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The Effect of Online Information Availability on Customer Satisfaction in the Ethiopian Hotel sector

A Thesis Submitted to Addis Ababa University School of Commerce in Partial
Fulfillment of the Requirements for the Award of Master's Degree in Marketing
Management

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Addis Ababa, Ethiopia

DECLARATION

I Selamawit Adane, declare that this study entitled “The effect of online hotel information availability on customer satisfaction in Addis Ababa” is my own work. I have undertaken the research work independently with the guidance and support of the research advisor. This study has not been submitted for any degree or diploma program in this or any other institutions and that all sources of materials used for the thesis have been duly acknowledged.

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LETTER OF CERTIFICATION

This is to certify that SELAMAWIT ADANE has carried out her project work on the topic of “The effect of online hotel information availability on customer satisfaction in Addis Ababa” under my supervision, this work is the effort of the candidate and suitable for the submission in partial fulfillment for the requirement for award of Degree of Master in Marketing Management.

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Acknowledgment

I will praise the Lord, with my whole heart; I will tell of all your marvelous works. (Psalm 9:1)

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The Lord has done great things for us; and we are filled with joy (Psalm 126:3)

Abstract

Information is the key for business or Marketing activity. The ultimate goal of any business establishment is to remain in business profitably through production and sales of products or services, and information is the key for the system the business establishments promote their business to the user. This paper examines the effect of online hotel information availability on customer satisfaction in Addis Ababa. Hotel industry is one of the fastest growing service industry and continuously providing a very bright future in contributing to a country's economy. Looking at the rapid technology advancement, it is important for hotel managers to create and implement the most effective marketing tool and website is one of the new technology modes for information and communication with the customers. For using a hotel service customers waste their time, energy and money by searching for what they want but if the hotel companies provide detailed information online the hard work will be easily solved. In our country finding detailed information online are hard, in other country on the Internet consumers can easily collect information about the hotel without traveling to the place to inspect the service and compare prices but in Addis Ababa this system doesn't exist. In the offline market researching product offerings can be extremely expensive and time consuming. The student researcher finds during that the effect of online hotel information availability on customer satisfaction in Addis Ababa that customers are satisfied with the website but about the information quality and availability of detail information, they are not satisfied .Generally one of the core activities of a business company is to stay in business by understanding the target customer and provide what they want when they want and satisfy the consumer by being visible to the consumers.

Key words: Hospitality industry, Information, customer satisfaction, and website

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Chapter One

Introduction

1.1 Background of the Study

The purpose of marketing is to know and understand the customer so well the product or service fits them and sells itself. With emphasis on customer means, marketing has to bring forward the necessary data to measure the company's performance, with a shift from activity-based measurements to customer-related measurements.

The future of customer service in hotel industry is highly likely to focus on at least three key elements increased personalization, further applications of technology and increased awareness of changing demographics. They will demand individually designed products, services and communication and only successful hotels will manage to communicate with each customer as an individual with special needs and expectations.

The revolution in technology in this modern era is explicitly making significant impacts to hotel industry and hotel website is used as part of for marketing and business purposes. Various attributes and dimensions have developed through the hotel website.

Hotel industry is one of the fastest growing service industry and continuously providing a very bright future in contributing to country's economy. Hotels are reported competing with each other in giving the best products and services to the customers and technology through its various gadgets are the valuable tool used by hotels in marketing their products and interacting customers. (Robert S. Kaplan and David P. Norton 1993)

Looking at the rapid technology advancement, Starkov (2002) contend that it is important for the hotel managers to create and implement the most effective marketing tool and website is one of the new technology mode for information and communication with the customers. Yelkur and DaCosta (2001) argue hotel website effectively enhancing awareness, visibility, creating a clear image and platform in promoting and positioning hotel products to the customers and it acts as the widest information gathering tool by providing broad, deeper, materials and richer advertisement contents, cost and time saving, and a user-friendly hotel information seeking (Heung, 2003). Website is also lessening the hotels dependency on intermediaries, discounters or traditional channels (Starkov, 2002). In response to this e-business opportunity, many hotel organizations are reporting of establishing their own websites to facilitate the promotion and on line reservation are found to be the main objectives for hotel in developing its website (Huang and Lin, 2006).

A hotel website stays open all the time and can be accessed by potential customers at their leisure time and it welcomes customers from all over the world without physical and geographical barriers

Any commercial relationship between subjects of production and consumption is established by specific communication technology. From oral transmission, through fairs, printing press, telephone to television and electronics, i.e. information technology, technology of the communication market has been changing, and consequently the market

relations character has changed. Electronic technology has allowed for the first time in history for market participants to simultaneously communicate at a distance, which introduced a new era in the field of marketing communications.

The network of communication satellites has enabled the fastest information transfer among all parts of the world, i.e. the Internet. The Internet, as a set of networks around the world, represents the biggest computer system which allows receiving, process and exchange of information to millions of computer users. A huge amount of data can be accessed at any time and any place allowing the user of the Internet a global access. The Internet technology provides a new way of conducting business in all electronic sectors. The Internet technology has become an important source of information, with the help of the Internet, a new possibility appeared for different business sectors to successfully promote and sell services and products to comply with demands, needs and desires of consumers (Msc. Ivica Bantinic, Vukovar, Croatia).

Communication network satellites provide the quickest and the cheapest data transfer to all parts of the world, a great agreement among thousands of computer systems that communicate with each other is represented by the Internet '(Kent,P. 1994). Development of information technology and the creation of computer networks and the Internet have enabled a new way of communication. The internet provides a better access to numerous sources of information around the world, as well as direct communication with all users. 'The Internet is a collection of computer networks around the world and as such is the largest computer system that millions of computer users can use and share all kinds of information: numbers, text, sound and image'(Gates,1999). By using the Internet, multimedia and databases it can be achieve the following: a rational and fast online communication, direct contact with the market and its business partners, integration and automation of business process, delivery and access of information.

Information is one of the biggest advantage that internet is offering to the users. We can almost find any type of data on almost any kind of subject that we are looking for easily and very fast. There is a huge amount of information available on the internet for just about every subject known to human, ranging from government law and service, trade fairs and conferences, market information, new ideas and technical support. On the Internet, consumers can easily collect information about products or services without traveling to stores to inspect products and compare prices. In the offline market researching product offerings can be extremely expensive and time consuming.

Customers whether consumers or businesses do not want more choices they want exactly what they want when, where, and how they want it—and technology now makes it possible for companies to give it to them. Interactive and database technology permits companies to a mass huge amounts of data on individual customers' needs and preferences. And information technology and flexible manufacturing systems enable companies to customize large volumes of goods or services for individual customers at a relatively low cost. But few companies are exploiting this potential.

The more customers teach the company, the better it becomes at providing exactly what they want—exactly how they want it—and the more difficult it will be for a competitor to entice them away and both companies and customers end up satisfied.

According to Kotler (2002), customer satisfaction is a person's feeling of pleasures or disappointment resulting from comparing a product's perceived performance (outcome) in relation to his/her expectation. Moreover, customers' satisfaction can be viewed as the customers' fulfillment response. It is a judgment that a product or service features, the product or service itself provides a pleasurable level of consumption, related fulfillment. Satisfaction is an emotional state that occurs in response to an evaluation of the buyer-seller interaction experiences. Therefore, satisfaction leads to long-term perpetuation of relationships that can be a sign of commitment (Anderson and Narus, 1990).

When consumers recognize a need for some merchandise or service, they go to the Internet and search for need-related information. However, rather than searching actively, at times potential consumers are attracted by information about products or services associated with the felt need. They then evaluate alternatives and choose the one that best fits their criteria for meeting the felt need. Finally, a transaction is conducted and post-sales services provided.

Customer satisfaction has strong impact on business performance and customer behavior, which leads to higher profitability and create a positive relationship between customer satisfaction and customer loyalty, as well as between customer satisfaction and positive word-of-mouth. Therefore, one of the key strategies for customer-focused firms is to measure and monitor customer satisfaction.

Several tools are available for measuring customer satisfaction. In hotels, one of the easiest is a guest comment on the web or through mail. Online comments have the advantages of availability, easily accessible and simplicity. When analyzing data gathered in such a way, managers can get information about the attributes that have an impact on guests' satisfaction.

Web sites are being widely deployed throughout industry, education, government, and other institutions. In practice, the importance of the use of Web technology for information can help business organizations cut costs, interact directly with customers, run more smoothly and in a timely manner, and even better, it can help an organization outperform its competition.

Hotel industry is one of the fastest growing service industry and continuously providing a very bright future in contributing country economy (Public Bank, 2005). Hotels are reported of competing each other in giving the best products and services to the customers and technology through its various gadgets are the valuable tool used by hotels in marketing their products and interacting customers. Smith and Jenner (1998) noted that in this technological advancement era hotel would not be improved if they are still using conventional ways like newsletters and tele-marketing in communicating with their customers, therefore to survive in this competitive environment, hoteliers should cut down their distribution costs by adopting new marketing distribution channels. Many commentators in fact argued that the revolutionary of technology explicitly giving significant impacts to hotel organization (Wei, Hein, Hubert & Thomas 2001). In line with that, hotel business is moving unabated onto the Internet and it is a new source of information as well as mean of communication. Around the world as projected, 85 per cent of large hotel companies and 50 per cent of midsize companies will be using the

Internet for marketing and business purposes by the year 2015 (Crain's Chicago Business, 2009).

In response to this e-business opportunity, many hotel organizations are reporting of establishing their own websites to facilitate the promotion and on line reservation are found to be the main objectives for hotel in developing its website (Huang and Lin, 2006). A hotel website stays open all the time and can be accessed by potential customers any time they want.

Generally the problem is that for the purpose of knowing, or for using a hotel service there is no clear information's available the availability of clear and honest information will facilitate or will make the buying selling process easy and satisfy customers it is a win win situation for both buyers and sellers. The purpose of this study is that to make the buying selling process easy clear honest and simple available for everyone who wants to buy or sell, to provide detail information about the service that they are going to use and satisfy customers and also service providers / hotels will be satisfied if they provide an information that customers want; the customer will come to them and consume/ use the hotel service they will get a profit they will get a customer the business will be good and this process also satisfied the hotel company too. Accessibility has been extended through technological developments as well as the introduction of new service delivery methods that allow consumers to do business with service firms from the home and office.

Web sites are emerging as a key component of an organization's survival in our ever globalizing competitive world. Usability of a web site has assumed a great deal of importance in terms of satisfying web site users' needs and expectations.

The internet is radically changing the traditional way that organizations interact with public. For organizations, the web gives access to a large audience and improves operational efficiency. Web sites are becoming key components of an organization's survival in the globalized competition. The web site represents an organization, communicating an organization's culture, values, and vision.

1.2. Statement of the Problem

Search helps customers, individuals, and organizations find information, products, and services that are relevant to their needs, and it helps those with something to offer locate the right audience or customers. Search accelerates the process of finding information, which in turn can streamline processes such as decision making and purchasing. Search can make it quicker to find information, which in turn can make it quicker to make decisions and shop. As a result, it boosts productivity and helps all manner of people and organizations raise awareness about themselves and their offerings, in addition to the value of raised awareness from an advertiser's perspective that has been the focus of most studies. Search helps raise the profile of any brand, product, or service, and paid search is recognized as one of the most effective forms of advertising. In business, search is commonly the starting point for solving a problem by bringing together the right teams and content. It is hard to measure the value of problem solving. Search reduces the time and cost of looking for information while solving a problem.

Given the quantity of digital music and video available, entertainment is a rich driver of search value. For a generation of teenagers who prefer to watch videos on YouTube rather than television, search has enabled a new form of entertainment. Its entertainment value will only increase as the Internet becomes the primary digital infrastructure for video programming of all kinds, effectively turning our televisions into network devices.

Nowadays time costs much; for that reason customers need to use their time effectively. As a result of this, customers of a company will need detailed information about any product and service given by a certain company, so internet is the best wireless connective system that will let customers to get information about a product and a service by any time with a least cost. Although there is a system for product and service related information's through the world by using internet as a bridge and they communicate, share information, buy or use and sell or provide product and services to the customer and also the customers can get what they want easily but when we come to our country Ethiopia almost we do not have this kind of service customers can't find any service and product related information's easily like they want it, there are some organizations that provide limited information's and can't access easily with complicated feature.

The problem is that customers are not satisfied they cannot get clear information to buy a product or to use a service, it takes time and money, if they get all the information's they want they will be satisfied and their time and money will be saved and consumers have become more demanding they are used to getting what they want if business sectors can't get their product to them when, where, and how they want it, they will simply buy a competing product. In other words, how companies sell has become as important as what they sell. The use of information technology provides significant benefits in work measurement, cost reduction, productivity improvement and better services to customers and clients. Actually it is availability which makes use possible and it is use that makes performance attainable. So, the combined effect of availability of information and communication technologies will enhance the job performance and the satisfaction. Customers easily find detailed information about the product or service they want

through internet and they will be satisfied. Companies should focus on the satisfaction of their customer; Hill and Alexander (2003), defined customer satisfaction as a measure of how organization's total products perform in relation to a set of customer requirements, of course the customers view of organization's performance will be a perception, customer satisfaction is in the customers' mind and it may or may not conform with the reality of the situation. A more general definition of customers' satisfaction is given by Kotler (2003); he explains satisfaction as a function of perceived performance and expectations. If the performances fall short of expectation the customer is dissatisfied. If the performance matches the expectation the customer is satisfied while when the performance exceeds the expectation the customer is highly satisfied or delighted. Customer satisfaction is a person's feeling of pleasures or disappointment resulting from comparing a product's perceived performance (outcome) in relation to his/her expectation. Moreover, customers' satisfaction can be viewed as the customers' fulfillment response. It is a judgment that a product or service features, the product or service itself provides a pleasurable level of consumption, related fulfillment. Customers' satisfaction is the customers overall feeling of contentment with customer interaction. Satisfaction is an emotional state that occurs in response to an evaluation of the buyer-seller interaction experiences. However, for the high relational customers, trust and commitment, rather than satisfaction, are the mediators between component attitudes and future intentions. Therefore, satisfaction leads to long-term perpetuation of relationships that can be a sign of commitment.

The role of technology in service organizations as discussed by Kelley (1989) has been predominantly employed to reduce costs and eliminate uncertainties. Accessibility has been extended through technological developments as well as the introduction of new service delivery methods that allow consumers to do business with service firms from the home and office. It has been suggested that a perceived high quality image is an important variable in developing a quality relationship. Further, Selnes (1998) suggests that trust is an aggregate evaluation at some higher level than satisfaction, and that satisfaction in fact is an important source for trust.

Theoretically that the methods that suppliers are using to satisfy their customers information needs or to communicate with their customer is not satisfied, different business sectors in Addis Ababa have a website but the information is not detailed.

People have Internet access and from those internet users some are actually using internet for marketing information. The numbers of online information seekers are rising, though online users are increasing frequently,

1.3. Basic research Questions

This research paper tried to find answers to the following basic research questions:

- How does online information availability relate to customer satisfaction in four star hotels?
- How satisfied are customers with the information?
- Which online information variable is well known by the hotel website?
- How do managers perceive their website as compared to other hotels?
- Which online information variables have impact on the hotel's customer satisfaction?

1.4. Objectives of the Study

1.4.1 General objective of the study

The general objective of the study was to examine the effect of online information availability on customer satisfaction.

1.4.2. Specific Objectives

- To describe the relationship between online information availability and customer satisfaction.
- To ascertain the effect of online information availability on customer satisfaction.
- To assess level of customers' satisfaction.
- To identify areas that needs to be improved by the hotel that satisfied customers.
- To identify which online information variable is well known by the hotel website
- To understand how managers perceive their website as compare to others hotels
- To know which online information variables have impact on the hotel customer satisfaction

1.5. Research Hypotheses

In line with the above objectives the following hypothesis were formulated and tested

- H1: There is a positive relationship between The hotel Website and customer satisfaction.
- H2: There is a positive relationship between Attractiveness of the website and customer satisfaction
- H3: The design of the web has positive relationship with customer's satisfaction.
- H4: There is a positive relationship between quality of information found on the web and customer satisfaction
- H5: Recovery has a positive relationship with customer satisfaction.

1.6. Significance of the Study

The significance of this study, at first it help the student researcher to understand the theoretical knowledge from class, the student researcher get a practical information or knowledge and also for product and service providers the study guide them to do more for the satisfaction of their customers by providing honest, clear and detailed information that their customers can access it easily when and where they want through internet by segmenting their target customers communication method usage. In addition the study will help as a source for other further and detailed investigation or research study for other student researchers. This study will have theoretical significance to the customers and also to the marketers, the supplying system will be clear the buyers will get information's easily when and where they need. This research paper will also use in pointing out where the crisis gap occurs in the internet promotion system. This will be fulfilled in creating a way for the companies to promote their products and service on the internet. As a result of the internet promotion system consumer will have full information about the products and services. This will help the consumers as well as the suppliers to save time and lead to fast decision to purchase. This will again lead to the modern marketing system called of electronic marketing (E-commerce) or E-marketing Very simply put E-marketing or electronic marketing reference to the application of marketing principles and techniques via electronic media and more specifically the internet. The term E-marketing internet marketing and online marketing are frequently interchanged and can often be considered synonymous.

Web sites are emerging as a key component of an organization's survival in our ever globalizing competitive world. Usability of a web site has assumed a great deal of importance in terms of satisfying web site users' needs and expectations. The internet is radically changing the traditional way that organizations interact with public. For organizations, the web gives access to a large audience and improves operational efficiency. Web sites are becoming key components of an organization's survival in the globalized competition. The web site represents an organization, communicating an organization's culture, values, and vision. The web site acts as a delivery mechanism for services that facilitate various tasks a stakeholder needs to perform.

Generally the findings of this study will be useful to the student researcher findings from this study will assist academically in broadening of the prospectus with respect to this study hence providing a deeper understanding of the importance of information for marketing activities.

The importance of this study is that consumers are willing to pay for a product or service that they want/ need so providing clear and honest information will attract them/ will let them to decide where and what to buy and they will become loyal customers.

- For Hotel managers to take corrective action for the satisfaction of their customer
- This study will initiate other researchers for further investigation
- To understand customers opinion about online information availability of hotels

1.7. Scope and Delimitation of the study

This study is conducted only at selected four star Hotels located in Addis Ababa. Addis Ababa covers a number of hotels and the student researcher is unable to assess all the hotels found on Addis Ababa

The student researcher selects four star hotels because they are found abundantly and information can be easily accessible.

1.8. Organization of the thesis

Chapter one the Introduction includes Background of the Study, Statement of the Problem, Basic research Questions, Objectives of the Study, Specific Objectives, Research Hypothesis, Significance of the Study and Delimitation of the study

Chapter Two discussed the Literature review about Hotel website dimension, Website Interactivity, Website Information, The Internet in a lodging market, Impacts of the Internet, Empower Customers, Website Quality, Usability, Controllability, Web site Attractiveness, Useful information, Helpfulness, Ease of use, Accessibility, Aesthetics/design, Website Functionality, Efficiency, Customer Experiential Aspects, Customer satisfaction, Customer Dissatisfaction and Conceptual Framework

Chapter three of this research discussed about the Research Design and Methodology which includes the Paradigm, Research Approach, Research Design, Target Population and Sample of the study, Target Population, Sampling Method, Sample Size, Units of Analysis and Sources of Data. Chapter four includes data analysis and interpretation

Result of Reliability Statistics, Respondent Profile and the correlation on the relationship between website and customer satisfaction, relationship between attractiveness and customer satisfaction, Relationship between Design and customer satisfaction, relationship between information and customer satisfaction and relationship between recovery and customer satisfaction, Hypothesis Testing, Multiple regression analysis, Overall customer satisfaction. Chapter five discuss about Conclusion and Recommendation and Further Research Implication.

Chapter Two

Review of Related Literature

2.1. Introduction

The previous chapter provided the background and the problem discussion of the study. The literature review is presented in this chapter. The aim of this chapter is to provide the relevant literature in the field that the student researcher selected for research. The chapter is divided into two sections including detail overview of prior research and research model for this study.

The rapid adoption of internet technology by hotel companies have yielded numerous studies on it adoption and the impact on the hotel operations. Noone and Mattila (2009) noted that internet aids hotels to communicate with their customers by providing the information on it facilities and services. Orfila-Sintes and Mattsson, (2009) on the argued in the past few years customers can only browsing the information regarding the hotel, and send e-mail for further inquiry through it web services. However, in the recent year, via web services customer not only able to make reservation but enable to check price availability, submitting their requests.

2.2. Hotel Website Dimensions

Many scholars argued that the most common way to market the hotel products and services in this modern era is through the websites. Websites enable anyone with an Internet connection access, irrespective of geography, time zone, or computer system to surf and gain information about the hotels (David et al, 1999) and hotels can reduce most of their administration cost by introducing hotel websites (Benckendorff & Black, 2000) Jahng et al. (2000) contends that website design is important in attracting potential customers to visit and get to know the particular hotel products. In fact, website design in both functionality and usability senses is also becoming of critical importance (Buhalis & Law, 2008). Liu et al (2000) identified some key design factors of e-commerce websites. These key design factors consist of information quality, service quality, playfulness, system design quality, and system use. They deduced that a well-designed website would lead to better customer recall and recognition and a favorable attitude toward the site and its products. On tourism perspective, travelers or customers expect websites to be informative, interactive, and attractive (Chu, 2001). Baloglu & Pekcan, (2006) claimed that to use the internet to its fullest potential, hotel companies should continuously redesign their websites for ease and convenience and upgraded their web technology to make them more personalized for customers. The design, content, and management of website should also be taken into consideration for successful e-marketing (Legohere, Fiscer- Lokou, & Gueguen, 2002). Using the websites, the hotel can initiate web campaigns, develop brand and integrate branding strategy on the web, gather customer information, improve

customer service, and streamline online reservations (Conoly, Olsen, & Moore, 1998; Mullen, 2000; Karpinski, 2001; Baloglu & Pekcan, 2006).

2.3. Website Interactivity

Despite the latent for interactivity provided by the Internet, less attention has been looking on how interactivity might be more fully utilized (Johnson et al., 2006). Rice (1984) defined interactivity as the capability of a computer-enabled communication system that permits exchange of roles between the sender and receiver in real or delayed time so that communicators have more control over the structure, pace, and content of the communication. Ku (1992) proposed six interactivity dimensions: (1) immediacy of feedback, (2) responsiveness, (3) source diversity, (4) communication linkages, (5) equality of participation, and (6) ability to terminate. Dholakia et al (2000) on the other hand suggested website interactivity consists of (1) control,

(2). Responsiveness, (3). Real time interactions, (4). Connectedness, (5) Personalization/customization, and (6) playfulness. Lee (2005) identified (1) user control, (2) responsiveness, (3) personalization, and (4) connectedness as important components to interactivity while Ha and James (1998) outlined five interactivity dimensions aimed to fulfill communication requirements: (1) playfulness, (2) choice, (3) connectedness, (4) information collection, and (5) reciprocal communication.

On the website design and user preference, Rhodes (1998) suggested that good information, uncomplicated design, and little grammatical errors were required to establish website dependence, and users tended to trust websites that are more usable. Lu and Yeung (1998) projected a framework for effective commercial Web applications, and a key component of the effectiveness relates to the usefulness of a website, which further divides into functionality and usability levels. Performance attribute can include the usability of language, layout & graphics, information architecture, user interface & navigation and general (Yeung & Law, 2004). According to Hashim & Murphy (2006) websites can reassure consumers that the business is reliable and trustworthy by a branded website address. It can guide consumers to the hotel that they want to seek and an effective online strategy lets existing or potential visitors remember or guess the correct website address (Ilfeld & Winer, 2002). Same goes with electronic mail, often abbreviated to e-mail. Some people think of a web site's home page as being similar to the front of a printed sales brochure. Hashim & Murphy (2006) suggested that the domain name of the e-mail address should match with the website address to avoid confusion by the customers. Much of the business world relies upon communications between people who are not physically in the same building, area or even country. E-mail provides a way to exchange information between two or more people with no set-up costs and that is generally far less expensive than physical meetings or phone calls (Schmidt et al., 2007). Litvin et al., (2008) argued that email distribution has successfully allowed hotel marketers to sidestep the traditional marketing tradeoff of distribution breadth versus message depth and should be adopted aggressively. E-mail allows hotels to transcend communication barriers and establish dialogue directly with customers. Hotel websites can contain electronic forms for customer

completion and hotels can reply directly via electronic mail. E-bulletins, newsletters, delivered via e-mail can keep the hotel customers informed about new features or promotion (Sands, 2003).

2.4. Website Information

Website information or content quality is the relevance information provided by hotels on their websites (Bhatti, Bouch, & Kuchinsky, 2000) and information is similar to the content analysis considered in many papers (Heldal et al., 2004; Huizingh, 2000; Robbins & Stylianou, 2003). According to McCarthy (1995) “content is the king” therefore it must be included on its website for the potential clients to know and should be presented it in the most adequate manner. Law & Bai (2008) asserted that online purchasers of travel websites viewed quality information, purchase information and service/product information significantly important and Rong et al. (2009) listed five attributes of information which are importance in the hotel website. The attributes are:

1. *Hotel Facilities Information*: a general description of the hotel property and information on the facilities and services available to customers.
2. *Reservation Information*: the facilities and services available on the website for online reservations.
3. *Contact Information*: facilities for direct communications between a hotel and its customers
4. *Surrounding Area Information*: information related to the nearby environment. The quality of the information including the fundamentals of enjoyment and playfulness is an important factor in the achievement of a hotel website (Au Yeung and Law, 2003) and the quality of contents is one of the most important reasons why travelers make a booking on a particular site (Grandon, 2002).

2.5. The Internet in a lodging market

The commercialization of the Internet emerged in the early 1990s due to the evolution of digital information technology that transmits information between two companies using the technology of the electronic data interchange (EDI). The electronic connectivity based on computer technology led to the emergence of the World Wide Web (Chu, Leung, Hui, & Cheung, 2007)

A lodging website as a distribution channel serves two major functions providing customers with information for their purchase decision-making online and facilitating their purchase activities (Middleton & Clarke, 2001). The former provides useful information to help customers make purchase decisions efficiently, which may affect their satisfaction with online service and furthermore develop loyalty toward lodging companies; the latter facilitates customer purchase activities and focuses more on financial and marketing aspects. From customers’ perspectives, e-commerce provides

convenience in collecting useful information easily at no cost. From the management's perspective, the ultimate goal of operating the website would be to generate profits through online business. In this sense, creating buzz (i.e. positive customer comments or opinions exchanged online) and traffic online are beneficial for a lodging company to attract more customers to the website and generate more revenues via online transactions (Dye, 2001).

A lodging website also contributes to the hotel's bottom line by saving labor costs. By searching hotel information online, customers can conveniently collect information about amenities, location, and tourist attractions nearby without calling hotels. Such services, available online, reduce incoming calls from customers, which lessen hotel employees' workload of answering telephone calls. This enables employees to focus on servicing in-house guests or any other needed work, and hoteliers to assign labor power effectively and flexibly.

The lodging website can be used as a direct communication tool with customers. The hotel's website provides customers with opportunities for interactivity with management as well as with other customers, viewed as an important service component to build customer trust (Jeong & Lambert, 2001). Management can glean customers' opinions and comments on its hotel from customers' inquiries, questions, or sometimes complaints posted on a customer service email box on the website. By collecting and listening to customers' opinions and comments about their hotel services in general, managers will have opportunities to review and reevaluate their operational strategies and management goals (Jeong & Jeon, 2008). Marketing managers can collect customers' information via online transaction records for future contact to build customer relationships.

From the customers' perspectives, Internet users save costs by less calling of hotels for reservations. Instead, they can complete hotel reservations conveniently with only several clicks on their computer. According to TIA (2008), most online leisure travel planners claimed that since they began planning trips on the Internet, they used phone calls or personal visits to travel agencies less often than they used to. In addition, many online travel planners make less often direct calls to hospitality companies such as airlines, hotels, and rental car companies. A hotel's website is the place where Internet customers can find the best available rates and where a lodging company can take customers' reservations directly without paying too much commissions and fees.

Customers can enjoy the automatically customized search function on the website, due to the system's capability to remember customers' preferences, which is stored in the database from the customer's recent visit to the website. This assists returned customers in searching information conveniently during their frequent visits to the website.

2.6. Impact of the Internet

Today, many travel-service websites enable Internet users to access a wide range of travel-related services to plan their trips, from information searching to booking hotel rooms or airline tickets. This resulted in the Internet becoming one of the most important platforms for travel-related service businesses today (Ho & Lee, 2007). As the ubiquity of the Internet has accommodated travelers' attempts to search travel-related information from websites, electronic purchases of travel products and services have grown significantly, amounting to 52 percent of reservations made online in 2005 compared to 40 percent in 2004 (Kerner, 2005).

According to the Internet World Statistics (2008), the Internet user rate has grown to 130 percent in 2008 (248 million), compared to that of the year of 2000 (108 million) in North America. The Travel Industry Association of America (TIA) reported that approximately 120 million American adults used the Internet in 2005, which is equivalent to 56 percent of a total of 216.1 million adults. Among these Internet users, approximately 84 percent visited the Internet for searching information in planning their travels, which are nearly 101.3 million adults.

The Executive Report of TIA (2008) reported that four in ten (40%) e-travel customers are in Generations X and Y, while half (50%) are Baby Boomers. The report showed that Baby Boomers spent online for travel an average of \$2,249, while Generations X and Y purchased online an average of \$2,028. Generations X and Y are more experienced than Baby Boomers and seniors in online travel planning. It was found that these age groups were different in their usage and opinions of travel websites.

Demographic variables are closely related to level of the Internet usage using lifestyle factors in assessing Internet usage (Assael, 2005). Assael (2005) reported that although the demographic categories are not directly comparable, heavy users are younger than Internet users overall.

The Executive Report (TIA, 2008) also indicated that company websites and destination websites were still the most popular sites for all groups. Company websites seem to refer to the proprietary website that is operated by travel-related businesses including lodging and travel agents. Destination websites seem to refer to those websites operated by destination marketing organizations (DMOs). However, the report showed that Baby Boomers were the most apt to use company websites, such as lodging websites, while Generations X and Y were more apt than Baby Boomers in purchasing other travel related activities, such as tickets for museums, sporting events, and amusement parks.

2.7. Empower Customers

With a rich, continuously self-improving knowledge foundation in place, companies can take the critical step of providing customers with highly effective self-service. This is typically done via the Web but can also include voice self-service. (Eight Steps to Great Customer Experiences for Government Agencies, March 2012, Oracle Corporation)

With Web self-service, customers can quickly and easily pinpoint the information they need in the knowledge foundation without assistance. Ideally, they should be provided with a variety of ways to do this – including keyword searches, plain-language queries, and category-based browsing. Most agencies have discovered that it’s especially helpful to maintain a Top Answers list of the most popular current topics. This approach enables the largest-possible number of customers to find the most-accessed up-to-date knowledge they need without actually having to search.

Effective self-service delivers many significant advantages to companies seeking to optimize their customer experience within their existing resource constraints. These advantages include

Immediacy of service: With self-service, customers don’t have to wait for someone to pick up the phone or reply to an e-mail. They find the answer they need within minutes of arriving at the companies’ Website.

Around-the-clock availability: Customers often need assistance outside conventional business hours. Self-service meets this need by being available every hour of every day.

Relief for other channels: As customers start using self-service more and more, they use other channels less. Companies that implement self-service have experienced reductions in their

E-mail workloads of 30 to 50 percent and reductions in their contact center workloads of 10 to 30 percent.

Greater effectiveness: Self-service content can include forms, diagrams, and other material that’s clearer and more immediately helpful to customers than verbal interactions with company staff.

Massive scalability: A single, easy-to-find self-service answer can meet the needs of thousands of customers simultaneously. This kind of scalability is especially valuable during crises and peak seasons, when phone lines can be overwhelmed by numerous identical queries.

Substantial cost reductions: It can cost a company between \$2 and \$15 to answer a phone call. It can cost between \$1 and \$10 to answer an e-mail – and resolving inquiries requires more than one e-mail in many cases. Self-service interactions, on the other hand, can cost just fractions of a cent. As a result, some companies save millions of dollars every year.

Actionable customer insight: Customers using self-service provide companies with rich insight into their needs and issues. By tracking self-service data such as the most commonly used search terms and the most commonly retrieved content, companies can learn more about their customers which enables them to provide better service.

Companies can do a variety of things to encourage customers to use self-service resources. These include featuring self-service links prominently on their Websites; promoting online self-service in “hold” messages and printed literature; and replying to e-mails with the URLs of existing self-service content, rather than simply replicating that content in the e-mail response itself.

It’s also important to note that effective self-service typically provides customers with an easy means of escalating problems to another channel if necessary, which in turn, prevents them from perceiving self-service as a dead end.

2.8. Website Quality

Song and Zahedi (2001) classify website quality elements into five categories according to their purpose: for promotion, service, informational influence, self-efficacy, and resources facilitation. These investigators find that each of the five significantly and positively reinforces the consumers' perceptions in these factors, which in turn positively influence consumer online shopping attitudes and behavior.

Zhang, von Dran, Small, and Barcellos (1999, 2000), and Zhang and von Dran (2000) make an attempt to evaluate website quality from user satisfaction and dissatisfaction perspective. Their studies show that website design features can be regarded as hygiene and motivator factors that contribute to user dissatisfaction and satisfaction with a website. Hygiene factors are those whose present make a website functional and serviceable, and whose absence causes user dissatisfaction. Some of the categories of hygiene factors are: Privacy and Security, Technical Aspect, Navigation, Impartiality, and Information Content. Motivator factors are those that add value to the website by contributing to user satisfaction.

The five categories of motivation factors are Enjoyment, Cognitive Outcome, User Empowerment, Credibility, Visual Appearance, and Organization of Information Content. In their continued effort, they further discover that the most important website quality factors ranked by e-commerce consumers are hygiene factors (von Dran and Zhang 1999; Zhang et al. 2000; Zhang and von Dran 2001a, 2001b; Zhang et al. 2001). Liang and Lai (2000) review website quality factors influencing Internet buying behavior by categorizing them into three groups, two of them are also named motivators and hygiene factors, and third media richness factors. In their opinion, motivators are those who support the transaction process directly while hygiene factors protect the consumers from risks or unexpected events in the transaction process. Media richness factors add more information channels or richness in information presentation (Liang and Lai 2000, p. 2), suggest that providing good transaction support will help Internet vendors to beat their electronic competitors, while the hygiene factors need to be paid attention if they want to attract consumers from traditional stores.

Overall, the measures employed to value website quality by the researchers include the websites information content, information presentation, interaction between customers and vendors, navigation, searching mechanism, security, site technical feature, media richness, and so forth (Zhang and von Dran 2000, 2001a, 2001b; Grandon and Ranganathan 2001; Cho et al. 2001; Kim et al. 2001; Lohse and Spiller 1998; Koufaris et al. 2002; Ho and Wu 1999).

In summary, a variety of factors related to website quality have been demonstrated to significantly influence consumer's online shopping attitudes and behavior. Better website quality can guide the consumer's complete transactions smoothly and attract them to revisit this Internet store. In contrast, worse quality would hinder their online shopping moves.

Consistent with the literature and models of attitude change and behavior (e.g., Fishbein and Ajzen 1975), it is believed that consumer attitudes will affect intention to shop online and eventually whether a transaction is made. This is a Li & Zhang/Consumer Online Shopping Attitudes & Behavior 2002 Eighth Americas Conference on Information Systems 513 multidimensional construct that has been conceptualized in several different ways in the existing literature. First, it refers to the consumer's acceptance of the Internet as a shopping channel (Jahng et al. 2001). Secondly, it refers to consumer attitudes toward a specific Internet store (i.e., to what extent consumers think that shopping at this store is appealing). These first two dimensions are negatively associated with the third, customer's perceived risk. According to Lee and colleagues (2001), two main categories of perceived risk emerge in the process of online shopping. The first is the perceived risk associated with product/service and includes functional loss, financial loss, time loss, opportunity loss, and product risk. The second is the perceived risk associated with context of online transactions, and includes risk of privacy, security, and no repudiation. Among them, the influence of financial risk, product risk, and concern for privacy and security is significant (Senecal 2000; Borchers 2001; Bhatnagar et al. 2002). However, the fourth dimension of attitude, consumers' trust in the stores, can reduce perceived risk. In addition, perceived control/users empowerment, enjoyment/playfulness, and perceived real added-value from membership have also been shown to be important dimensions of consumers' attitudes towards online shopping (Koufaris et al. 2002; Cho et al. 2001). As more and more Internet users are bypassing travel intermediaries and turning their attention directly to lodging websites for their travel planning (Jeong, Oh, & Gregoire, 2003), service quality on a lodging website is becoming a more important issue than ever. With a fast growing Internet user population, a number of studies (Barnes & Hinton, 2007; Childers, Carr, Peck, & Carson, 2001; Wolfinbarger & Gilly, 2003) have focused on the unique capabilities of the online medium that provides interactivity, personalized experiences, community, content, increased product selection and information. Few studies have been conducted, however, to assess whether or not the 12 underlying dimensions of website quality will affect customers' perceptions of service quality in the consequential relationships with customer satisfaction, return intention and customer loyalty toward a lodging website

2.8.1. Usability

Usability is defined in different terms by multiple researchers. Shackel (2009) describes usability as "a technology's capability to be used easily and effectively by the specified range of users, given specified training and user support, to fulfill the specified range of tasks, within the specified range of environmental scenarios".

According to Preece (1994) "usability is measured of in which a system can be learned and used, its safety, effectiveness and efficiency and the attitude of its users towards it." Zaphiris and Darin (2001) define web usability as "anyone using any kind of web browsing technology must be able to visit any site and get a complete understanding of

the information, as well as have the full and complete ability to interact with the site if that is necessary.”

Usability refers to terms such as ease of use and ease of learning that implied providing users with systems requiring minimum cognitive and physical effort to accomplish users’ needs and expectations (Sindhuja and Surajith, 2009). Powell (2000) argues the web site usability as "the extent to which a site can be used by a specified group of users to achieve specified goals with effectiveness, efficiency, and satisfaction in a specified context of use”. In other words, the web site usability is a test on the successfulness of web site’s user in doing some task or finding information in the web site. (Yusof et. al, 2010) Usability of the website plays a central role in establishing a healthy communication between the university and its stakeholders. The healthy communication between the university management and the stakeholders can undoubtedly contribute to well governance of the university in many ways. First, a well managed website with high usability can stimulate a healthy dialogue between the university and its stakeholders. Dialogue lies at the hearth of communication and plays a central role in communication (Gutierrez- Garcia, 2008).

Listening to the stakeholders’ concerns will give university administrations the opportunity to make well planned decisions. Thus, another contribution of dialogue with the stakeholders is the reduction of conflicts due to the increased confidence between the parties (Burchell and Cook, 2008). The engagement established on a healthy dialogue with stakeholders may lead to the inclusion of stakeholder demands and expectations to become a part of decisions made by the university administrators (Steinmann and Zerfaß, 1993). The inclusion of the stakeholders’ expectations shaped via dialogue to the decision process will add value to the good governance practices. Focusing on stakeholders with legitimate expectations and managing the relationships with them will contribute towards transparency (Columbine, 2009) which is the fundamental ingredient of good governance.

There are numerous tests for evaluating the website usability. Some examples are, QUIS (Questionnaire for User Interface Satisfaction), SUMI (Software Usability Measurement Inventory), NIST Web Metrics (The National Institute of Standards and Technology Web Metrics). More recently developed questionnaires to measure the user satisfaction of web sites are MUMMS (Measuring the Usability of Multi-Media) to assess multimedia software and WAMMI to assess web sites (Levi and Conrad, 2001).

WAMMI is a one of the most popular evaluation tool for websites. It was developed by Human Factors Research Group (HFRG) in 1999. WAMMI is based on a questionnaire filled by visitors of a website, and gives a measure of how useful and easy it is to use the visitors found the site (Claridge and Kirakowski, 2011).

2.8.2. Web site Attractiveness

Attractiveness is one of the key factors to a successful website (Liu and Arnett, 2000). Attractiveness is the capability of the software product to be attractive to the user (e.g., through use of color or graphic design; ISO/IEC 9126-1, 2001). Attractive websites are

visually pleasant, and appeal the interest of the users, whether it is functionality or information. Tan and Wei (2006) argue that the appearance of a website is a crucial factor that improves the perception of information in order for subjects to perform better cognitive mapping and assessment of decisions for execution. The same study suggests that the graphical representations such as icons, colors, images and animations, give website a higher attractiveness. This could improve the degree of users' satisfaction with the website (Zhang et. al, 2000).

2.8.3. Controllability

The degree of control a person reports has over his/her interaction with a particular website. In other words, controllability is whether users feel that they are in control of the software product (Seffah et.al. 2006). If a site is well on controllability the users most probably feel they can navigate around it with ease and do the things they want to do. Poor controllability of a website usually means a poorly organized site that disrupts the way they normally expect to do things.

2.8.4. Helpfulness

Paul Siegel argues that helpfulness is the key to web success. Finding ways to help users for every step of their visit: before they reach the site, during their visit, and after the visit play a crucial role on the usability (<http://www.insiderreports.com>). A website which is high on helpfulness corresponds with the users' expectations about its content and structure. A site with a low level of helpfulness can be misleading about its layout and content.

2.8.5 Useful information

Information quality has been repeatedly iterated by many researchers as one of the most important dimensions of website service quality (Ho & Lee, 2007; Kim & Lee, 2004; Jeong & Lambert, 2001; Yang et al., 2005; Zeithaml, et al., 2002). Several studies on information quality (Delone & McLen, 1992; Doll & Torkzadeh, 1988; Yang et al., 2005) highlight the importance of relevance and usefulness of the content, timeliness, adequacy, and accuracy of information. Information provided on websites should be kept current and adequate in order to be useful for customers. Content of information directly affects a customer's perception and evaluation of the usefulness of a website (Hanna & Millar 1997; Spiliopoulou, 2000). It is also believed that adequate information is strongly influential on the online customers' potential buying behaviors. A variety of information and the comprehensiveness of its coverage are considered to be primary indicators of information adequacy (Ho & Lee, 2007). Websites need to provide sufficient information to facilitate customers' understanding of the products and assist customers' decision making for purchases, such as detailed product description, transparent price

information as well as supplemental services including company contact information, and hyperlinks to relevant websites (Yang et al., 2006). If online customers perceive a particular website to be useful, they would be more satisfied and have a positive attitude toward the particular website (Jeong & Lambert, 2001). Evaluation criteria to capture usefulness of information include completeness, diversity, clarity, accuracy (errorless), timeliness, and reliability of information (Jeong & Lambert, 2001; Madu & Madu, 2002, Yang et al., 2005).

2.8.6 Ease of use

Perceived ease of use is defined as the extent to which one believes that using a particular system would be free of effort (Davis, 1989). Also, numerous studies (Delone & McLen, 1992; Doll & Torkzadeh, 1988; Sanchez-Franco & Roldan, 2005; Shang, Chen, & Shen, 2004; Yang et al, 2005) have identified various factors of ease of use, 27 such as website structure, user interface, and ease of navigation. The degree of usability or ease of use is often evaluated by ease of navigation. The navigation function refers to how easily users search for information within the website. Due to this reason, navigation takes an important role in delivery of e-service quality. The performance of the website that involves ease of use is considered to be one of the important elements that make customers return to the website (Madu & Madu, 2002). Judgment criteria of the ease of use attribute are related to the efficiency of navigation on a lodging website, such as well organized hyperlinks, and easily accessible links from the homepage; clear and well organized website structure; and easy information search facilities (Yang et al., 2005).

2.8.7. Accessibility

Website accessibility refers to the ability of users to access resources on the website. It also relates to ease in connectivity and download speed (Cox & Dale, 2001). Accessibility is the core feature of convenient benefits, which makes websites an information center. Accessibility relates to the ease of linking to other relevant websites, and the capability to facilitate customers' purchase decisions (Jeong & Lambert, 2001; Madu & Madu, 2002). To accommodate impatient Internet customers' expectations, usually the length of downloading time that the site has to grasp a consumer's attention ranges from 5 to 30 seconds (Geissler, 2001). The technical adequacy is a crucial factor in determining website technical features, such as system capacity, networking, hardware and software system integrity, and accessibility. Customers expect the web-based services to be available at all times and they also want speedy log-on, access, search, and webpage download (Yang et al, 2005).

2.8.8. Aesthetics/design

Numerous studies showed that aesthetics/design attribute involves website appearance and visual design (Delone & McLen, 1992; Doll & Torkzadeh, 1988; Sanchez-Franco &

Roldan, 2005; Shang, et al., 2004; Yang et al., 2005). It is believed that aesthetics/design attribute is one important element of perceived website service quality. Yoo & Donthu (2001) included aesthetics/design aspect in the scale of SITEQUAL to measure user perceived quality of Internet shopping sites. Kaynama & Black (2000) used the dimension of design and presentation to measure website appearance and aesthetics as well.

A study showed that overall website design also directly affected a customer's perception of a website (Spiliopoulou, 2000). Studies found that customers expected to find aesthetic design in a service place and they were more satisfied when the service environment was aesthetic rather than unaesthetic, regardless of the physical setting or the online setting (Hall & Hanna, 2004; Vilnai-Yavets & Rafaeli, 2006). Evaluation criteria of aesthetic aspects are closely related to types and sizes of fonts, the clarity and readability of texts (Madu & Madu, 2002), as well as quality photos with high resolution, use of appropriate visual presentations on a website.

2.9. Online customer satisfaction

According to Oliver (1999), satisfaction is defined as 'pleasurable fulfillments'. A consumer senses that consumption fulfils some need, desire, goal, or so forth, and that this fulfillment is pleasurable. It is the consumer's sense that consumption provides outcomes against a standard of pleasure versus displeasure. It is a state of experience that might vary in intensity but not in quality (Stauss and Neuhaus, 1997). Customer satisfaction is critical for establishing long-term client relationships (Patterson et al. 1997) and, consequently, is significant in sustaining profitability. As a result, a fundamental understanding of factors impacting online customer satisfaction is of great importance to e-commerce (McKinney et al. 2002). Customer satisfaction is the consequence of experiences during various purchasing stages: (1) needing something, (2) gathering information about it, (3) evaluating purchasing alternatives, (4) actual purchasing decision, and (5) post purchasing behavior (Kotler 1997). During information gathering, the Internet offers consumers extensive benefits, because it reduces search costs, increases convenience, vendor choices, and product options (Alba et al. 1997; Bakos 1998). However, online consumers are dependent upon the Website information as a replacement for physical contact with salespersons (McKinney et al. 2002). As a result, consumers make inferences about the attractiveness of a product based on: (1) information provided by retailers, and (2) design elements of the Website such as ease and fun of navigation (Wolfenbarger & Gilly 2001).

2.10. Website Functionality

The utilitarian perspectives determine the customer perception on the website service quality based on functionality of websites. If a customer can obtain information searching for from a lodging website in no time without having technical difficulties, a customer will perceive the service quality on a website based upon his/her experience related to website functionality. It is viewed in this study that there are four aspects determining the

functionality of a lodging website: information usefulness, ease of use, accessibility, and privacy/security.

2.11. Efficiency

According to International Organization for Standardization (ISO) efficiency refers to the resources used in completing a task (ISO,1998). Lee and Kozar (2011) define website efficiency as a representation of resources expended in relation to achieving goals while visiting a website. The users perceive efficiency when they can achieve goals with a quick visit without putting forth much cognitive effort. When site users give a high efficiency rating they feel they can quickly locate and do what is of interest to them in an effective and economical manner. They feel that the web site responds at a reasonable speed. Disorientation, or the tendency to lose one's sense of location in a Web site, can cause users to become frustrated, lose interest, and experience a measurable decline in efficiency (McDonald and Stevenson, 1998)

2.12. Customer Experiential Aspects

Internet users are looking for fun while they search for information on websites.

Besides the efficiency and functionality of a website, a lodging website needs to provide its customers with pleasant surfing experiences. Studies of service environment (services cape) discussed customer experience that raises three levels of reactions to the service environment –cognitive, physiological, and emotional (Bitner, 1992; Nguyen, 2006; Tombs & McColl-Kennedy, 2003). An emotional reaction is induced from the service environment and it affects customers' attitudes and behavior (Mattila & Wirtz, 2001). As such, experiential aspects of a website may induce an emotional reaction of website users in the online shopping context, such as like or dislike of the website.

A study was conducted to examine the impacts of aesthetics and professionalism on customer feelings of pleasantness, satisfaction, and approach toward service interaction on a virtual business environment (Vilnai-Yavets & Rafaeli, 2006). Results showed that aesthetics & professionalism positively affected customer feeling. In addition, personalized and customized website services will enable customers to feel web surfing enjoyable. Further, having positive past experience of a website will enable customers to feel more comfortable using the same website rather than having negative past experience.

2.13. Customer satisfaction

Customer satisfaction has been a popular topic in marketing practice and academic research since Cardozo's (1965) initial study of customer effort, expectations and satisfaction. Despite many attempts to measure and explain customer satisfaction, there still does not appear to be a consensus regarding its definition (Giese and Cote, 2000). Customer satisfaction is typically defined as a post consumption evaluative judgment

concerning a specific product or service (Gundersen, Heide and Olsson, 1996). It is the result of an evaluative process that contrasts pre-purchase expectations with perceptions of performance during and after the consumption experience (Oliver, 1980).

The most widely accepted conceptualization of the customer satisfaction concept is the expectancy disconfirmation theory (Barsky, 1992; Oh and Parks, 1997; McQuitty, Finn and Wiley, 2000). The theory was developed by Oliver (1980), who proposed that satisfaction level is a result of the difference between expected and perceived performance. Satisfaction (positive disconfirmation) occurs when product or service is better than expected.

Studies show that customer satisfaction may have direct and indirect impact on business results. Anderson et al. (1994), Yeung et al. (2002), and Luo and Homburg (2007) concluded that customer satisfaction positively affects business profitability. The majority of studies have investigated the relationship with customer behaviour patterns (Söderlund, 1998; Kandampully and Suhartanto, 2000; Dimitriades, 2006; Olorunniwo et al., 2006; Chi and Qu, 2008; Faullant et al., 2008). According to these findings, customer satisfaction increases customer loyalty, influences repurchase intentions and leads to positive word-of-mouth.

Given the vital role of customer satisfaction, it is not surprising that a variety of research has been devoted to investigating the determinants of satisfaction (Churchill and Surprenant, 1982; Oliver, 1980; Barsky, 1995; Zeithaml and Bitner, 2003). Satisfaction can be determined by subjective (e. g. customer needs, emotions) and objective factors (e. g. product and service features). Applying to the hospitality industry, there have been numerous studies that examine attributes that travelers may find important regarding customer satisfaction.

Atkinson (1988) found out that cleanliness, security, value for money and courtesy of staff determine customer satisfaction. Knutson (1988) revealed that room cleanliness and comfort, convenience of location, prompt service, safety and security, and friendliness of employees are important. Barsky and Labagh (1992) stated that employee attitude, location and rooms are likely to influence travelers' satisfaction. A study conducted by Akan (1995) showed that the main determinants of hotel guest satisfaction are the behavior of employees, cleanliness and timeliness. Choi and Chu (2001) concluded that staff quality, room qualities and value are the top three hotel factors that determine travellers' satisfaction.

Providing services those customers prefer is a starting point for providing customer satisfaction. A relatively easy way to determine what services customer prefers is simply to ask them. According to Gilbert and Horsnell (1998), and Su (2004), guest comment cards (GCCs) are most commonly used for determining hotel guest satisfaction. GCCs are usually distributed in hotel rooms, at the reception desk or in some other visible place. However, studies reveal that numerous hotel chains use guest satisfaction evaluating methods based on inadequate practices to make important and complex managerial decisions (Barsky, 1992; Barsky and Huxley, 1992; Jones and Ioannou, 1993, Gilbert and

Horsnell, 1998; Su, 2004). The most commonly made faults can be divided into three main areas, namely, quality of the sample, design of the GCCs, and data collection and analysis (Gilbert and Horsnell, 1998). In order to improve the validity of hotel guest satisfaction measurement practice, Barsky and Huxley (1992) proposed a new sampling procedure that is a „quality sample“.

It reduces nonresponsive bias by offering incentives for completing the questionnaires. The components of their questionnaire are based on disconfirmation paradigm and expectancy-value theory. In this manner, guests can indicate whether service was above or below their expectations and whether they considered a particular service important or not. Furthermore, Gilbert and Horsnell (1998) developed a list of criteria for GCC content analysis, which is adopted in this study as well. Schall (2003) discusses the issues of question clarity, scaling, validity, survey timing, and question order and sample size. On the other hand, a performance worse than expected results with dissatisfaction (negative disconfirmation)

2.14. Customer Dissatisfaction

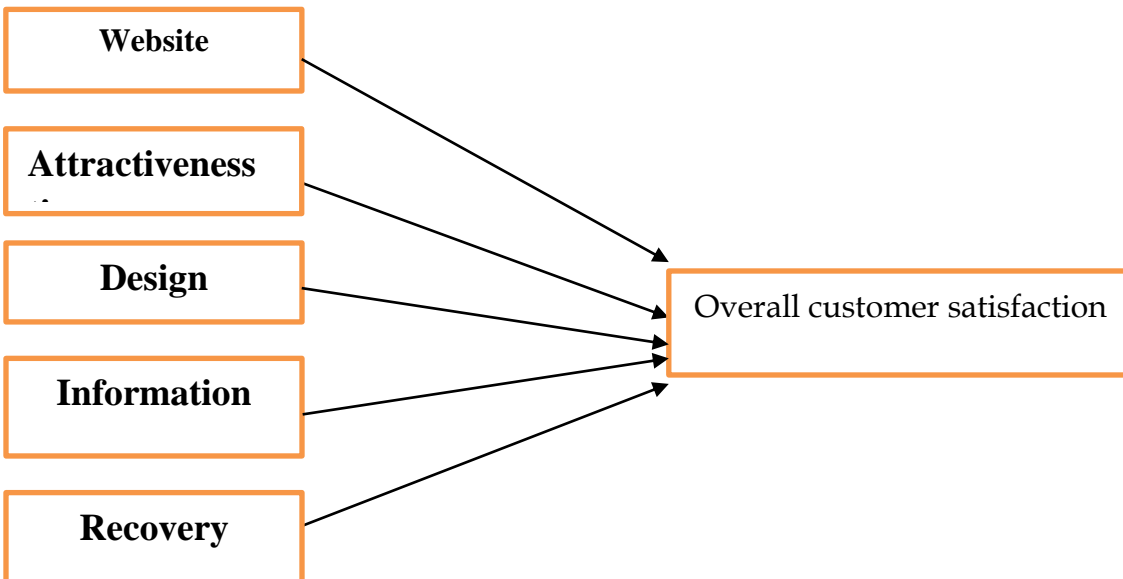
In general, dissatisfaction is a person's feelings of disappointment resulting from comparing a product's or service's perceived performance or outcome in relation to his or her expectations. If the performance falls short of expectations, the customer is dissatisfied (Kotler and Keller, 2006). Service industries are to face significant problems dealing with Customers' dissatisfaction issue (Fornell, 1992; Singh, 1990). It is a kind of emotions, is often experienced after failed service encounters (Bougie et al., 2003). Customer may experience dissatisfaction in response to waiting for service, dealing with un-attentive or ill-mannered employees and core service failures such as billing errors or poorly executed repair jobs (Bougie et al., 2003).

Customers' dissatisfaction has influence in diminishing an organizations' customer base and gradual extinction of the firm's reputation (Levesque and McDougall, 1996).

Richins, M. (1983) argued that highly dissatisfied customers may have enduring effects in terms of negative image and thereby reduced sales for the firms. In his research he also found that manager tended to measure dissatisfaction level by maintaining complaint rates and assumed that if complaint rates are minimum, overall dissatisfaction level is low and thus the aforesaid negative effects is negligible. To this end, he also argued that in every firm, there are some dissatisfied customers with their products or services but the numbers are insignificant to be concerned with. Although there include various reasons of dissatisfaction, customers usually respond their dissatisfactory experiences in three ways i.e. exit, voice and loyalty (Hirschman, 1970).

2.15. Conceptual Framework

Therefore the study a conceptual model is designed by the researcher to portray elements of online information availability with customer satisfaction.



Chapter Three

Research Design and Methodology

This chapter introduces the research method and its elements which include paradigm, research approach, research design, target population and sample of the study, unit of analysis, source of data and methods of data analysis are part of this chapter.

3.1. Research Paradigm

The researcher follows the positivist philosophy in order to identify online availability in four star hotels. In the positivist paradigm, the object of study is independent of researchers; knowledge is discovered and verified through direct observations or measurements of phenomena; facts are established by taking apart a phenomenon to examine its component parts (Anol, 2012).

3.2 Research Approach

The researcher used quantitative and qualitative research methods in the study in order to identify which online availability dimensions have critical factor or determinate on hotel customer satisfaction. According to Kothari, (2004) quantitative research is based on the measurement of quantity or amount. It is applicable to phenomena that can be expressed in terms of quantity. The purpose of quantitative research is to gather, analyze, and measure statistical data. In a quantitative research approach a number of objects are selected and studied in order to increase the ability to draw general conclusions. And qualitative research was used to explore the nature of the problem, issue or phenomena. Main objective is to describe the variation in a phenomenon, situation or attitude. Based on this, the researcher used questionnaire and semi structured interview to know the relationship between each of online availability dimensions and customer satisfaction.

3.3 Research Design

In order to answer the problem statement and meet the research objectives, the design of the study were descriptive and explanatory type. Descriptive research studies are those studies which are concerned with describing the characteristics of a particular individual, or of a group. The main characteristic of this method is that the researcher has no control over the variables; he/she can only report what has happened or what is happening (Kothari, 2004). Explanatory designs seek to establish cause-and-effect relationships. The primary purpose of this research design is to determine how events occur and which ones may influence particular

outcomes (Dawson & Bob 2006). Explanatory studies are characterized by research hypotheses that specify the nature and direction of the relationships between or among variables being studied. The reason of using this method is to study the relationship between dependent and independent variables.

3.3.1 Target Population

The target population of this study are customers and managers of the selected hotels. According to Ministry of Culture and Tourism bureau there are 38 star awarded hotels found in Addis Ababa. Thirty-eight hotels in Addis Ababa were awarded five to one star, in the rating underway for the past few months in collaboration with the Ministry of Culture and World Tourism Organization.

3.3.2 Sampling Method

The study used non-probability sampling techniques which are purposive & convenience that are used to select the sampled hotels and the willing customers from the selected hotels respectively. Purposive sampling involves selection of particular units of the universe for constituting a sample which represents the universe (Anol 2012). Basically the researcher considered it is the better way to get information from experienced hotels than the recently emerged ones in order to have a reliable and rational data. Because they updated their web on time basis and have many content then recently emerged hotels as well as the sample was drawn from the targeted population by using convenience-sampling technique.

3.4.3 Sample Size

The researcher used purposive sampling method to select sampled hotels from the total population. The researcher selected four star hotels because they are large in number as compare to other star rated hotels and willing to help the researcher, therefore out of eleven four star rated hotels the researcher conducted the study on eight four star hotel that found in the capital city. In the case of non-probability samples, the choice of sample size was determined by the insight, judgment, experience or financial resource of the researcher. Thus, the researcher considered available fund and time, and own judgment to determine the sample size. With sample of 25 customers' from each selected hotels a total of 200 questionnaires were distributed.

3.5 Unit of Analysis

The unit of analysis in this study was individual respondents who are the customers of the hotels who receive the service as well as managers.

3.6 Sources of Data

Data can be collected from both primary and secondary sources. Primary data is a type of data, which is collected and accumulated specifically for the research project at hand. This can be collected from sources such as questionnaire and interviews. Secondary data involves the collection of information from studies that other researchers have conducted on a given issues or phenomenon (Catherine, 2007). Therefore, to achieve the objectives of this study both primary and secondary sources of data have been gathered. Based on the research objectives, questionnaires were distributed to identified service quality dimensions on hotels service and semi-structured interview questions were also prepared to get information about how hotelier perceive their online availability.

3.7 Data Analysis methods

The data that were obtained from the questionnaires were analyzed and interpreted using statistical package for social science (SPSS) version 20. As a result Descriptive and inferential analyses were conducted.

CHAPTER FOUR DATA ANALYSIS AND INTERPRETATION

This chapter contains Reliability test, Respondent profile, Correlation analysis, Hypothesis testing, Multiple regression analysis and overall customer satisfaction about website service of the hotel.

4.1. Reliability Test

The study used Cronbach's alpha, to measure the reliability or to assess the internal consistency of the research instrument. As, Nunnally (1978), cited in Eze et al., (2008) suggests that, scales with 0.60 Alpha coefficients and above are considered acceptable. As shown in table 4.1 the Cronbach's alpha coefficients for service quality items ranges from 0.794 to 0.857, these are greater than the minimum value suggested by Nunnally (1978). And the overall Cronbach's alpha coefficient for all items is 0.826. Therefore, the scales used in this study demonstrate high reliability as well as it indicates the acceptability of the scale for further analysis.

Table 4.1 Result of Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha	N of Items
Website	.845	5
Attractiveness	.815	5
Design	.857	5
Information	.822	6
Recovery	.794	4
Total	.826	25

Source: Questionnaires

4.2. Respondents Profile

The percentages of the respondents profile are summarized as below.

Table 4.2 Profile of the respondents

Description of response	Response	
	Number	Percentage
A. Gender		
Female	44	26.6
Male	121	73.3
Total	165	100.0
B. Age		
<20	3	1.81
21-30	49	29.69
31-40	62	37.57
41-50	33	20
>51	18	10.9
Total	165	100.0
C. Educational status		
High school	2	1.21
Diploma	9	5.45
Degree	58	35.15
Masters	42	25.45
above Masters	54	32.72
Total	165	100.0
D. Occupation		
Student	3	1.81
Government employee	55	33.3
Employed in a private firms	70	42.42
Other	37	22.42
Total	165	100.0

Source: Questionnaires (own survey, 2016)

4.3 Correlation Analysis

Correlation analysis is one of the most widely used in research, it is often used to determine a relationship between two different variables, if so how significant or how strong is the association between variables. The correlation coefficient r is statistics used to measure the degree or strength of this type of relationship (Taylor, 1990). In this research the correlation analysis was performed to see the relationship between online availability and customer's satisfaction in four star hotels. Therefore, the correlation analysis will indicate the relationship between Website, Attractiveness, Design, Information and Recovery with customer satisfaction. To interpret the strengths of relationships between variables, the guidelines suggested by Taylor R, (1990), were followed. His classification of the correlation coefficient (r) is as follows: ≤ 0.35 is considered to represent low or weak correlation; $0.36 - 0.67$ is modest or moderate correlation; $0.68-0.89$ is strong or high correlation and a correlation with r coefficient ≥ 0.90 is very high correlation. Again if the correlation result lies between -1 and 0 , the two variables are negatively related. However, the result is interpreted and discussed using this criterion in each dimensions.

4.3.1 RELATIONSHIP BETWEEN WEBSITE AND CUSTOMER SATISFACTION

Table 4.3 Relationship between website and customer satisfaction

		website	Your overall satisfaction with the web
Website	Correlation	1	.376**
	Significance (2-tailed)	.	.000
	N	165	165
Your overall satisfaction with the web	Correlation	.376**	1
	Significance (2-tailed)	.000	.
	N	165	165

Source: Questionnaires

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

The relationship between the two variables has moderate relationship at $r=.376^{**}$ the above Pearson correlation shows that website has significant impact on hotel customer satisfaction also association between website with hotel customer satisfaction with the value of ($r=.376, p<0.01$), these implies that customer satisfaction in the hotel online availability has positive correlation specifically with the Website.

4.3.2. RELATIONSHIP BETWEEN ATTRACTIVENESS AND CUSTOMER SATISFACTION

Correlations

Table 4.4 Attractiveness and customer satisfaction

		Attractiveness	Your overall satisfaction with the web
Attractiveness	Correlation	1	.382**
	Significance (2-tailed)	.	.000
	N	165	165
Your overall satisfaction with the web	Correlation	.382**	1
	Significance (2-tailed)	.000	.
	N	165	165

Source: Questionnaires

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

As shown in Table 4.4 attempted to clarify the correlation between the Attractiveness as independent variable and customer satisfaction as dependent variable. As it is already shown, the two variables have significantly positive relationship. This implies that the two variables influence each other positively. In addition, the $r=.382^{**}$ value indicates that attractiveness of the web maintains moderate correlation with the customer satisfaction in the context of four star hotels.

4.3.3 Relationship between Design and customer satisfaction

Table 4.5 Design and customer satisfaction

		Design	Your overall satisfaction with the web
Design	Correlation	1	.477**
	Significance (2-tailed)	.	.000
	N	165	165
Your overall satisfaction with the web	Correlation	.477**	1
	Significance (2-tailed)	.000	.
	N	165	165

Source: Questionnaires

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

As shown in Table 4.5 tried to explain, the relationship between the design as independent variable and the customer satisfaction as dependent variable. As it is already shown, the two variables have significantly positive relationships. This implies that, the two variables influence each other positively. In addition, the $r=477^*$ value also implies that any change on design have a direct impact on customer satisfaction either positively or negatively.

4.3.4 RELATIONSHIP BETWEEN INFORMATION AND CUSTOMER SATISFACTION

Correlations

Table 4.6 Information and Customer satisfaction

		Information	Your overall satisfaction with the web
Information	Correlation	1	.613**
	Significance (2-tailed)	.	.000
	N	165	165
Your overall satisfaction with the web	Correlation	.613**	1
	Significance (2-tailed)	.000	.
	N	165	165

Source: Questionnaires

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

The relationship between information and customer's satisfaction shows that the correlation result of the two variables, information and customer satisfaction is .613**, this implies that the two variables are significant and positively related.

4.3.5 RELATIONSHIP BETWEEN RECOVERY AND CUSTOMER SATISFACTION

Table 4.7 Recovery and customer satisfaction

		Recovery	Your overall satisfaction with the web
Recovery	Correlation	1	.323**
	Significance (2-tailed)	.	.000
	N	165	165
Your overall satisfaction with the web	Correlation	.323**	1
	Significance (2-tailed)	.000	.
	N	165	165

Source: Questionnaires

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

Recovery was taken as independent variable and customer satisfaction as dependent variable. And the correlation result for this two variables is 323**, this implies the two variables are also positively related. In addition, the $r = .323^{**}$ indicates that recovery maintains low or weak correlation relationship with the customer satisfaction in context of four star hotels.

4.8 Hypothesis Testing

The dependent variable is customer satisfaction and independent variables are those five online information availability variables. The “**” sign shows the correlation result between the variables. Thus up on the Pearson correlation analysis obtained from the variables in the above correlation tables, with the significant level of 0.01(P, 0.01) and sample size (N) 165, the hypothesis are examined below one by one, to assure weather there is correlation (relationship) between online information availability and customers’ satisfaction in four star hotels. The hypotheses are as follows:

 Hypothesis #1:

There is a relationship (correlation) between website and customer’s satisfaction of four star hotels. As in table 4.3 analysis, the correlation of website is 0. 376** and the significant level is 0.01(p.01). The analysis shows that the p-value is 0.000, which is less

than 0.01. Therefore, the hypothesis is supported, and concluded that there is a positive ($r=.376$) relationships between website and customer's satisfaction in four star hotel.

✚ Hypothesis #2:

There is a correlation between attractiveness and customers' satisfaction of four star hotels. In the above table 4.4 analysis, it can be seen that the correlation of reliability is $.382^{**}$ and the significant level is $0.01(p.01)$. The analysis shows that the p-value is 0.000, which is less than 0.01. Therefore, the hypothesis is supported, and concluded that there is a medium positive ($r=.382$) relationships between attractiveness and customers' satisfaction in four star hotels.

✚ Hypothesis #3:

There is a correlation between Design and customers' satisfaction of four star hotels. In the above table 4.5 analysis, it can be seen that the correlation of tangibility is $.477^{**}$ and the significant level is $0.01(p.01)$. The analysis shows that the p-value is 0.000, which is less than 0.01. Therefore, the hypothesis is supported, and concluded that there is medium positive ($r=.477$) relationships between Design and customers' satisfaction in four star hotels.

✚ Hypothesis #4:

There is a correlation between Information and customers' satisfaction of four star hotels. In the above table 4.6 analysis, it can be seen that the correlation of Information is 0.613^{**} and the significant level is $0.01(p.01)$. The analysis shows that the p-value is 0.000, which is less than 0.01. Therefore, the hypothesis is supported, and concluded that there is strong and positive ($r=.613$) relationships between Information and customers' satisfaction in four star hotels.

✚ Hypothesis #5:

There is a positive correlation between Recovery and customers' satisfaction of four star hotels. In the above table 4.7 analysis, it can be seen that the correlation of Recovery is $.323^{**}$ and the significant level is $0.01(p.01)$. The analysis shows that the p-value is 0.000, which is less than 0.01. Therefore, the hypothesis is supported, and concluded that there is a medium positive ($r=.323$) relationships between Recovery and customers' satisfaction in four star hotels.

In summery from all these tests, the study confirmed that the five online information availability variable have positive relationship with customer satisfaction, therefore, the result reflects that corporate customer satisfaction is affected by those five variables. From which satisfaction has higher correlation with information ($.613^{**}$) and design (0.477^{**}). Followed by attractiveness and website ($.382^{**}$, $.376^{**}$). And lower correlation value is with recovery (0.323) as compare to other variables.

To summarize, according to their relationship the following table shows the approval of hypothesis.

Table 4.8 Summary of hypothesis

Hypothesis	Independent Variables	Correlation value	Dependent Variables	Results
H1	Website	.376**	Customers Satisfaction	Supported
H2	Attractiveness	.382**	Customers Satisfaction	Supported
H3	Design	.477**	Customers Satisfaction	Supported
H4	Information	.613**	Customers Satisfaction	Supported
H5	Recovery	.323**	Customers Satisfaction	Supported

Source: Questionnaires

This table shows that variables that were tested by correlation statistical tests, which are five variables, have significant relationship with customer satisfaction. Therefore, the five hypotheses that were assumed earlier to accomplish the study were supported by all dimensions.

4.9 Multiple regression analysis

To identify the online information availability that make the greatest contributions to overall customers satisfaction in four star hotels, multiple regression analyses were conducted with overall customers satisfaction as the dependent variable and the five variables are (websites, attractiveness, design, information and recovery) as the independent variables. The result has been shown below.

Table 4.9 Regression analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.687a	.471	.458	.753

Source: Survey report from respondents

Predictors: (Constant), website, attractiveness, design, information, recovery.

R, the multiple correlation coefficients, is the linear correlation between the observed and model-predicted values of the dependent variable. Its large value indicates the strength of the relationship. From the table above, R Square (0.471) the coefficient of determination shows that about 47.1 percent of the variation in overall service quality is explained by the model. Or which means 47.1 percent of the variance in customers satisfaction is influenced by the five variables that are website, attractiveness, design, information, recovery.

Similarly, ANOVA table provides similar information with the model summary (table Depending on the ANOVA table, overall significance/acceptability of the model from a statistical perspective can be determined. As the significance value of F statistics shows a value (.000), which is less than $p < 0.05$ the model is significant, which means that the variation explained by the model is not due to chance.

The interpretation of the sum of square column of the table is similar with the results of R square. It display information about how much of the variation in customers satisfaction is accounted by the predictor variables and how much is not. ANOVA test was also conducted as shown below.

ANOVA

Table 4.10 ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	98.043	5	19.609	34.610	000a
Residual	109.912	159	.567		
Total	207.955	164			

Source: Questionnaires

a. Predictors: (Constant), website, attractiveness, design, information, recovery.

b. Dependent Variable: Overall satisfaction with the hotels

Analysis: F value is 34.610 at significant level of 0.000

Coefficients^a

Table 4.11 Result of Multiple Regression analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.412	.555		5.525	.000
	Website	.127	.108	.171	-.641	.523
	Attractiveness	.156	.118	.179	-.474	.636
	Design	.427	.087	.290	3.400	.001
	Information	-.087	.124	.474	2.444	.016
	Recovery	.732	.105	.251	-.039	.969

Source: Questionnaires

Dependent Variable: overall customer satisfaction

Statistically significant ($p > 0.05$).

As it is stated above, multiple Linear Regression analysis has been carried out to show the most important dimension that contribute the most in customer's satisfaction among the five variables in four star hotels. Based on Table above, the R square for this research was 0.471, with adjusted R square (0.458), It means that those five online information availability are contributing to the Customer satisfaction in four star hotels by 47.1.% and remaining 52.9 % can be attributed to other factors which are not studied, because they are beyond the scope of study. Of the five online information availability, that contributed the most on customers' satisfaction; in order of importance are:-

- ✚ Information (Beta = 0.474)
- ✚ Design (Beta = 0.290)
- ✚ Recovery (Beta = 0.251)
- ✚ Attractiveness (Beta = 0.179)
- ✚ Website (Beta=0.171)

Further, as the results of the regression analysis highlighted or indicated the most important dimension that contribute more to customer's satisfaction, information ($\beta = 0.474$) carries the heaviest weight in explaining customer satisfaction followed by design with β value of 0.290. Lastly recovery and attractiveness are with β value of (0.251, 0.179 respectively). These results show that one unit increase in information would lead to 0.474 unit (or 47.4%) increase in customer satisfaction provided that other variables being held constant. Similarly, one unit increase in design would lead to 29.0 % increase in customer satisfaction provided that other variables remain constant. Lastly one unit increase in recovery, attractiveness would lead to 0.25 units and 0.17 unit increase in customer satisfaction provided that other variables remain constant. Therefore, superior performance on the most significance variables i.e. information and design may be helpful in increasing customer satisfaction.

The researcher has discovered that the degree of customer satisfaction can be determined by those identified variables. The researcher, as indicated below, developed a regression model:

$$Y = (\beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \dots + \beta_nX_n) + E_i$$

Where: Y =the outcome variable
 β_0 =the coefficient of the constant predictor (X_i)
 β_1 =the coefficient of the first predictor (X_1)
 β_n =the coefficient of the nth predictor (X_n)
 E_i = the difference between the predicted and observed value of y for the i th participant

Thus, to find the impact of predictors on dependent variable, the specified regression equation in this study takes the following form:

$$CS = (\beta_0 + \beta_1(WB) + \beta_2(AT) + \beta_3(DE) + \beta_4(INF) + \beta_5(RC))$$

Where,
 WB= Website

AT= Attractiveness

DE= Design

INF= Information

RC= Recovery

Therefore, the equation comes as

$$\text{Overall Customer Satisfaction} = -1.412 + (0.171)(WB) + (0.179)(AT) + (0.290)(DE) + (0.474)(INF) + (0.251)(RC)$$

The result of the regression analysis shows that there was a positive significant relationship between website, attractiveness, design, information and recovery variables and the dependent variable. This indicated that the overall customer satisfaction level depended largely on these specific variables. In other words, when there was a higher performance level in one of the variables, the overall customer satisfaction level increases.

Overall customer satisfaction

Table 4.12 Overall Customer Satisfaction

Overall Customer Satisfaction	Minimum	Maximum	Mean	Std. Deviation
	2	5	4.02	.730

Source: Questionnaires

According to the above table customers overall satisfaction has mean score of 4.02 which shows customers of four star hotels found in Addis Ababa, Ethiopia are satisfied with the hotels website services of the hotels.

❖ Manager Responses

According to Manager's response their hotel web Information and design of the website is well known the hotels perceive that about the hotel website quality related to other hotels the managers think that their hotel website is superior than other hotels

When asked which of the online information variables have impact on their customer satisfaction, the manager responded that information on the web site have impact on customer satisfaction.

Chapter five

Conclusion and Recommendation

5.1 Conclusion

This study has the objective to examine the effect of online information availability on customer satisfaction, by taking website, attractiveness, design, information and recovery as independent variables and also taken overall customer satisfaction as a dependent variable so as to run different analysis and to answer basic research questions finally the conclusion stated as follow:

- ✚ According to the correlation result, website, attractiveness, design, information and recovery have positive relationship with overall customer satisfaction and also except information all variables have moderate relationship with overall customer satisfaction.
- ✚ The result of the regression analysis shows a positive relationship between all the independent variables and the dependent variable as the coefficient of independent variables carried positive signs.
- ✚ The relative importance of hotel online availability factors to customer's overall satisfaction is determined by looking at the standardized beta coefficient. The factor which had the greatest impact on the overall customer satisfaction has been information with a beta coefficient of 0.474. This indicates information explain 47.4 percent of variance in hotels customers rating of overall customer satisfaction on the hotels online availability.

Nevertheless, the researcher was able to conclude that the management perception toward online availability is moderate and emphasizes more on the attractiveness and information variables. For the most part, managers overestimate their web as they compare to other.

5.2 Recommendations

The study confirmed that five online availability variables are positively correlated with overall customer satisfaction; hence the hotels should give strong emphasis to all online availability dimensions in maintaining and improving the web of the hotel. Up on this, the following recommendations are forwarded for those who engaged in hotel service sector by the researcher.

- In this study among these online availability variables, information shows the highest significance positives correlation with customer satisfaction, therefore it is advised to pay attention by the hoteliers because the information that found on the web should give relevant information starting from hotels service up to the area where the hotel located and also about new events that takes place, as well as other information which makes the hotels different from other, though the hotel should give special attention to this variable because it determine customer satisfaction.
- Design is the other factor that is significant in determining overall customer satisfaction. It is related with the text, visual design and organization and easy to navigate the website; if failure occurs on this future customers become dissatisfied. So, the hotelier is advised to pay special attention to design of the web by participating professionals when the design to turn out satisfied hotel customers.
- Attractiveness shows positives correlations followed by design, the core concept of attractiveness is color coordination, showed quality pictures as well presented is good and attractive. So the hoteliers should try to give special attention by developing the website which makes satisfied customers by creating favorable and immaculate website to the customers.
- Website also emerged to be another important factor that determines customer satisfaction. Hoteliers should aware customers about their website because customer use the web as an instrument for decision making and they believe that the hotels should have web when choosing a given hotels.
- In addition to the researcher's observation the web of the hotel should be up to date and also informs customers about new events and daily information.

5.3. Further Research Implication

This study has been limited on online information availability by participating four star hotels. The proposed model could be modified to allow measurement of customer perception across different sectors of hospitality such as restaurants, tour operators, car rent services, travel agencies and so on. This would enable a direct comparison of results across different types of supply-side stakeholders.

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	Attractiveness					
6	The website used good color coordination.					
7	The website showed quality pictures of the hotel.					
8	The website is comfortable to look at variety					
9	The quality of information presented is good and attractive					
10	I will use this website again.					
	Design					
11	The design of the web is good					
12	The design of the web is understandable					
13	The web Text, visual design and organization is satisfied					
14	It is easy to navigate the website.					
15	The website's layout and design were of high quality.					
	Information					
16	Information are found on the web easily					
17	The information on the web have detailed information					
18	The information are clear and easily understandable					
19	The information found on the web are updated frequently					
20	The website provided a wide range of information of the hotel and its services such as room amenities, facility information, location, area attractions,					
21	The information provided on the website were accurate and precise					
	Recovery					
22	Timely needed information should be available					
23	Availability of the hotel information on the web is important					
24	The information needed improvement					
25	The information on the web is similar to what is on the area					
	Overall satisfaction					
26	I am satisfied with the Hotel website					
27	The Attractiveness of the website is satisfied					
28	I am satisfied with the Hotel website Design					
29	The information found on the web is satisfied					

Interview questions

Dear respondents

The purpose of this interview question is to enable the student researcher to carry out a research for the partial fulfillment of master's degree in Marketing Management. The research topic is an assessment on availability of product and service related information on the internet in Addis Ababa. Hence to gather information I kindly seek your assistance in responding the questions listed below. The information's will be used only for academic purpose. Your cooperation and prompt response will be highly appreciated. Thank you very much for your cooperation and time.

1. In your opinion which online information variables is your website well known for?
2. How do you perceive your website as compared to other hotels' websites?
3. Which online information variables have impact on your customer satisfaction?