efficiency of using the service and increasing customer E-satisfaction (Kassim and Abdullah, 2008). Website usability improved the customers' satisfaction and motivated their purchasing behavior (Abou-Shouk and Khalifa, 2017; Jeon and Jeong, 2017). Based on these confirmations, the following hypothesis was supposed.

H3: Hotels' website ease of use/ usability has a significant effect on customers' E-satisfaction.

Increased level of interactivity on a website had positive effects on users' perceived satisfaction (Boushra, 2008). The online interactivity played an essential role in increasing customer E-satisfaction level (Hashim and Abbaspour, 2015; Suarez, 2016). Hence, the following hypothesis was posited.

H4: Hotels' interactivity has a significant effect on customers' E-satisfaction.

The success of a website to connect and change the image of the business helped the business to establish a respectable relationship with customers (Abou-Shouk and khalifa, 2017). Hence, the following hypothesis was developed.

H5: Hotels' website marketing image has a significant effect on customers' E-satisfaction.

A greater level of privacy and security offered by website could lead to customer's satisfaction (Gupta, 2014). Privacy and security of the online retailer was the most two elements that influenced customers' decision-making (Hung, 2017; Agag *et al.*, 2019). On this basis, the following hypothesis was proposed.

H6: Hotels' website online processes has a significant effect on customers' E-satisfaction.

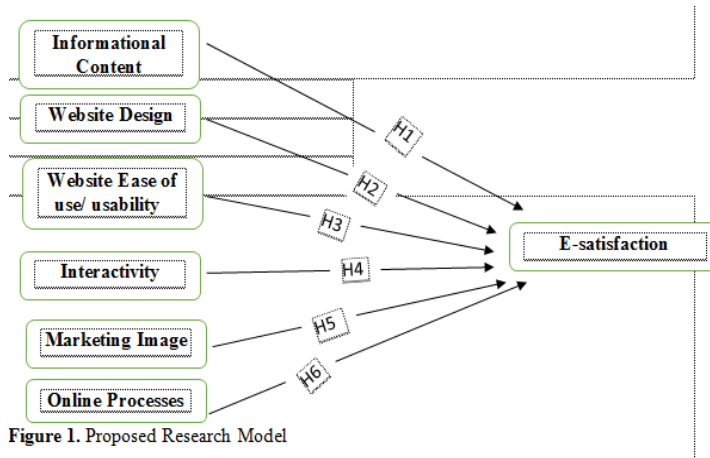


Figure 1. Proposed Research Model

3. Methodology

This section presents the research methodology adopted to test hypotheses proposed in this research. It presents the research population and sample, data collection tool, data analysis procedures and the statistical tests used. Validity and reliability issues were also addressed in this section.

According to Jonker and Pennink (2010), the quantitative approach was adopted to know the degree of a phenomenon or a specific behavior happened or not, and testing hypotheses (Neuman, 2014; Sekaran and Bougie, 2019). Therefore, the researchers applied the quantitative approach in the current research to assess the effect of hotels' website quality dimensions on customers' e-satisfaction and testing the related hypotheses via a self-administered questionnaire.

3.1 Research population and sample

The population was a set of people, items, or objects from among which samples were taken for measurement

(Singh, 2007; Saunders *et al.*, 2012). The target population of this study was the guests who visited five and four-star hotels at Hurghada in Red Sea Governorate in Egypt who visited the hotel's official websites and purchased from them. According to Cochran's formula result the appropriate sample size for this study was 411 participants.

Cochran's formula was the common formula for determining the infinite population sample size (Chaudhuri & Dutta, 2018). The appropriate use of Cochran's sample size formula for both continuous and categorical data (Bartlett *et al.*, 2001).

$$n = \frac{z^2 \sigma^2}{e^2}$$

Where:

n: Required sample size

σ: The variance of the population.

z: The value corresponds to the level of confidence (1.96 at the confidence level of 95 %).

e: Maximum allowed error (margin of error 5%).

Saunders *et al.* (2012) declared that the margin of error must be within acceptable limits. Taherdoost (2017) mentioned that a 5% margin of error was acceptable in the social research. "The greater the level of confidence and the greater the level of accuracy, the bigger the size of the sample" (Denscombe, 2010, P.43). Researchers in business and management researches were content to estimate the population's characteristics at a confidence level of 95% within plus or minus 3 to 5 percent of its

true values (Saunders *et al.*, 2012; Taherdoost, 2017). Traditionally, previous social researches have used the 95 percent confidence level (Zikmund *et al.*, 2013).

The researcher conducted a pilot study consisting of 30 questionnaire forms to obtain the estimated variance value of the population, the researcher relied on the website design variable as one of the most important variables of the study. The variance value of website design variable was 0.517.

σ	.517
z	1.96
e	5%

Consequently,

$$n = \frac{1.96^2 \times 0.517^2}{5\%^2}$$

$$n = 410.726 \rightarrow 411 \text{ Respondents.}$$

3.2 Pilot study

A questionnaire was used to quantify the measured constructs. To gain high-quality and trusted results, a good research study with appropriate design and accurate performance was required. The first step in the whole research procedure was a pilot study and it often supported the planning and modification of the main study (In, 2017). The pilot study was conducted in this research in September 2021. The aim of the pilot study was to ensure that the questionnaire well designed and easily understood by potential respondents, to examine the reliability of the research tool as well as to develop and refine measures of the questionnaire.

3.3 Questionnaire Design

A self-completed questionnaire was adopted because it was the most effective and convenient data collection tool for achieving research aim and objectives (Saunders *et al.*, 2016). The final draft of the questionnaire was divided into three sections:

Section I: Demographic information, such as gender, age, educational level, and nationality.

Section II: Five screening questions, the first question showed the internet usage rate for users. The second screening question defined the sources of information about hotel services that the guests preferred. The third screening question was the way of booking a hotel room that the guests preferred. The fourth screening question displayed the frequency that the guests visited the hotel website before selecting and visiting the hotel. The fifth screening question represented the obstacles that faced the hotel's website users.

Section III: It consisted of 49 rating questions by asking each respondent about he/she disagreed/ agreed with these statements which covered the study's main constructs, on a five-point Likert-style rating scale. The main constructs were represented in six independent variables and one dependent variable. All of them were shown in table three. The independent variables were website informational content that involved 9 statements were designed according to (Abdinnour and Chaparro, 2007; Qi *et al.*, 2009; Abdul Aziz *et al.*, 2011; Hsu *et al.*, 2012; Escobar-Rodríguez and Carvajal-Trujillo, 2013; Abou-Shouk and khalifa, 2017; Petelin and Krizaj, 2021), followed by website design that included 11 statements and were designed according to

(Abdinnour and Chaparro, 2007; Karahanna *et al.*, 2009; Qi *et al.* 2009; Abdul Aziz *et al.*, 2011; Escobar-Rodríguez and Carvajal-Trujillo, 2013; Ali, 2016; Li, 2017; Ongsakul *et al.*, 2020; Petelin and Krizaj, 2021). Furthermore, website ease-of-use/ usability encompassed 5 statements and were designed according to (Karahanna *et al.*, 2009; Escobar-Rodríguez and Carvajal-Trujillo, 2013; Abou-Shouk and khalifa, 2017; Li, 2017; Raju *et al.*, 2018), followed by website interactivity that comprised 7 statements and were designed according to (Qi *et al.*, 2009; Noor, 2011; Hsu *et al.*, 2012; Escobar-Rodríguez and Carvajal-Trujillo, 2013; Salem and Cavlek, 2016; Raju *et al.*, 2018; Le *et al.*, 2020; Petelin and Krizaj, 2021) Moreover, marketing image that involved 6 statements and were designed according to (Abdinnour and Chaparro, 2007; Hsu *et al.*, 2012; Escobar-Rodríguez and Carvajal-Trujillo, 2013; Petelin and Krizaj, 2021), followed by online processes that included 6 statements and were designed according to (Qi *et al.*, 2009; Abdul Aziz *et al.*, 2011; Wang *et al.*, 2015; ÇETİNSÖZ, 2016; Qi, 2016; Abou-Shouk and khalifa, 2017; Ongsakul *et al.*, 2020; Petelin and Krizaj, 2021). Finally, customer E-satisfaction was the dependent variable and contained 5 statements and were designed according to (Ali, 2016 and Pereira, 2017). Closed questions were popular in hospitality and tourism research (Huang, 2017). Accordingly, closed-ended questions were utilized for this study. All the main constructs were measured by asking respondents to express their experience with the hotel website quality and for each item using a five-point Likert-style rating scale, where (1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree).

3.4 Data collection procedures

The questionnaire was distributed online via Google form and printed hard copy directed to respondents in the hotels they stay in. The researcher gave guests the written questionnaire. Respondent finished the questionnaire on the spot and return it to the researcher. The questionnaire form was written and distributed Arabic, English and Russian languages during the period between November 2021 and December 2021. A total of 600 questionnaires were distributed evenly to four and five-star hotel's guests in Hurghada. The returned forms were 500 forms, which represented 83.3 % of distributed forms. The valid forms were 421 forms which represented 84.2 % of returned forms. The non-valid forms were 79 forms which represented 15.8 % of returned forms.

3.5 Data analysis

The gathered data was checked, coded, entered and analyzed by using the Statistical Package for Social Sciences (SPSS) version 25. Appropriate statistical analyses were performed such as descriptive statistics, Cronbach's Alpha to measure internal consistency, linear regression analysis to detect the influence of hotels' website quality dimensions on Customers' E-Satisfaction.

3.6 Validity

To ensure the content validity of the questionnaire, the initial questionnaire has been given to five referees to judge its content validity and the clarity of its items' meaning to avoid any misunderstanding as well as to assure its linkage with the main research aims. The experts

recommended deleting some statements, modifying the wording of some statements, and clarifying the meanings of some statements. The experts were experienced academic professors and lecturers in the field of tourism and hospitality management.

The Dimensions	No. of Statements	Alpha Coefficient
Hotel website Informational content	9	.925
Hotel website Design	11	.919
Hotel website Ease of use	5	.916
Hotel website Interactivity	7	.920
Hotel website Marketing Image	6	.919
Hotel website Online Processes	6	.925
Customers' E-satisfaction	5	.918

Table 1: Reliability analysis of the variables used in the study

Alpha Coefficient is a measure of internal consistency of a test or scale which ranges between 0 and 1 (Tavakol and Dennick, 2011). Whenever Cronbach's Alpha was acceptable if it was more than 0.70 (Nunnally, 1978). For reliability of questionnaire dimensions, Cronbach's alpha coefficient was calculated, and it exceeded 0.9 for all dimensions as shown in table one. It meant that all items were reliable (Tavakol and Dennick, 2011).4

4. Results and Discussion

Table 2: Respondents' profile

		Frequency	Percentage
Gender	Male	219	52 %
	Female	202	48 %
	Total	421	100 %
Age	less than 18 years	18	4.3 %
	18 - 24 years	65	15.4 %
	25 - 34 years	165	39.2 %
	35 – 44 years	85	20.2 %
	45 – 54 years	41	9.7 %
	55- 64 years	21	5 %
	65 and more	26	6.2 %
Total	421	100 %	
Educational Level	High school or technical school	103	24.5 %
	College degree	225	53.4 %
	Post graduate (Diploma, Master, PhD)	85	20.2 %
	Other	8	1.9 %
	Total	421	100 %
Nationality	Egyptian	102	24.2 %
	Polish	63	15 %
	German	62	14.7 %
	Ukrainian	56	13.3 %
	Russian	84	20 %
	Belorussia	18	4.3 %

	English	36	8.6 %
	Total	421	100 %

As shown in table 2 males and females were almost equal in number that represented 52 %, and 48 % respectively of the respondents. As well, more than 39 % of the respondents were between 25 to 34 years, more than 20 % of them were between 35 to 44 years and more than 15% of them were between 18 to 24 years. It displayed that a variety of the respondents' age groups and 74 % of them were youth. Additionally, more than half of the respondents (53.4 %) had college degree, while 24.5 %, and 20 % of them got high or technical school, and post graduate degree respectively. It revealed the variety of the respondents' education levels. The nationalities of the respondents were divided into Egyptian which represented about 24%, Russian 20%, Polish 15%, German 14.7 %, Ukrainian 13.3 %, English 8.6 % and Belarusian by 4.3%. Thus, it showed that the main nationalities that have visited Hurghada were Egyptian, Russian, Polish, German, and Ukrainian

Table 3: Descriptive Statistics of dimensions of hotels' website quality

constructs	Items		Mean(M)		Standard Deviation(SD)		Rank	
Informational content	IC1	Contact details are clearly stated on the website	3.50	3.31	1.041	.758	1	5
	IC2	Weather report is clearly available	3.25		.975		7	
	IC3	Destination information/main attractions of the city are clearly	3.26		.994		6	

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		available						
	IC4	Hotel /room facilities are clearly available	3.40		.984		2	
	IC5	Price range of different products / services are clearly available	3.21		1.022		8	
	IC6	Availability of rooms are present online	3.25		1.021		7	
	IC7	The information provided by hotel website is accurate	3.35		.931		3	
	IC8	The information provided by hotel website is up-to-date	3.31		.913		5	
	IC9	Generally, the website provides me with all the information I need to make my booking decision	3.33		1.010		4	
Hotel website Design	WD1	The hotel website is designed to be compatible with different electronic devices	3.45	3.46	.926	.693	6	2 <i>Continued</i>
	WD2	Hyperlinks are easy to read	3.43		.890		8	
	WD3	The website loads quickly	3.48		.940		4	
	WD4	Text is clear and readable	3.64		.806		1	
	WD5	The website has multi languages	3.28		1.008		11	
	WD6	There is sufficient contrast between text and background	3.44		.848		7	
	<i>Table2: continued</i>							
	WD7	There is effective	3.38		.844		10	

		use of webpage space						
	WD8	The website has user friendly layout	3.42		.900		9	
	WD9	There are images and videos available to reinforce webpage text content	3.58		.817		2	
	WD10	Website has a high quality photos and video galleries	3.52		.869		3	
	WD11	The website design is innovative	3.47		.890		5	
Hotel website Ease of use	EU1	The website is easy for you to navigate	3.55	3.48	.820	.750	1	1
	EU2	The website has an effective and clear navigation tools in each page	3.48		.874		4	
	EU3	The home button is available in each page	3.53		.874		3	
	EU4	The website is easy to use	3.54		.852		2	
	EU5	I can finish my business with the hotel by the website easier than other tools	3.34		1.014		5	
Hotel website Interactivity	I1	The search time on the hotel website is reasonable	3.46	3.32	.893	.722	1	4
	I2	The hotel website is responsive to my inquiries	3.42		.873		4	
	I3	The response	3.43		.868		3	

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		time of the hotel website is appropriate						
	I4	The hotel website has 24-hours chat room/live chat	3.12		1.042		6	
	I5	The hotel website has links/ icons to social media networks	3.45		.951		2	
	I6	I feel this hotel website had excellent interactive features to keep me engaged	3.39		.890		5	
	I7	The hotel website has a search facility in its database	3.05		1.086		7	
<i>continued</i>								
Table3: continued								
Marketing Image	MI1	Logo is reflected in all pages	3.60	3.28	.904	.692	1	6
	MI2	Slogan is reflected in all pages	3.50		.904		2	
	MI3	The special packages/ promotion are offered in the website	3.31		.985		4	
	MI4	The virtual tours are provided through the website	3.28		.977		5	
	MI5	The text clearly describes the uniqueness of the hotel's customer	3.38		.943		3	

		services						
	MI6	Past customer testimonials/ recommendations are included on the site	2.65		1.165			6
Online Processes	OP1	Online booking confirmation is provided	3.52	3.39	1.001	.790		5
	OP2	Online booking cancellation is provided	2.69		1.182			6
	OP3	Reservation policies is provided	3.53		.952			4
	OP4	Payment options is provided	3.54		.996			3
	OP5	The website had privacy policy relating to customers' personal data	3.55		.998			2
	OP6	Website ensure financial security/safe payment system	3.56		.953			1
Customer E-Satisfaction	CES1	I'm very satisfied with the information I received from hotel's website	3.44	3.38	.963	.843		1
	CES2	I'm very satisfied with the websites' services	3.39		.932			2
	CES3	My interaction with the hotel's website is very satisfying	3.37		.942			4
	CES4	I have a positive attitude toward hotel's website surfing	3.38		.936			3
	CES5	Purchasing through this website exceeded	3.34		1.017			5

		my expectations					
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This section has explained the research's constructs and items' scores (M: Mean, and SD: standard deviation). In table 3 the descriptive statistics of the hotel website quality dimensions and E-satisfaction dimension were shown. Mean and standard deviation values indicated that the majority of respondents place greater agreement level on (1) the hotel website ease of use dimension by overall score (M=3.48; SD. =.750), followed by (2) hotel website design dimension by overall score (M=3.46; SD. = .693), then (3) online processes dimension by overall score (M=3.39: SD= .790), followed by (4) website interactivity dimension by score (M=3.32; SD. = .722), followed by (5) informational content by overall score (M=3.31; SD. = .758), and finally (6) marketing image dimension which achieved a lower mean of their overall score (M=3.28; SD. = .692). Furthermore, the mean attitude of hotel customers' E-satisfaction was neutral which rated by overall score (M=3.38; SD. = .843). The mean scores ranged from 3.28 to 3.48 that meant neutral to agree. To get customers to revisit their hotels' website and repeat purchases, hoteliers have needed to improve customers' satisfaction levels. It has meant that a customer's satisfaction might be enhanced through improving several quality features of the hotel's website such as website online processes, interactivity, informational content and marketing image dimensions. For a deeper understanding of the above constructs score, table 3 provided the items' scores within each construct, as detailed below.

As shown in table 3, informational content construct overall score was (M=3.31; SD. = .758) that has meant respondents were neutral in response of this dimension.

This finding was inconsistent with previous research conducted by Abou-Shouk and Khalifa (2017) who asserted that respondents agreed that hotels offered adequate informational content on their websites. It may be due to customer aspirations for more quality service due to rapid technological progress. This requires the development of the informational content of the hotel sample of the current research. While the result was in line with Qi (2016) who proved that informational content was perceived the lowest importance. Informational content consisted of nine items, the respondents agreed that “*contact details are clearly stated on the website*” which was ranked first (M= 3.50; SD= 1.041), the last ranked item was “*Price range of different products / services are clearly available*” (M=3.21; SD. = 1.022). Therefore, the respondents were neutral of this item. This finding was in line with the result of Abou-Shouk and Lim (2010), who found that prices were offered on only 13.6% of travel agents’ websites in Egypt. The current study asserted that respondents were neutral regarding room facilities availability. This result was incompatible with the result of Salem and Cavlek (2016) who verified that customers rank the availability of price/rates as more important. Where the hotels of the current research omitted the price range of rooms and hotel facilities.

Hotel website design consisted of 11 items. The respondents agreed that “*Text is clear and readable*” which was ranked first by score (M=3.64; SD. = .806), while the last ranked item was “*The website has multi languages*” by score (M=3.28; SD. = 1.008). Thus, the respondents were neutral of this item. These results were not consistent with the results of Abou-Shouk and Khalifa

(2017) who concluded that both travel agents' and hotels' respondents comment negatively on design issues. This is due to the interest of hoteliers of the sample of the current research, in designing hotel websites in a way that satisfies the interest of customers.

The current research findings also not in line with the results of Abou-Shouk and Khalifa (2017) regarding website visual appealing whereas the current research respondents approved that hotels' website visually appealing while the Abou-Shouk and Khalifa's study (2017) was not. The results of current study were in line with the study of Abdul Aziz *et al.* (2011) who declared that visual appearance the most important element attract respondents to the hotels' website.

The third construct hotel website ease of use consisted of five items. The respondents agreed that "*The website is easy for you to navigate*" by score (M=3.55; SD. =.820), which was the first item. The last item was "*I can finish my business with the hotel by the website easier than other tools*" by score (M=3.34; SD. =1.014). Thus the respondents were neutral of this item. Ease of use dimension ranked first and respondents agreed it and this was in line with the study of Ongsakul *et al.* (2020) who mentioned that respondents responded agree. Also this result was in line with the result of Abou-Shouk and Khalifa (2017) who asserted that ease-of-use of websites was agreed by customers of travel agents and hotels to be a key factor affecting their purchasing decision making.

Hotel website interactivity construct involved seven items. The respondents agreed that "*The search time on the hotel website is reasonable*" which was ranked first by score

($M=3.46$; $SD. =.893$). while the last ranked item was “*The hotel website has a search facility in its database*” by score ($M=3.05$; $SD. =1.086$). Therefore, the respondents were neutral of this item. The finding of this research assured that the respondents were neutral regarding hotel website interactivity. This result inconsistent with the study of Ongsakul *et al.* (2020) who mentioned that the hotel website an interactive communication channel. This is due to the neglect of the current research sample hotels for the tools of interaction with customers. The current research findings were in line with the findings of Noor (2011) who asserted that Customer had a high perception about responsiveness of the website. These result also in line with the results of Petelin and Krizaj (2021) who verified that most hotels’ websites had embedded various online social networks.

Hotel website marketing image construct consisted of six items. The respondents agreed that “*Logo is reflected in all pages*” by score ($M=3.60$; $SD. = .904$), which was the first ranked item. The last ranked item “*Past customer testimonials/ recommendations are included on the site*” by score ($M=2.65$; $SD. = 1.165$). Thus, the respondents were neutral of this item. These result was in line with the result of Abdinnour and Chaparro (2007) who mentioned that hotel’ websites fared poorly on marketing effectiveness. While the study of Petelin and Krizaj (2021) was incompatible with the current study regarding the virtual tours. The current study proved that the respondents replied neutral about the virtual tours offered through the hotel website, while the Petelin and Krizaj's study (2021) had a virtual tour in the websites. The current study proven that respondents were neutral towards

special packages and promotions. This result inconsistent with the result of Salem and Cavlek (2016) who confirmed that the special packages were offered in 79% of the hotels. The results of current research revealed that there is lack of hotels' websites for virtual tours, promotions and special packages. The findings of current research were in line with the study of Abou-Shouk and Khalifa (2017) regarding the marketing image where proven that the hotel website does not convey the marketing image.

The last construct of independent variables was hotel website online processes which consisted of six items. The respondents agreed that "*Website ensure financial security/safe payment system*" was the first ranked item by score (M=3.56; SD. = .953). While the last ranked item was "*Online booking cancellation is provided*" by score (M=2.69; SD. = 1.182). Therefore, the respondents were neutral of this item. The result showed that online booking was not available. This was consistent with the result of Salem and Cavlek (2016). These result was in line with result of Abou-Shouk and Khalifa (2017) who asserted that just four travel agents out of 317 supported online booking via their websites. This lack of online booking services could affect customer satisfaction negatively. The results of current study were consistent with Ali (2016) who asserted that security and privacy were important features to develop customers' perceived flow, resulting in customer satisfaction

As for the dependent variable E-satisfaction which involved five items. The respondents agreed that "*I'm very satisfied with the information I received from hotel's website*" was the first ranked item by score (M=3.44; SD. = .963). The last ranked item was "*Purchasing through*

this website exceeded my expectations” by score (M=3.34; SD. = 1.017). Thus, their response was neutral of this item. The results of the current study regarding customers’ satisfaction were not in line with the result of Law (2019) who declared that website quality played a vital role in creating a positive attitude, trust, and customer satisfaction with the website, which in turn affected their intention to use it for travel-related purposes.

The lacks in the quality of some issues related to hotels’ website quality such as informational content, marketing image, online processes and interactivity negatively affected customers’ e-satisfaction, which required more attention from hotels’ managers and hotels’ IT managers to enhance the website quality and raising the efficiency of the website and thus gaining customers’ e-satisfaction.

Table 4: Linear Regression Coefficients for the Influence of Hotel Website Informational content on Customer's E-Satisfaction

Model	R	R ²	B	t	Sig.
Constant			.865	6.414	.000
Hotel website Informational content	.684 ^a	.468	.760	19.189	.000

a. Predictors: (Constant), Hotel Website Informational Content

b. Dependent Variable: Customer E-Satisfaction

As shown in table 4 the results revealed that there was a medium significant correlation between hotel website informational content and customers’ E-satisfaction

(R=.684). As well R², which has meant to the coefficient of determination was.468 suggesting that almost 47% of the variation of E-satisfaction of hotels' customers was explained by informational content. The results have revealed that there was statistically significant contribution for hotel website informational content (an independent variable) in predicting level of e-satisfaction of hotels' customers (a dependent variable) with significant value of (0.000). From the previous results of table 4, the following equation was suggested:

$$\text{Customer E-satisfaction} = 0.865 + (760 * \text{hotel website informational content})$$

Hence, the first hypothesis was supported. The result showed that informational content of hotels' website has a significant effect on customers' E-satisfaction.

These result was in line with Madlberger (2015) who concluded that perceived information quality showed a positive and highly significant impact on customers' satisfaction. The previous result also compatible with the results of the study of (Ali, 2016; Raju *et al.*, 2018) which highlighted that in the context of online hotel websites information quality was a significant factor to develop customers' perceived flow, resulting in customer satisfaction. These result concurred with findings from Karahanna *et al.* (2009) study which revealed that information quality was the most important predictors of e-satisfaction. This result also aligned with the result of (ÇETİNSÖZ, 2016) which applied on websites of holiday and travel services in turkey which indicated that website Informativeness have a significant positive impacts on customers' e-satisfaction.

Table 5: Linear Regression Coefficients for the Influence of Hotel Website Design on Customer's E-Satisfaction

Model	R	R ²	B	t	Sig.
Constant			.675	4.204	.000
Hotel website Design	.644	.415	.783	17.230	.000

a. Predictors: (Constant), Hotel Website Design

b. Dependent Variable: Customer E-Satisfaction

Table 5 displayed that there was a medium significant correlation between hotel website design and customers' E-satisfaction ($R=.644$). Furthermore, R^2 which has referred to the coefficient of determination, was .415 suggesting that almost 42% of the variation of E-satisfaction of hotels' customers was explained by hotel website design. The results have illustrated that there was statistically significant contribution for hotel website design (an independent variable) in predicting level of e-satisfaction of hotels' customers (a dependent variable) with significant value of (0.000). From the previous results of table 5, the following equation was suggested:

$$\text{Customer E-satisfaction} = 0.675 + (0.783 * \text{Hotel website design})$$

Hence, the second hypothesis was supported. The result showed that hotels' website design has a significant effect on customers E-satisfaction.

Website design was a vital component of electronic Serv-Qual (e-SQ) and e-SQ had a significant effect of customer satisfaction. These result of Zhou *et al.* (2019) was concurred with the current findings. Luo *et al.* (2012) also assured that customer satisfaction was much higher when the website was well designed and this was consistent with the current research. The current result aligned with the results of the study of (Ali, 2016) which highlighted that in the context of online hotel websites, system quality significantly affected the customer satisfaction. While Madlberger (2015) concluded that system quality did not turn out to significantly impact satisfaction. This result was not consistent with the results of the current research. The current result also concurred with findings from Karahanna *et al.* (2009) study which revealed that website design was the most important predictors of e-satisfaction. This result also aligned with the result of (ÇETİNSÖZ, 2016) which applied on websites of holiday and travel services in turkey which indicated that website design have a significant positive impacts on customers' e-satisfaction.

Table 6: Linear Regression Coefficients for the Influence of Hotel Website Ease of Use on Customer's E-Satisfaction

Model	R	R ²	B	t	Sig.
Constant			.741	5.120	.000
Hotel website Ease of use	.674	.455	.758	18.689	.000

- a. Predictors: (Constant), Hotel Website Ease of use
- b. Dependent Variable: Customer E-Satisfaction

The results in table 6 have showed that there was a medium significant correlation between hotel website ease of use and customers' E-satisfaction ($R=.674$). In addition, R^2 which has meant the coefficient of determination was .455 suggesting that 45% of the variation of E-satisfaction of hotels' customers was interpreted by hotel website ease of use. The researcher found that there was statistically significant contribution for hotel website ease of use (an independent variable) in predicting level of e-satisfaction of hotels' customers (a dependent variable) with significant value of (0.000). From the previous results of table 6, the following equation was suggested:

$$\text{Customer E-satisfaction} = 0.741 + (0.758 * \text{hotel website ease of use})$$

Hence, the third hypothesis was supported. The result showed that hotels' website ease of use has a significant effect on customers E-satisfaction.

These results were consistent with findings from the study of Abou-Shouk and Khalifa (2017) which revealed that the ease of use of a website had a significant impact on customer satisfaction. The current result was also in line with the result of Dianat *et al.* (2019) who asserted that the website usability influenced the user satisfaction. The result of current research also concurred with findings from Karahanna *et al.* (2009) study which revealed that usability was the most important predictors of e-satisfaction. This result also aligned with the result of ÇETİNSÖZ (2016) which indicated that website

convenience had a significant positive impacts on customers' e-satisfaction.

Table 7: Linear Regression Coefficients for the Influence of Hotel Website Interactivity on Customer E-Satisfaction

Model	R	R ²	B	t	Sig.
Constant			.735	5.165	.000
Hotel website Interactivity	.682	.465	.796	19.071	.000

a. Predictors: (Constant), Hotel Website Interactivity

b. Dependent Variable: Customer E-Satisfaction

As noted in table 7, the results have displayed that there was a medium significant correlation between hotel website interactivity and customers' E-satisfaction (R=.682). As well R², which referred to the coefficient of determination, was .465 suggesting that almost 47% of the variation of E-satisfaction of hotels' customers was explained by hotel website interactivity. The results revealed that there was statistically significant contribution for hotel website interactivity (an independent variable) in predicting level of e-satisfaction of hotels' customers (a dependent variable) with significant value of (0.000). From the previous results of table 7, the following equation was suggested:

Customer E-satisfaction= 0.735 + (0.796*hotel website interactivity)

Hence, the fourth hypothesis was supported. The result showed that hotels' website interactivity has a significant effect on customers E-satisfaction.

These result was in line (Hashim and Abbaspour, 2015) who found that responsiveness of the travel website had a positive effect on customer satisfaction. The current result agreed with the results of study of (Aluri, 2012) who concluded that embedding social media channels on hotel websites influenced traveler satisfaction. Abou-Shouk and Khalifa, (2017) highlighted the significant impact of website interactivity and customer satisfaction. This result was in line with the current result of the research. The study of Le *et al.* (2020) concluded a notable finding which verified that two out of three strongest predictors of satisfaction which lead to purchasing decision were interactivity and response time which aligned with the current research results.

Table 8: Linear Regression Coefficients for the Influence of Hotel Website Marketing Image on Customer's E-Satisfaction

Model	R	R ²	B	t	Sig.
Constant			.497	3.587	.000
Hotel website Marketing Image	.721	.520	.879	21.322	.000

a. Predictors: (Constant), Hotel Website Marketing Image

b. Dependent Variable: Customer E-Satisfaction

As shown in table 8 the results revealed that there was a strong significant correlation between hotel website marketing image and customers' E-satisfaction ($R=.721$). Moreover, R^2 , which has referred to the coefficient of determination, was .520 suggesting that almost 52% of the variation of E-satisfaction of hotels' customers was explained by hotel website marketing image. The researcher found that there was statistically significant contribution for hotel website marketing image (an independent variable) in predicting level of e-satisfaction of hotels' customers (a dependent variable) with significant value of (0.000). From the previous results of table 8, the following equation was suggested:

Customer E-satisfaction= 0.497 + (0.879*hotel website marketing image)

Hence, the fifth hypothesis was supported. The result showed that hotels' website marketing image has a significant effect on customers E-satisfaction.

The finding of the current research was aligned with Abou-Shouk and Khalifa (2017) who verified that better marketing image of the travel agent or hotel led to positive and confident purchasing decisions, which led to loyal customers of a website in the long run.

Table 9: Linear Regression Coefficients for the Influence of Hotel Website Online Processes on Customer's E-Satisfaction

Model	R	R	B	t	Sig.
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		Square			
Constant			.873	6.666	.000
Hotel website Online Processes	.694	.481	.740	19.709	.000

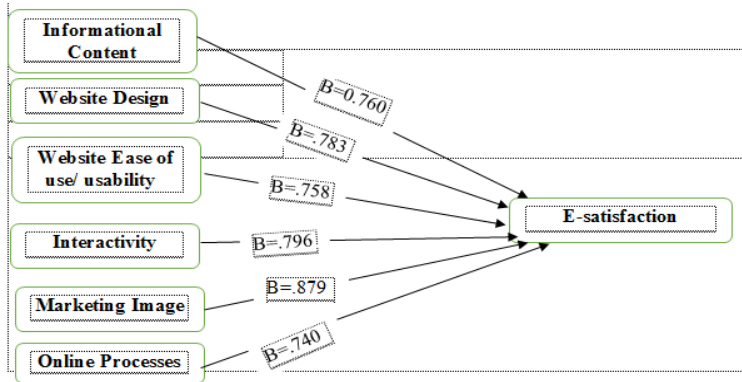
- a. Predictors: (Constant), Hotel Website Online Processes
- b. Dependent Variable: Customer E-Satisfaction

As shown in table 9, the researcher found that there was a medium significant correlation between hotel website online processes and customers' E-satisfaction ($R=.694$). Furthermore, R^2 , which meant the coefficient of determination, was .481 suggesting that almost 48% of the variation of E-satisfaction of hotels' customers was explained by hotel website online processes. The results have displayed that there was statistically significant contribution for hotel website online processes (an independent variable) in predicting level of e-satisfaction of hotels' customers (a dependent variable) with significant value of (0.000). From the previous results of table 9, the following equation was suggested:

$$\text{Customer E-satisfaction} = 0.873 + (0.740 * \text{hotel website online processes})$$

Hence, the sixth hypothesis was supported. The result showed that hotels' website online processes has a significant effect on customers E-satisfaction.

The previous result agreed with the result of Ali (2016) which highlighted that in the context of online hotel websites, security and privacy were significant factors to develop customers' perceived flow, resulting in



customer satisfaction. The current result was also in line with the studies of (Huang and Yu, 2019; Hsu *et al.*, 2012) which indicated that website service quality have a significant positive impacts on customers' satisfaction where online processes one of the website service quality dimensions. While Madlberger (2015) concluded that service quality did not turn out to significantly impact satisfaction. This result was not consistent with the results of the current study. This result also aligned with the result of ÇETİNSÖZ (2016) which indicated that website security have a significant positive impacts on customers' e-satisfaction. A greater level of privacy and security offered by website led to customer's satisfaction (Gupta, 2014). This result was consistent with the results of the current research.

Empirical model

Figure 2: Influence of hotels' websites quality dimensions on customers' E-satisfaction

5. Conclusion and Recommendations

5.1 Conclusion

This research has categorized the hotel website quality dimensions and presented the effects of website quality dimensions on customers' e-satisfaction. A number of 421 questionnaires distributed in Hurghada to four and five star hotels' customers, collected, coded, entered and analyzed. The finding of this research assured that the respondents' answers regarding website quality ranged from neutral to slightly agree. The results of the research supported H1, H2, H3, H4, H5 and H6 which assured that website quality dimensions (informational content (H1), website design (H2), website ease-of-use/ usability (H3), website interactivity (H4), marketing image (H5), online processes (H6) significantly affected the customers' E-satisfaction. This study contribution is exploring the effect of hotels' website quality on customers' e-satisfaction in Egyptian hotels.

5.2 Recommendations

This research suggested a set of recommendations that would improve the website quality dimensions which affect the customer E-satisfaction. Hotel managers should exert more efforts to improve the quality of their websites in order to positively affect customers' e-satisfaction. According to the results of the current study, some facilities and services should be provided in the hotels' websites such as the price range of hotel rooms and presenting the hotels' websites in multi-languages for the expected different nationalities. The availability of the past customers' testimonial / reviews and online room cancellation should be founded and activated.

5.3 Limitations and Further Research

Similar to other studies, this research had its own set of limitations. The first limitation was that this research was confined to four and five star hotels at Hurghada city in Red Sea Governorate only. The current research was applied from September to November 2021. Future researches can compare the expectations and perceptions of customers regarding hotel website quality to catch the gap between customers' perception and expectation. Future studies shall also expand by using quantitative-qualitative approaches to get a deeper evaluation. An interviews with hotels' IT and marketing managers shall be applied to evaluate their websites from different perspectives.

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