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Hotel website quality influence on customer purchase intention

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Abstract

In the hotel industry, a website is an initial place where customers look for information. The website is running at all times and, the website must present information attractively and manage appropriately. Websites are the backbone of digital marketing and selling strategy for hotels and can influence buying behaviour. This study identifies the relationship between website information quality and website system quality in influencing customer purchase intention. This study employed a quantitative method, and a total of 427 respondents participated in this study. A set of self-administered survey questionnaires were distributed using Google Form through Facebook page and WhatsApp to working residents in Selangor. It took about a month to complete the data collection process. The questionnaire was then analyzed using SPSS statistical tool, and it was found that there is a moderate relationship between those variables. The study highlights the importance of system information quality in the hotel website to influence customer purchase intention to book the hotel.

Keywords:

Hotel website, system quality, information quality, purchase intention, Malaysia

1 Introduction

The new technology has introduced digitalization, and it has influenced buying behaviours to move away from the traditional channel, and the influence also affected the online platforms. The online platform is one type of digital service and revolutionized users to use the internet to search numerous information in a click away conveniently. The online platform has boosted the communications and relationships between seller and buyer. Information technology has enhanced marketing practices and, it allows businesses to depart from the old ways of passive marketing and move into looking into customers' desires and using those desires to bring the customers into their businesses.

Businesses connect to their current and possible buyers by numerous media. It is vital to ensure that their media effectively widen their influence and awareness of their brand and subsequently influence their purchasing decisions. A website is one of the popular and effective communication channels and media for business, and the hospitality industry is not shying away from using a website to promote their hotels and advertise their promotional strategies to customers. Qalati et al. (2021) emphasized the vital role of hotel websites and described it as the heart of digital marketing, and hotel website is a useful selling strategy to influence buying behaviour. A standard hotel website will have the background information about the facility, contact and reservation information, and details about special offers and privileges.

Customers usually will get the first impression from their experience browsing the hotel website. The first impression factor makes website quality a crucial concept in e-commerce because the customers' perceptions of website quality can affect customers' buying intentions (Ongsakul et al., 2020). Thus, hotel providers need to understand which website user aspect is vital to attract customers, and they can use these aspects to outline a successful e-strategy to promote their hotels and evaluate their website offerings. Qalati et al. (2021) mentioned that high website awareness and positive image inspires customers to remain in a cordial business relationship with the same hotel, which would grow purchase intention. There are four dimensions of website quality: technical adequacy, content quality, actual information, and appearance. However, another study by Prasetya et al. (2020) maintained that customers' point of view of the organization is the sole factor evaluating websites' effectiveness.

Online travel agencies must understand online travellers' demand to produce a quality website (Prasetya et al., 2020). There were past studies that looked into the relationship between website quality and perceived trust among customers. However, very little is still known about website information quality and website system quality and their influence on customer purchase intention. Therefore, more studies that looked into these factors need to be conducted. This study responds to the gap in the literature by investigating the relationship between website information quality and website system quality with customer purchase intention.

2 Literature Review

2.1 Relationship Between Website Information Quality, System Quality and Customer Purchase Intention

Information quality is defined as a measure of excellence in disseminating knowledge or intelligence. For example, the transfer of quality information is vital in news production to ensure that the information has the quality and the vital information helps readers understand and receive the news accurately and effectively. When one looks at the quality of information, it refers to the accuracy and validity of claims and information sources' consistency (Prasetya et al.; 2020).

According to Dhingra et al. (2020), literature has shown that information quality measurements can be a viable tool to foresee the organization's results and information is the organization of facts and data presented to achieve a specific purpose. Thus, it is vital to ensure the quality of information to guarantee a system's success. Information quality criteria would have objective and subjective elements of precision, efficiency, honour, exhaustiveness, currency, standing, aptitude, conviction, meticulousness, intelligibility, and bias awareness. Concerning website information quality, the website should be error-free, correct, truthful or accurate to a standard or model, and multiple reliable source could corroborate the facts, or the version of events presented in the website (Dhingra et al., 2020). From the hotel perspective, it is parable to assume that a customer will use the hotel website to look for the hotel's information, and the quality and usefulness of the information can influence the customers' purchase intention (Wang and Law, 2019). For the hotel competitive advantage, the website's information helps create distinctiveness and engage with the customer. If the customer is content with the website's information, it will aid them during the purchase decision process.

On the other hand, system quality is the customers` perception of information processing and distribution of a mobile commerce application's output. Petter and McLean (2009) defined system quality as the standard quality of the information system concerning its operational characteristics. System quality is vital to e-commerce information system success and system quality has four dimensions: ease of use, navigation, and interactivity to assess system efficiency and personal design and functionality. For a hotel website, system quality is defined by a website system's whole performance, and it can be gauged by customer's degrees of user friendliness during their browsing session. The hotel management and the customers should evaluate the website functionality, particularly its online service functions. Concerning site success, system quality must be represented as a hub of information to the customers, and it should portray a quality characteristic expected from an e-commerce system (Petter and McLean, 2009). When customers are content with the information and the website's efficiency, the customer might be interested in making an online booking. Therefore, it is commendable to assume that a hotel's website quality and system quality significantly impact customers' purchase intention to make a booking. Therefore, based on the above literature, the following hypotheses are formulated:

H₁: There is a relationship between website information quality and purchase intention

H₂: There is a relationship between website system quality and purchase intention.
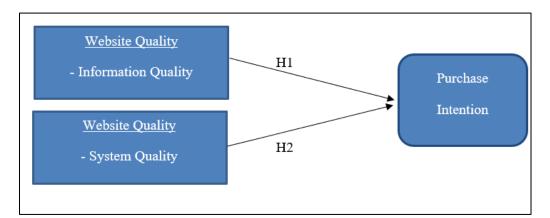

Figure 1: Theoretical Framework

3   Methodology

The research paradigm for this study was based on a quantitative method by implementing a structured questionnaire as the research instrument to collect the primary data. The quantitative approach was deemed the most appropriate approach. It helps the researcher compare and perform statistical aggregation by surveying a greater number of people using a predetermined set of variables. Furthermore, this selection of the method was based on the nature of the study. Furthermore, this study introduced two hypotheses that could be proven by the quantitative method. The study employed a set of questionnaires divided into two sections; the first section looks into the respondents' demographic, and the second section is the survey questions.

3.1 Population and Sample

The study has chosen the target population of working residents above 18 years old in Selangor. The study chose Selangor as the target state due to its highest concentration of hotels, from three-star hotels to five-star hotels (Malaysia Accommodation Directory, 2020). The sample size was determined through precision and confidence during the estimation of the parameters and variability in the population. Generally, sample statistics should represent a reliable and valid number that allow the findings to be generalized from the sample to the population under investigation (Sekaran & Bougie, 2016). For this study, the targeted sample was chosen using the non-probability simple random sampling because it was deemed suitable for this study. Furthermore, the researchers were facing a unique time constraint as they simultaneously collected data and followed their practical internship requirements in the university.

Therefore, gathering information from every resident aged 18 years old above in Selangor was impossible. The study followed the suggestion posed by Hair et al. (2010), who suggested that a study that has less than four constructs should use a minimum of one hundred respondents. Additionally, Coakes and Steed (2003) also proposed that one hundred samples are deemed adequate but preferred a sample over two hundred respondents. Based on the above recommendations, this study chose to have a minimum of two hundred questionnaires among working respondents in Selangor.

3.2 Research Instrument

The questionnaire is the main research instrument in this research. The research instrument was developed based on the investigated variables in the study. The items used in the instrument were taken from previous research with some alteration to suit the current study needs. The questionnaire was divided into 2 (two) main sections. Section one (1) consists of demographic information, and section two (2) consists of survey questions which consist of website information quality, website system quality and purchase intention. The survey questions were classified into two (2) sections: respondents' demographic information and the relationship between website quality and purchase intention.

3.3 Pilot Test

After pretesting with the experts, the questionnaires were distributed to actual respondents. This was to evaluate the developed instrument to see if the questions were understandable, the language was proper, and the time required to answer the questions was acceptable. This step was to help identify any possible errors in the questions which might affect the study results later. The pilot test was conducted with 40 respondents who were willing to answer the questionnaires. The data from the pilot test was entered and analyzed for the reliability test by using IBM Statistical Package for the Social Science Software (SPSS) version 22. Hair et al. (2010) stated that Cronbach Alpha score of more than 0.6 was acceptable for reliability. The pilot test confirmed that all constructs achieved the suggested value of Cronbach's Alpha of above 0.6; website information quality (0.860), website system quality (0.865), and purchase intention (0.798).

3.4 Data Collection

The questionnaire was distributed in November 2020. The study used a self-administered questionnaire as it is an effective method of collecting data and information on the issue. The self-administered method allows the questionnaires to be sent over a large number of samples, and it helps in reducing interview cost and interview bias. To ensure the participants fulfilled the study's criteria, qualifying questions were asked to potential respondents to determine their eligibility to participate in the study. The eligibility criteria for this study are respondents must be above 18 years and have the experience of booking a hotel reservation through the hotel website.

The questionnaire was also published on the Facebook Group page of Kuala Selangor, Kapar and Klang residents. The study also reached colleagues and peers known to stay in either three, four and five-star hotels in the last six months. The respondents need to answer the survey through questionnaire that prepared in Google Form and it was anticipated that it took less than 10 minutes to complete the survey. In total, 450 questionnaires were distributed that generated 427 respondents with a response rate was 94%. The data collection started in November 2020 and it took a month to complete the process.

4 Findings

4.1 Data Analysis

The questionnaires that passed the eligibility criteria were analyzed using the Pearson Correlation Coefficient analysis in Statistical Package for the Social Sciences (SPSS). All data were analyzed using the Statistical Package for Social Science (SPSS) Version 22. The descriptive analysis (standard deviation and mean) was first conducted. Then, regression analysis was conducted to understand how the independent variables of website information quality and website system quality influenced customer purchase intention. The software was used to analyze the study because of the sheer number of data, and it would help the researcher conduct the analysis and result easier and better.

Table 1: Summary of the Cronbach's Alpha of Each Scale

Variables	No. of Items	Cronbach`s Alpha
Website Information Quality	6	0.887
Website System Quality	6	0.866
Purchase Intention	6	0.842

Table 1 shows the Cronbach`s alpha indicated the reliability for each of the study variables. There were 18 items, and the table shows the Cronbach`s alpha value for website quality is 0.887, the Cronbach`s alpha value for system quality is 0.866, and the Cronbach`s alpha value for purchase intention is 0.848. The research instruments' good internal consistency should score a reliability coefficient or Cronbach`s alpha of 0.7 or higher (Hair et al., 2010). The Cronbach's alpha score from the table above shows that each variable is higher than 0.7; hence, the instruments used were deemed reliable for this study.

Table 2: Respondents` Demographic Analysis

Variables	Categories	Frequencies	Percentage (%)
Gender	Male	131	30.7
	Female	296	69.3
Age	18 – 24	206	48.2
	25 – 34	139	32.6
	35 – 44	52	12.2
	45 – 54	22	5.2
	54 – 64	8	1.9
	64 and above	0	0
Education	High School	32	7.5
	Diploma/ A levels/ foundation	123	28.8
	Bachelor's Degree		
	Master`s Degree	234	54.8
	Doctoral Degree	32	7.5
		6	1.4
Income	Below RM1000	180	42.1
	RM1001 - RM3000	131	30.7
	RM3001 - RM5000	55	12.9
	RM5001 - RM7000	24	5.6
	RM7001 and above	37	8.7
Frequency of going to book a hotel in 6 months.	None	128	30
	1 - 2 times	225	52.7
	3 - 4 times	54	12.6
	5 - 6 times	11	2.6
	7 times and above	9	2.1

Table 2 shows the respondents` demographic analysis, which consists of gender, age, education, income and the frequency of going to book a hotel in 6 months.

4.2 Descriptive Analysis

Descriptive Analysis for Independent Variables

The following tables show the questionnaires' items and the descriptive analysis of Mean and Standard Deviation for each variable.

Table 3: Descriptive Analysis

No.	Survey Items	Mean (M)	Std. Deviation (SD)
	Website Information Quality		
1	The hotel website displays the useful current information.	4.10	0.795
2	The hotel website provides me with all the information I need.	4.02	0.806
3	The information provided by the hotel website is accurate.	3.88	0.825
4	In general, the hotel website provides me with high-quality information.	3.95	0.758
5	The performance of the hotel website is reliable.	3.89	0.779
6	The hotel website can be adapted to meet a variety of needs.	3.97	0.790
	Website System Quality		
1	The hotel websites provide me with information that benefits me.	4.07	0.694
2	The Hotel websites provide me with prices and room pictures.	4.24	0.745
3	The Hotel websites usually have good system and does not complicate users.	3.92	0.847
4	The hotel websites usually provide in-depth information.	3.77	0.871
5	The information from the hotel websites always catches my attention.	3.92	0.848
6	I am usually satisfied with every hotel website that I visit.	3.74	0.853
	Purchase Intention		
1	After reviewing the hotel website, the likelihood of booking the hotel is high.	3.94	0.794
2	The probability that I would consider booking the hotel with good website quality is high.	4.16	0.795
3	If I am going to book the hotel, I would consider booking the hotel at the price shown.	4.29	0.800
4	I would likely book a hotel if their website is easy for me to assess and does not consume much of my time.	4.17	0.803
5	My willingness to book the hotel with good website quality is high.	4.30	0.797
6	I would like to purchase after visited the hotel website.	4.05	0.849

4.3 Pearson Correlation

Pearson Correlation Coefficient analysis was used to measure the relationship mentioned previously in the research objective section. The Pearson Correlation

Coefficient was applied to test the strength between the variables: website information quality, website system quality, and purchase intention to stay in the hotel.

Table 4: Pearson`s Correlation Matrix between Variables

Variables	Purchase intention
Website Information Quality	0.501**
Website System Quality	0.607**

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

Table 4 shows a moderate reliable relationship between website information quality and purchase intention and a positive correlation (r =0.501, p<0.01), significant at the 0.01 level. The correlation analysis shows that website information quality has a significant moderate and positive relationship with purchase intention. There is also a moderate relationship between website system quality and purchase intention and a positive correlation (r =0. 607, p<0.01), significant at the 0.01 level. The correlation analysis shows that the website system quality has a significant positive relationship with purchase intention.

4.2 Multiple Linear Regression

This study applied the multiple regression method to have a clearer picture of the relationship between website information quality and purchase intention and the relationship between website system quality and purchase intention, which are the independent and dependent variables. In this study, the multiple regression assumes that the sample size is sufficiently big and, therefore, the rule of thumb of Tabachnick and Fiedell (1996) was applied to estimate the sample size. The equation shows that the adequate sample size should be more than 106 cases. This study has 427 samples, and the study concluded that the sample size is sufficient for the multiple linear regression analysis. In reference to figure 2, all points lie in a reasonably straight diagonal line from bottom left to top right, showing no significant deviation from normality.
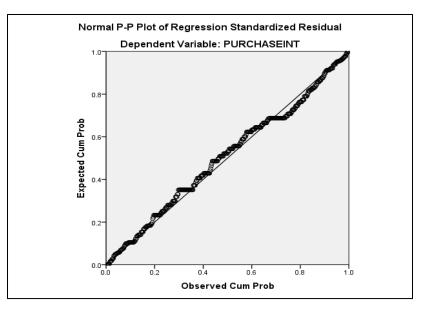
Figure 1: Normal Probability Plot of Regression Standardized Residual of Dependent Variable.
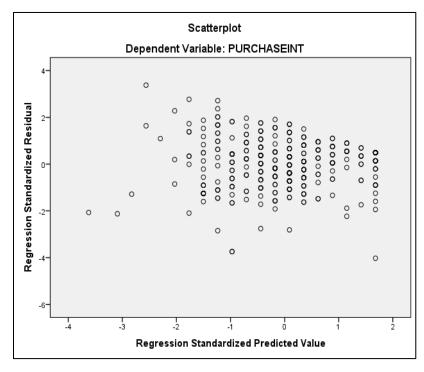

Figure 2: Scatterplot of Dependent variable

Figure 2 also shows that the residuals are approximately rectangularly distributed, and most scores are concentrated around the zero points. Some scores are valued at more than 3.3 or less than -3.3, indicating outliers in the samples; however, outliers remained in the acceptable range.

Table 5: Coefficient Value of the Model

Model 1	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.607ª	.369	.366	2.87946

*Predictors: (Constant), SYSTEMQUA, WEBQUALITY
*Dependent Variable: Purchase Intention

This model's R Square is 0.369, as seen in Table 9, which means that this model explains 36.9% of the variance positively to booking the hotel through the hotel's website. This analysis is significant, shown in the significant value in Table 10, zero or $p < 0.0005$.

Table 10: ANOVA Test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2041.603	2	1020.801		.000ᵇ
	Residual	3490.624	421	8.291	123.118	
	Total	5532.226	423			

*Dependent Variable: PURCHASEINT
*Predictors: (Constant), SYSTEMQUA, WEBQUALITY

Table 11: Coefficient of Dependent Variable

Model	Unstandardized Coefficients		Standardized Coefficients	t-value	Sig.
	B	Std. Error	Beta		
1 (Constant)	10.996	.933		11.792	.000
WEBQUALITY	.040	.061	.042	.657	.511
SYSTEMQUA	.547	.062	.573	8.877	.000

5 Discussion and Conclusion

Based on the Pearson`s Correlation analysis that was conducted using the SPSS, it shows that both independent variables, which are the website information quality and website system quality, have a moderate and positive significant relationship with the purchase intention to stay in the hotel, the independent variables. This result indicates that these independent variables will moderately influence the purchase intention to stay in the hotel. This result supports the research framework shown in Figure 1 and confirms the hypotheses about the model variables' directional linkages. The analytical results show that website quality and website system quality affect customers` purchase intention. Based on table 6, the Pearson correlation result for website information quality on purchase intention is valued at 0.501**. The Pearson correlation result for

website system quality and purchase intention is valued at 0.607**. These results demonstrate that website system quality wields a sturdier effect on purchase intention than website information quality.

These results agree with Nidzammuddin (2017) and Ongkasul et al. (2020) study, which demonstrates a positive relationship between website quality and the intention to purchase. The current trend in the modern world is electronic marketing or e-marketing. In e-marketing, hotel providers would advertise and promote hotel websites and mobile application, rather than old billboards and newspapers. Hence, hotel website quality is a critical topic in computer-human interaction studies. According to Nidzammuddin (2017), since numerous information is circulated electronically and face-to-face or physical printing method is absent, some organizations remained undecided to establish their best practice repertoire to sell their products online. This study has shown that the hotel website can influence customers' purchase intention, and hotel providers must look into significant factors that affect customers` purchase intention. Therefore, the marketing or sales managers must formulate the strategies or design in their official website to enhance customers` purchase intention.

It is suggested that corporate department of each hotel upgrade their website every few months with useful and relevant information to update customers on latest information, promotion or hotel activities through the website. Hotel website quality ease customer in getting useful information and it will influence customer purchase intention and increase satisfaction. Customer satisfaction with the hotel website is one major factor that influences them to purchase and reduces perceived anxiety toward the service. The suggestion is simple but it might be ignored by companies that do not bother to improve the website presentation. Therefore, hotels need to take proactive strategies to maintain and pay additional attention to the website quality to satisfy the online customers.

The researchers had met several limitations during the study. Firstly, the study was conducted only for Selangor residents. It does not include other residents' opinions and perceptions of residents from other places or states. Thus, the results obtained were merely the perceptions of the Selangor residents. Apart from that, some of the respondents took a long time to fill out their questionnaires. As a result, the researchers spent few weeks obtaining all 427 sets of responses. Even though some limitations were faced during the study, these did not influence the overall process of the study. These limitations can lay a foundation for any possible future studies in understanding the student's perception of the hospitality industry. For this study, the data collected were obtained in Selangor, Malaysia. Thus, future researchers can perform their study in more locations to improve the validity and accuracy of the data. A future researcher might have a wider sample in Malaysia to distribute the questionnaire, which helps generate a better and accurate collection of data. Furthermore, future research studies can focus on other variables that might influence customer intention to purchase through hotel websites, such as web interactivity with customers and high speed of complete customer booking.

8 About the Author

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