



Addis Ababa University

College of Business and Economics

School of Commerce (Marketing management)

**THE EFFECT OF ONLINE MARKETING ON CUSTOMER
SATISFACTION IN THE HOTEL INDUSTRY: THE CASE
OF FIVE STAR HOTELS IN ADDIS ABABA**

**A Thesis submitted to Addis Ababa University School of Commerce
in the partial fulfillment requirements for Masters of Arts (MA in
Marketing Management)**

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Declaration

I, the undersigned, declare that this thesis is my original work. All sources of materials used for the thesis have been duly acknowledged. I further confirm that the thesis has not been submitted either in part or full to any other higher learning institution for the purpose of earning any degree.

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Abstract

Online service quality has been found to be an important input to customer satisfaction of online marketing. This study follows a modified model of Swaid and Wigand that examines the relationships among the dimensions of e-service quality and customers' satisfaction to assess the online services quality tools and its effects on customers' satisfaction toward the Ethiopian five stars hotel websites. The research was conducted by administering 246 forms of questionnaires and 46 interviews.

The findings discovered a positive significant effect between the dimensions of online services quality tools and customers satisfaction except Reliability (system safety) which is negatively correlated with satisfaction. Website information quality, quality customer service and interactivity (contact) have the most important dimensions contributing to the customer satisfaction while trust and efficiency (system convenience) has the least dimensions contributing to customer satisfaction. The results of the study contribute to enhance the insights for the managers of the hotels how improve the quality of their online service quality tools in their websites.

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List of Acronyms

ANOVA	Analysis of Variance
B2B	Business to Business
B2C	Business to Consumer
SPSS	Statistical Packages for Social Science
α, β	Coefficients of an Equation

CHAPTER ONE

1. INTRODUCTION

1.1 Background of the Study

E-Marketing or electronic marketing refers to the application of marketing principles and techniques by means of electronic media and more specifically the Internet. The terms e-Marketing, Internet marketing and online marketing, are frequently interchanged, and can often be considered synonymous. E-Marketing is the process of marketing a brand using the Internet. It includes both direct response marketing and indirect marketing elements and uses a range of technologies to help connect businesses to their customers. Internet is a multi-channel role by serving as a computer-mediated market in which buyers and sellers access each other, and as a medium to conduct and execute business functions such as marketing, sales, and distribution (Farhoomand and Lovelock, 2001). This leads to increases in the efficiency of traditional marketing functions, and the technology of internet marketing transforms many marketing strategies by adding customer value and/or increasing company profitability (Strauss and Frost 2001).

Burrett (2008) stated online marketing as carefully targeting users and getting them to interact with you while they have engaged with the most personal, intimate medium ever designed. It refers to the use of the Internet and digital media capabilities to help sell your products or services. E-marketing is also referred to as Internet marketing (i-marketing), online marketing or web marketing. As with conventional marketing, e-marketing is creating a strategy that helps businesses deliver the right messages and product/services to the right audience. It consists of all activities and processes with the purpose of finding, attracting, winning and retaining customers. What has changed in its wider scope and options compared to conventional marketing methods? E-

marketing is deemed to be broad in scope, because it not only refers to marketing and promotions over the internet, but also Internet marketing is the process of building and maintaining customer relationships through online activities to facilitate the exchange of ideas, products, and services that satisfy the goals of both buyers and sellers includes marketing done via e-mail and wireless media (Imber and Betsy-Ann, 2000).

The world online marketing in a service industries increase from time to time the number of business to consumer companies as well since consumers are increasingly favored online shopping over the past several years. Companies are extensively using online marketing sales channel to compete with their competitors in the e-commerce market. Business to Consumer (B2C) is one of the natures of transactions in e-commerce. According to Turban,et.al (2009), B2C referto e-commerce model in which businesses sell to individual shoppers. The B2C online market has been growing rapidly over the past several years and consumers are increasingly favored online shopping. Customer satisfaction in hotel business is an essential factor for success, which influences long-term relationships between the hotels and consumers in e-commerce business environments. Measuring electronic satisfaction as a concept gained an increased importance in the marketing literature.

Service quality in online environment has become recognized as an important factor in determining the success or failure of electronic commerce. E-service quality is important for two reasons: firstly it greatly influences customers' satisfaction and intention to shop online; secondly it is critical in attracting potential customers (Nosrati, 2008, p. 16). E-service quality has been found to be an important input to customers' satisfaction in online environment.

The hotel industry has been one of the most competitive industries especially in the 21st century. For this reason, enhancing customer satisfaction and loyalty is one of the key aspects of enhancing competitiveness in the industry as well as ensuring business continuity. Thus, the success of hotel business will increasingly depend on sensing and responding to rapidly changing

customer needs, using Information and Communication Technologies (ICTs) for delivering the right product, at the right time, at the right price, for the right customer.

Ethiopia international arrivals come from a wide range of sources. It is a relatively diverse market catering for business travelers and tourists. With vast natural attractions, a rich cultural history and archaeological finds dating back more than three million years, the government is actively promoting Ethiopia's more than ten UNESCO world heritage sites and intangible cultural heritage in its international marketing campaign. Other East African countries are the main source of visitors to Ethiopia, followed by Europe. The European Council of Tourism awarded Ethiopia the World's Best Tourism Destination Award in 2015(7th edition: June 2017 African insights, Hotels outlook).

Attracted international hotels to Ethiopia such as Sheraton, Radisson, and Marriott, are among the international brands and others scheduled to open hotels in Ethiopia and Addis Ababa is host to numerous conferences owing to the fact that it has the third-largest diplomatic community in the world delegates to these events often seek high-end accommodation and there is plenty opportunity for luxury hotel brands looking to establish themselves in the market.

Although Ethiopia is not well developed in online marketing, we live in an age of global era where we must understand the fact of broader and deeper communication. Gradually internet has become the most important source of communication in long way. Today networks, mobile services, communication apps are available for us everywhere in the world. The repercussion effect on the developed nations and globalization will be become part of transactions in Ethiopia business. Therefore, it is crucial to examine online service quality, satisfaction and loyalty of online marketers in B2C market in Ethiopia.

Many of Ethiopian star hotels design websites to allow customers to book and reserve their services and options online, these websites are one main

distribution channel connecting the hotels with customers. In a competitive market place understanding customers' needs become crucial. Therefore, Ethiopian hotels have moved from a product-centric to a customer-centric position and are obliged to achieve customer satisfaction by providing high quality online marketing services for hotel guests.

1.2 Statement of the problem

E-service quality is overall customer evaluation and judgment of e-service delivery in the practical marketplace, and high -service quality will increase customer's satisfaction and in turn lead to customer repurchases behavior. The delivery of the high e-service quality is the key determinants of success or failure of online services in hotels service instead of presenting of website.

Thus, the effect of online marketing on satisfaction and its relationships with customer's loyalty of hotels business should be researched since there is a gap of study in online marketing and its effect in customer satisfaction. The existence of large gap of studies in this area become obstacles in measure the customer satisfaction in online marketing, the existence of large gap to develop a better understanding of online marketing and creating relationship between online services quality and customer satisfaction in the industry as well as problems many hotel managers face in trying to satisfy their customers and end up experiencing high levels of customer dissatisfaction. This study tried to assess hotel customer satisfaction in the context of dimensions of customer satisfaction which include:-

Website information quality: Information quality covers the extent to which complete, accurate, and timely information is provided for the consumer during the interaction. Thus, the quality of the information provided through the web service is a very important dimension.

Bauer et al. (2005) stated that the quality and performance of information is an essential feature in an information service based environment. Nath and

Singh (2010) also argued that since web services are provided in information based-service environments, therefore, it is important to evaluate their quality and performance and to develop a feedback mechanism to provide adequate information for the customer's decision-making.

The second dimension is E-Service Quality (E-SQ) in which Service quality is generally defined as the difference between expected service and perceived service (Parasuraman, Zeithaml, & Berry, 1988). The provision of superior service positively affects customers' perceived service quality and subsequently, increases a firm's profitability (Kim, Kim, & Lennon, 2006).

One of the dimensions of e-service quality is the ease to use/usability of the website (easy to use, user-friendly, easy login, and time saving are some of the favorite items). Usability satisfaction could be achieved by ensuring that the website includes current and comprehensible information, suitable language and resources for responding (Trepper, 2000). According to Bai, Law, & Wen's (2008) study on website quality and customer satisfaction, factors of website quality include functionality and usability. Traditionally, usability is considered a key factor for predicting intentions. Website usability includes the ease of navigating or to make purchases (Flavian, Guinaliu, & Torres, 2006).

Third dimensions Reliability (System safety) refers to the extent to which the website performs services as promised and the correct technical functioning of the website and the accuracy of online booking and online payment.

The fourth dimension is Efficiency (system convenience) which refers to the extent to which the website is well structured, ease, speed of access, easy to navigate and completes a transaction quickly. Poon & Lee (2012) mentioned that e-service users looking for self-service over the Internet, whether it is a knowledge-based search or a sales transaction, hope to enjoy convenience without the need to switch to another customer service channel such as phone service and users do not want use up too much time to learn how to use the e-services offered.

The fifth dimensions are Interactivity (Contact) which refers to the extent to which a user can interact and contact with the website. Iliachenko(2006) defined interactivity as the website's ability to allow different flows of communication between the users and the company's personnel, interactive search for information, and transactions through the website. In addition, interactivity is regarded as the degree to which an e-commerce website facilitates two-way communication with its users (Fan, Lee, & Kim, 2013). Kurt &Atrek (2012) highlighted the relationship between website interactivity and customer satisfaction.

The sixth trust which it refers to the safety of the website and the protection of customer information, credit card information and shopping behavior data of the customers. Dimitrios& Cristina (2012), customers perceive a hotel to be more reliable if it provides accurate information on its website. The content of a website should be updated often and organized so as to prevent any misinterpretation by the hotel's customers (Dale, 2013). According to Chathoth (2007), if a customer finds a technological solution difficult to use or untruthful, negative feelings about the service provider could be generated. Based on the above the study has focus on investigating customer satisfaction in the context of the six dimensions of on line service customer satisfaction of 5 star Hotels situated in Addis Ababa.

1.3 Research Questions

This study attempted to answer the following research questions

- To what extent website information quality of online marketing (service quality tools) affecting on customer satisfactions of online customers in five star hotel in Addis Ababa?
- To what extent quality customer service of online marketing affect customer satisfaction of online customers in five star hotels in Addis Ababa?

- To what extent reliability (system safety) of online marketing affecting the customer satisfaction of online customers in five star hotels in Addis Ababa?
- To what extent efficiency (system convenience) of online marketing affecting the customer satisfaction of online customers in five star hotels in Addis Ababa?
- To what extent interactivity (contact) of online marketing affecting the customer satisfaction of on line customers in five star hotels in Addis Ababa?
- To what extent trust of online marketing affecting the customer satisfaction of online customers in five star hotels in Addis Ababa?

1.4 Objectives of the study

The general objective of the study is ascertaining the factors affecting on line marketing and its impact on customer satisfaction of 5 stars Hotel in Addis Ababa.

1.4.1 Specific objectives

The study has the following specific objectives

- To assess the extent website information quality of online marketing (service quality tools) affecting on customer satisfactions of online customers in five star hotel in Addis Ababa.
- To examine the extent of quality customer service of online marketing affect customer satisfaction of online customers in five star hotels in Addis Ababa.

- To assess the extent of reliability (system safety) of online marketing affecting the customer satisfaction of online customers in five star hotel in Addis Ababa.
- To examine the extent efficiency (system convenience) of online marketing affecting the customer satisfaction of on line customers in five star hotels in Addis Ababa.
- To explore the extent of interactivity (contact) of online marketing affecting the customer satisfaction of on line customers in five star hotels in Addis Ababa.
- To assess the extent trust of online marketing affecting the customer satisfaction of on line customers in five star hotels in Addis Ababa.

1.5 Hypothesis of the Study

- There is significant relationship between website information quality of online hotel service marketing and hotel customer satisfaction.
- There is significant relationship between quality customer service of online hotel service marketing and hotel customer satisfaction.
- There is significant relationship between reliability (system safety) of online hotel service marketing and hotel customer satisfaction.
- There is significant relationship between efficiency (system convenience) of online hotel service marketing and hotel customer satisfaction.
- There is significant relationship between interactivity (contact) of online hotel service marketing and hotel customer satisfaction.
- There is significant relationship between trust of online hotel service marketing and hotel customer satisfaction.

1.6 Purpose of Research

The aim of this research is to explore the effect of online marketing tools in customer satisfaction of hotels business service delivery. In this research the effect of online marketing tools was examined from the perspective of the hotels' guests since they have the main actors and participant.

1.7 Significance of the study

The paper discusses on online service quality issues and dimensions, thus it provided highlight the critical success factors of hotel websites and explore the defects in order to improve the websites that was support the e-competitive advantages; to increase awareness about how online hotel service customers judged website quality of online sellers; it also enhanced literature on the established association of online service quality tools, satisfaction as well as loyalty in the context of online hotel service and online customer for the case of Ethiopia. Furthermore, this study provided useful information on the determinant factors for online service quality and ways of improving it in order to fill the gaps of customer's satisfaction towards the online service of hotel industry. Lastly, the study's findings could help hotel industry and other stake holders to identify shortcoming in their websites, how to design an appropriate online service marketing tools to support their business competitiveness.

1.8 Basic ground of the Study

The study has made with the basic ground for studies as follows:-

- a. All the five-star hotels' have an access to the internet and computerized online services marketing.
- b. All the participants in five-star hotels have a direct website that various customers make use of it.
- c. The managerial staff and customers contact officers have adequate online knowledge.

1.9. The Scope of the study

There is some drawback in my studies I would like to disclose as follows. This study has focused only business-to consumer (B2C) online marketing. The study also focused only in five stars hotels in Addis Ababa. The study will be focused on online service quality marketing tools in the website star hotels and the extent of those marketing tools in the views of customers in Ethiopia.

- **Subject scope**

The study is focused on the effect on online marketing on the customer's satisfaction of hotel business with online service quality tools such as Website information, Quality Customer service, Reliability (System safety), Efficiency (system convenience), Interactivity (Contact) Privacy and loyalty are independent variables which effect on the dependent variables of customer satisfaction.

- **Geographical scope**

The study will be conducted in five star hotels at located at Addis Ababa city. Since Addis Ababa will continue to grow as a regional business hub, supporting expansion in the hotel sector. Hotels in the city currently have a 60% occupancy rate.

- **The Model scope**

The study will follow Swaid and Wigand's Model to examine the relationships among the dimensions of e-service quality, customers' satisfaction and loyalty intentions only.

1.10. Limitation of the Study

The study focuses on the hotel sector located in Addis Ababa having the following limitations: Lack of comparison about expectations and perceptions of customers on hotel websites ;time and resource limitations to conduct the study; the random selection of respondents might be exposed to response biasness ;lack of empirical study in the area makes study start from the ground; and there is a seasonal variation of the existing of hotel guest in those

five star hotels, thus might be another limitation to get guest and filled study questioners.

1.11 Definition of key terms:

Keywords: -*E-commerce*, E-marketing, Website information, Customer satisfaction, online service quality.

E-commerce: It consists of the buying and trading of products or services over electronic systems such as the Internet and other computer networks.

E-marketing: It described as an application of the internet and related technologies to achieve marketing objectives, this includes the use of a company's website with promotional techniques such as banners advertising, direct email and company's links to acquire new customers and provide services to existing customers.

Website information: Information quality covers the extent to which complete, accurate, and timely information is provided for the consumer during the interaction. Thus, the quality of the information provided through the web service is a very important dimension.

Customer satisfaction: It is long-term, developing build influenced by customers' e-service expectations and quality perceptions changing over time, based on new consumer experience and knowledge.

Online service quality (e-SQ) : It is the way to enhance online satisfaction (e-Satisfaction) and increasing e-Loyalty in B2C market.

1.12 Organization of the Study

This study is divided into different chapters .The first chapter of this study set the introduction of overview about the online marketing and included an relevant background materials includes the purpose of the study, why this study is done, and the central research objectives. Chapter 2 contains a review of the literature. Chapter 3 presents the research design and methodology.

Chapter 4 presents the finding and analysis. Chapter 5 presents conclusions, recommendation and scope for the further research that is drawn from the findings.

CHAPTER TWO

2. Literature Review

2.1. Theoretical Reviews

2.1.1. Key concepts

In this chapter, the study try to review relevant literature connected to our topic. This will involve bringing up the theories that we are using our study. We discuss issues on service quality and customer satisfaction and define relevant concepts in order to enhance our understanding of the topic and provide answers to our research questions. This theoretical framework will enable us build a conceptual model that will be the road map for our empirical observations.

- **Choice of Theories**

Discussing relevant concepts such as online services quality, customer satisfaction, model of online service quality, customer satisfaction, relationship between satisfaction and service quality and measurement of online service quality and customer satisfaction .It also reviews literature on the applicability of the SERVQUAL model to identify the relevant dimensions and items that will relate to our study. In order to obtain a better understand of online service quality and customer satisfaction, the study will acknowledge previous studies carried out on these constructs.

- **Service Concept**

A study carried out by Johns, (1998, p.954) points out that the word ‘service’ has many meanings which lead to some confusion in the way the concept is defined in management literature, service could mean an industry, a performance, an output or offering or a process. He further argues that services

are mostly described as 'intangible' and their output viewed as an activity rather than a tangible object which is not clear because some service outputs have some substantial tangible components like physical facilities, equipment and personnel.

- **Quality Concept**

According to Wicks & Roethlein, (2009), quality has many different definitions and there is no universally acceptable definition of quality. They claim it is because of the elusive nature of the concept from different perspectives and orientations and the measures applied in a particular context by the person defining it. In our study, quality must be well defined in the context of grocery stores and must focus on various dimensions of both product and service. This therefore means the definition of quality varies between manufacturing and services industries and between academicians and practitioners. These variations are caused by the intangible nature of its components since it makes it very difficult to evaluate quality which cannot be assessed physical implying other ways must be outlined in order to measure this quality.

Quality has been considered as being an attribute of an entity (as in property and character), a peculiar and essential character of a product or a person (as in nature and capacity), a degree of excellence (as in grade) and as a social status (as in rank and aristocracy) and in order to control and improve its dimensions it must first be defined and measured (Ghylin et al., 2008).

- **Service quality Concept**

Service quality is considered an important tool for a firm's struggle to differentiate itself from its competitors (Ladhari, 2008). The relevance of service quality to companies is emphasized here especially the fact that it offers a competitive advantage to companies that strive to improve it and hence bring customer satisfaction.

Service quality has received a great deal of attention from both academicians and practitioners (Negi, 2009) and services marketing literature service quality is defined as the overall assessment of a service by the customer (Eshghi et al., 2008). Ghylis et al., (2008) points out that, by defining service quality, companies will be able to deliver services with higher quality level presumably resulting in increased customer satisfaction. Understanding service quality must involve acknowledging the characteristics of service which are intangibility, heterogeneity and inseparability, (Ladhari, 2008,). In that way, service quality would be easily measured. In this study, service quality can be defined as the difference between customer's expectation for service performance prior to the service encounter and their perception of the service received. Customer's expectation serves as a foundation for evaluating service quality because, quality is high when performance exceeds expectation and quality is low when performance does not meet their expectation (Asubonteng et al., (1996).

Internet marketing is totally different from the traditional physical marketing, physical marketing require one too many advertising system it means in physical marketing one marketer have to give advertisement to many consumer which we can say one too many communication system on the other hand in case of online shopping one marketer have to give advertisement to one consumer at a time which we can say one to one communication (Hill & Alexander, 2002).

The major differences between online and physical marketing is the customer interaction in physical marketing system, there needs less interaction between customer and the marketer but in case of online shopping there require more effective customer interaction, communication between customer and the marketer is more close here(Armstrong & Kotler, 2009).

In case of online shopping, consumers use the system or online shopping website. Without proper design an online marketer can't be successful so an

online marketer must design a customer driven website so that customers can easily use it. If customers face any difficulty while using the website then the website must be changed or must update it so that customers can easily use it. Thus, the success of any online shopping system is totally depends on the usability of the website. On the other hand customer satisfaction has customers expect from any service and what they get from it. If the expectation and performance gap become wide then the system will fail on the other hand if the gap between performance and expectation become thinner then the system will be successful. The wider the gap, the more the system is out of order and the more the thinner the gap is the more the success of the system. So every marketer must keep in mind that they must minimize the gap between the performance and expectation gap.

In online shopping marketer do their business through different website as a result it's become important to design an attractive website. Internet covers the way to come different company and the customer in one place. It is one kind of practical market. Through online or internet every company get the chance for advertise their products. Online shopping does the same class and traditional company does multi class communication system; this means online shopping use one to one communication system and on the other hand traditional communication system does one to many communication system (Martensen&Kristensen, 2000).

Customer Expectation

Customer expectations are the opinions about services, which are provided for customers to deliver as the ideals versus which the real performance is assessed (Zeithaml and Bitner, 2003). Satisfaction is derived by the fulfillment of customers' anticipations against what they receive from organization (Akan, 1995).

Customer Perceived Value

Customer perceived value is a complicated idea to identify and assess. Yeung (2002) defined perceived value as a measurement of the function of product, which was derived from the discernment on given and received services. Perceived value is the advantage, which is received by customer versus the total costs. It is generally viewed as a comparative calculation of the costs and the rest of the economic facets of services. Today customer perceived value is asserted as a significant variable to lead the service provider to attain appropriate competitive rank in the market (Kotler, 1999). Suhartanto (2000) emphasized the relationship between perceived value and customer satisfaction.

2.1.2 Areas related to research questions

Online buying behavior

Online shopping behavior has direct relationship with these five elements such as e-stores, logistics support, product characteristics, websites' technological characteristics, information characteristic and home page presentation. According to studies, those people who have wired lifestyles and who have time constrained, they spend less time to buy things online (J.Johnson, 1999). Different authors define consumer behavior characteristics differently. Researches on online consumer behavior and characteristics have been done by so many market researchers and authors. The research on online consumer behavior is important because it helps to understand when and how online consumer prepares themselves for purchasing. Turban has defined a model on consumer behavior online. In this model, electronic environment consist of three variables such as independent variable (which is also called personal Characteristics and environment characteristics), intervening or moderating variables (it is under vendor's control) and the decision making process (effected by independent and intervening variables) (Turban, 2010).

Online Consumer Decision Making

Several articles investigate how technology influences hospitality consumer decision making. Seeking information is one of the first stages in the decision making process.

Jeong et al (2003) explore the role of online information and behavioral intention, highlighting the importance of information satisfaction. They claim that this is a powerful determinant of behavioral intentions; lodging operators must ensure that websites satisfy visitors' information needs in order to expect online transactions. Specific website elements to note include accurate and reliable information, and easy navigation. Susskind et al. (2003) investigate how apprehensiveness towards Internet use relates to information seeking, purchase intention and purchase behavior. Drawing on three separate surveys to develop and refine two measures, General Internet Apprehensiveness and Transactional Internet Apprehensiveness , their results support strong relationships between apprehensiveness and both online information seeking and purchase.

Fam et al (2004) also consider online store characteristics, in particular the role of consumer trust. Their study of New Zealand online accommodation providers and consumers suggests a chasm between actual practice and consumer wants. The latter demand significantly more trust features – guarantees, refunds, company information, privacy statement and email confirmations – than websites currently provide.

Website Layout and Design

To account for such differences between consumer wants and website offerings, hotels need to reflect upon their website design. However, research on effective hospitality websites is an ongoing quest. Several studies specifically examined website layout and design. The first two introduce the notion of the experience economy and suggest how Web technologies can reinforce the customer experience (Stamboulis&Skayannis, 2003). Websites, for example, should

reinforce a hotel or resort's position by going beyond visual pleasures on the site and adding sensual, emotional and intellectual pleasures for online consumers (Dubé et al., 2003).

Chung and Law (2003) develop a performance indicator for hotel websites based on five dimensions of information richness – facilities, customer contact, reservations, surrounding area and website management. Gauging the importance of dimensions from a survey of hotel supervisors, they analyze Hong Kong Hotel Association member websites. Consistent with past research, the level of information technology application relates directly to the hotel category. Murphy et al. (2003) posit that hotels paying attention to email also pay attention to their websites. Measuring email responses and assessing the website features of Swiss hotels, they argue that hotels with professional email responses also lead in the use of websites. Based on their findings, they suggest that hoteliers focus on inexpensive features that show a significant relationship to quality email responses, such as brochure requests, online services, hyperlinks, and branded URLs. Alternatively, their results suggest that hotels avoid questionable techniques such as animation, as it may reflect a bandwagon effect rather than add value. As in other studies, they found that hotel size and category relate directly to quality e-mail responses and the presence of appropriate website features.

E-Services Quality (E-SQ)

Zeithaml et al. (2002, p.363) introduced the concept of electronic service quality (e-SQ), which is defined as “the extent to which a website facilitates efficient and effective shopping, purchasing and delivery of products and services”. Their definition involves a complete customer service experience throughout the stages of the online shopping process (Nosrati, 2008), and includes pre-website, on-website and post-website service aspects (Zeithaml et al., 2002). Based on Santos (2003, cited in, Nosrati, 2008), eservice quality can be defined as “the customer’s overall evaluation and judgment of the excellence

and quality of e-service offerings in the virtual market place”. In terms of the importance of e-service quality, quality is strongly related to customer satisfaction, retention and loyalty. It is, therefore, expected to be a determinant of success not only in a traditional environment, but also in an online environment (Wolfinbarger and Gilly, 2003). E-service quality is important for two reasons: firstly It greatly influences customers’ satisfaction and intention to shop online, secondly it is critical in attracting potential customers (Nosrati, 2008, p. 16).

Electronic Satisfaction

Customer satisfaction has been recognized as a significant factor affecting long-term relationships between firms and consumers in both the traditional and e-commerce business environments. Measuring Electronic satisfaction as a concept has gained an increased importance in the marketing literature in recent times. Customer satisfaction in the online market space is defined as a “long-term, developing construct influenced by customers’ e-service expectations and quality perceptions changing over time, based on new consumer experience and knowledge” (Iliachenko, 2006, p.12). Moreover, E-Satisfaction is defined as the “contentment of a customer with respect to his or her prior purchasing experience with a given electronic commerce firm” (Anderson &Srinivasan, 2003).

There are many factors that affect guest’s satisfaction toward hotels websites such as: Information Factor, Technology and Usability Factors, - Price Factor, Convenience Factor and Brand Name Factor (Cho, J.2006). Several items and factors are critical for customers to evaluate service quality and satisfaction. The first important attribute is prompt order execution and confirmation, which requires adequate system capacity as well as staff support. The second important aspect is accuracy of the online trading system, including accurate order fulfillment, accurate record keeping. The third important aspect is the accessibility of the web site. The fourth important aspect is e-mail response,

besides traditional communication means such as phone calls, online customers are particularly longing for prompt response to their inquiries and prompt confirmation through e-mail. Finally, transaction security and personal information privacy are major concerns for online customers (Yang and Fang, 2004).

Customer Retention

Customers are easily retained even in markets where there are few substitutes or when the switching costs are high (Best 2005). But this is not the case in online shopping. In an online business, choices are wide with no switching costs. Here, customers quickly switch to competitors in case of dissatisfaction. Hence, customer retention is a challenge in online business and requires higher levels of customer satisfaction. Customer retention is as important as new customer acquisition. Online customer relationship is difficult and that makes customer retention alert. An analysis of e-customers is vital since customer satisfaction results in loyalty and customer loyalty is the basis of successful customer relationship (Hill & Alexander 2006). The company has to take efforts to retain customers who are of greatest value to them. The company has to assess the costs linked with retaining customers. The company need not spend on customers who are highly committed and believes that no other competitor can replace the brand he is committed to. The company will have to invest only on customers who are significant to the business and are not committed. A long term relationship can be built with the customer only when the needs and expectation of the customer are well understood and met.

Tarokh, M. J., & Ghahremanloo, H. (2007) studied that the World Wide Web has become a very important channel to start and expand business this is due to the accelerating IT progress that offers unique and valuable opportunities for firms to reach the global market. Adapt IT systems will assist in understanding customer's behavior by analyzing their behavior.

Kerin et al, (2009). The strategic importance of customer retention centered on the two important concepts in marketing; market share and profits. According to different studies on customer retention benefits, retention will lead to reducing marketing costs because regular customers will not need promoting materials and marketing campaigns like the case with new customers.

Customer loyalty

According to Best (2005), customer loyalty is a psychological commitment that a customer has towards a specific brand or company. Customer loyalty can be measured through customer Loyalty Index (CLI) which is explained by Best (2005) as follows: As mentioned earlier, a customer recommends a brand only when he is completely satisfied and trusts the quality and value of the product or service. In fact, customer satisfaction, customer recommendation and customer retention are seen as components of customer loyalty (Best 2005). Customer loyalty is a psychological tendency that influences the customer to make repeat purchases from a specific product or service provider. Decreased customer complaints and increased customer loyalty are the important drivers of increased customer satisfaction (Johnson, Gustafsson, Andreasson, Lervik & Cha 2001). A customer has many choices and the fact is that a customer of one company is likely to be the customer of its competitor as well. Loyalty exists based on the service or support provided by the company. Building credibility is of extreme importance in an online business. The customer is hesitant in sharing his personal information or credit card details especially for startup companies (Carroll & Broadhead 2001). Customer loyalty can be built when the online business focuses on providing exceptional customer service and exceeding the expectations of the customer. Such an excellent customer service will help in retaining customers. For example, online businesses offer special discounts, promotional offer and exclusive service for customers who have a personal shopping account with them. This is one of kind of marketing for site registration wherein the customer gets the feeling

that he receives extra benefits when he registers as a preferred customer (Carroll & Broadhead 2001). By enhancing customer service, the online business can increase their customer's loyalty. Some websites offer gift reminder service to their registered customers wherein the customer is reminded of important events and occasions that has been stored by him in his account along with promotional offers. This is one way for the business to promote their brand, market their products and at the same time offer exclusive service to its customers (Carroll & Broadhead 2001).

Relationship between dependent and independent variables

1. Website Design and E-Satisfaction

Peterson (1997) reports that good website design in online marketing is about high-quality organization and easy search. This includes providing consumers' uncluttered screens, simple search paths and fast presentations. Moreover, each of these elements of site design could impact e-satisfaction levels in the variety of a more pleasurable marketing experience being a more satisfying one. Marketing is thought to be pleasant and satisfying to consumers when the transaction sites are fast, uncluttered, and easy-to-navigate. The main function of a business website is to inform consumers about the company and its products or services (Hallerman 2009). Analysis of website performance in terms of design criteria and other associated factors became an important area of investigation (Tarafdar and Zhang 2008). Appropriate website design eventually enables organizations complete their online marketing activities with greater success.

Hence, designing an effective website that attracts and retains internet users has become an important mission. Previous study found that website design factors are strong predictors of customer quality judgments, satisfaction, and loyalty for internet marketers (Wolfmbarger and Gilly 2003). A good strategy includes knowing what to emphasize on a website, presenting with consistency,

and using up-to date technology (Tan et al. 2009). Website design can influence customers' perceived image of company, and attract customers to conduct purchasing online easily with good navigation and useful information on the website. Website should offer appropriate information and multiple functions to customers. Website design can be considered as a multidimensional construct, and define it as the customer's assessment of website attributes based upon their experience with the website. Several studies indicate positive relationship between the website quality and e-satisfaction (Cheung and Lee 2002). We expect that each of the dimensions of website quality will have a positive impact on e-satisfaction.

2. Customer Service and E-Satisfaction

Previous study conducted by Lin (2005) showed that customer service could satisfy customers while it was investigated that satisfied customers tended to be loyal customer (Oliver 1999). A high quality of customer service has resulted in e-satisfaction and finally created repeated purchasing behavior in online environment. Customer satisfaction distinguishes the variance between the customer's expectations and the customer's perceptions. When e-selling will be a growing trend in shopping, the online market will become highly competitive, so one way online markets can become more competitive is by offering better customer service. Online retailers should determine and deliver the quality service to customers in order to create satisfaction. Heinonen (2006) also defined customer service as the perceived outcome of the trade-off of benefit and sacrifice of technical, functional, temporal, and spatial dimensions. Some research has found that customer service has a significant direct impact on e-satisfaction (Chi et al. 2008).

3. Trust and E-Satisfaction

Researchers in the marketing area have considered trust as one of the key constructs of relationship marketing (Ribbinket al. 2004). Trust has been

defined as the degree of confidence or certainty the customer has in exchange options. E-trust will therefore be defined as the degree of confidence customers have in online exchanges, or in the online exchange channel (Reichheld and Schefer 2000). Stewart (1999) claimed that the failure of the Internet marketing is largely attributable to the lack of trust consumers have in the electronic channels. So, customer trust is considered as another important antecedent of satisfaction. Razzaque and Boon (2003), for instance, found a significant effect of trust on satisfaction in the context of channel relationship. Customer's trust plays a primary role in maintaining long-term relationships between customers and online service providers (Chiu et al. 2009). Customers are unlikely to transact through the website which lacks trust, because of fear of vendor opportunism. The dimensions of trust are responsiveness, system availability and contact. Trust toward online companies is often regarded as a key factor of online marketing growth, online success and competitiveness (Gounaris et al. 2005). Trust in e-service is related to the buying and payment process, the reliability of the website, privacy and securities issues, order fulfillment, service delivery, after sales service and the status of the company. Customers' trust to online companies is critical for online companies' success.

4. E-Service Quality and E-Satisfaction

Service quality has been found to be an important input to customer satisfaction not only in traditional environment, but also in online environment (Caruana& Malta 2002). Service quality is the most important purchase decision factor influencing the customers' buying decisions. Customer satisfaction is determined by defining customer perceptions of quality, expectations, and preferences. In other words "satisfaction, or lack of it, is the difference between how a customer expects to be treated and how he or she perceives being treated"(Bozorgi, 2007, p. 34). To attain true customer satisfaction, companies need to achieve quality not only by eliminating the causes for direct complains but they need to provide their products with

excellent, attractive quality - to delight the customer. Therefore, research on customer satisfaction is often closely associated with the measurement of service quality (Anderson and Sullivan, 1993).

A number of academics have tried to identify key determinants by which a customer assesses electronic service quality and, consequently, satisfaction may or may not result. Specific website e-services can positively affect customers' satisfaction with a website and online purchasing in the long run (Khalifa and Shen, 2005). Shneiderman (1998) discussed the subjective satisfaction of a user with the use of Information technology (IT). Shneiderman suggested that a user's subjective satisfaction is influenced by different perceived quality characteristics of the technology, such as ease of use and usefulness. Wolfinbarger and Gilly (2003) found that different dimensions of their measure of e-service quality have varying effects on customer satisfaction such as reliability, fulfillment and Responsiveness. Yang and Fang (2004) identified online service quality dimension and their relationship with satisfaction. These service quality dimensions are reliability, responsiveness, ease of use, competence.

To conclude, "Perceived service quality comes first, then satisfaction with quality (and the value of this given quality). From this also follows that perceived service quality can be viewed as a concept for the understanding of how to develop services, whereas customer satisfaction is a concept for the evaluation of how successfully these services are fulfilling the needs and desires of customers" (Grönroos, 1998, p. 330).

As a result, the ability to accurately measure consumers' online satisfaction and experiences to constantly meet consumers' needs and to develop customized online marketing strategies will be essential for improving online service quality (Steinbauer, 2006, p.1).

5. E-Loyalty and E-Satisfaction

Customer e-loyalty is an important issue in the competitive environment of e-marketing. Different studies show that e-loyalty is influenced by e-satisfaction, e-trust and e-service quality. Customer loyalty has been defined as “a deeply held commitment to rebuy or re-patronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior” (Oliver, 1999). The concept of e-loyalty extends the traditional loyalty concept to online consumer behavior. Cyr et al. (2009) defined e-loyalty as intention to revisit a website or to make a transaction from it in the future. Strauss et al. (2009) define e-loyalty as “A customer’s favorable attitude toward an e-commerce website that predisposes the customer to repeat buying behavior”. Numerous researchers have tried to find relevant antecedents and their role in creating e-loyalty. E-service quality, e-satisfaction, corporate image, word-of-mouth communication, perceived value have been proposed as antecedents of loyalty (Wieringa and Verhoef 2007; Patterson and Smith 2003) and these variables are also taken as motivating force of competitive advantage and corporate success. Satisfaction is created when an individual believes that the other person has useful indices besides profitability (Flavian et al 2006). Satisfaction is one of the signs of loyalty of customer. Lewis and Soureli (2006) defined that satisfaction is “security that at first means that behavior is guided from the goal of one person to another one and second it is based on qualification of a business to keep its commitments”. According to Ribbink et al. (2009), satisfaction is the trust of a loyal customer and of great importance when an online trading is occurred.

2.2 Empirical study

Broekhuizen and Jager (2003): investigated to get a better understanding of channel choice by developing a theoretical framework that shows the relationship between the antecedents and mediators of perceived and purchase intention in both channels. The result indicate the main determinants of

channels choice and enables comparison between online and offline Shoppers's perception. The result determined the factors that encourage or prevent consumers to engage in online shopping.

Scarborough and Lindquist (2006) : studied an empirical study on E-shopping in a multiple channel environment in which a segmentation schema is suggested based on patterns of e-purchasing and e-browsing including browsing on the internet with planned purchasing in an offline channel. They examine self-report of browsing and purchasing using five specific non store channels like internet, television, infomercial, advertising that accompanies regular television programming, television shopping channels, and print catalogues. The finding of this study shows that the buyer who browse or purchase online, different in their use of multichannel options related to their perception of ease. Some buyers wants to purchase in store setting and do not want multiple forms of non-store shopping. Other like to browse different non store media, they extended their browsing to the internet, however keep their loyalty to purchase in store.

Harn and Adeline (2008): focused in Malaysia about Web navigation behavior of Malaysian in relation to online purchasing. There finding shows that most of the shoppers were well educated with minimum bachelor degree, their age varies between 19 to 34 and they all are unmarried. This study proved successfully that the web navigation behavior is important factor to determine the probability of online purchasing, and it does not have significant influence for online purchasing decision. The most dissatisfying factor was slow downloading rate of web pages. The finding provide some insight while designing website, taking into consideration that it should be easy to use ,attractive and user friendly with faster downloading time.

Devaraj et.al (2006) critically analyzed an empirical study in USA regarding examination of online channel preference. He examined the behavioral and economic features that add to online consumer's satisfaction and further head

to their preference of online channel. The results indicate that asset specificity and uncertainty structure variables the electronic marketplace are related with the conduct constructs such as, personalization, website design, time responsiveness, security and reliability of the online channel. Further, it was found that, personalization, time responsiveness, security, and reliability are also significantly linked to the consumer satisfaction outcome with the channel. Website design has not significant effect to online consumer's satisfaction. Finally, it was indicated that satisfaction resulting from the above conduct variables was strongly related to the consumer's preference online channel preference.

Lee and Lin (2005): examined the relationship between internet service and the overall service quality of the customer like their satisfaction level and their purchase intentions. The data was collected from 297 consumers which is purchasing online. The positive and negative factors were analyzed to examine the reliability and the validity of the model which measures the factors. The structural equation modeling technique is done to test the model of the research. The results shows that the design of the web, their reliability, the responsiveness and the trust affects the overall service quality and the satisfaction of the shoppers. These all are related to the consumer purchase behavior and the intention. The dimension of the shopping is significantly related to the e-service quality of the sites and the consumer satisfaction. The study suggest to enhance the purchase intention of the consumer, the stores of online shopping should make some strategies and give trust to the consumer about the products. The online sites should give reliability and dependency of the web based services

Terhan, M. (2015), identify and evaluate service quality in five star hotels .It was revealed that based on the customers' view, service quality factors have been taken seriously in the five star hotels. The most important factors for five-star hotels were cleanliness, leisure facilities, and room rates, while the less important factor for customers of five-star hotels was hotel location.

Lauden,K. &Traver,C.(2013): Studied that Purchasing through internet is gaining more acceptances by consumers all over the worlds due to many reasons which were demonstrated by a study .The study aims were to examine the factors that encourage consumers to adopt online purchase behavior. The study showed that the highest rate was for the option; 24 hours shopping, followed by the option; easier to compare prices, then; offering free shipping.

Kim,H. (2005), examined an empirical study in UK to develop an index of online customer satisfaction; this study integrates and applies the concept of satisfaction from three field's i.e. marketing, management information system (MIS) and e-commerce. The main function of this paper is an exploration of the factors affecting satisfaction. The results show that ten factors on index are good exponent of satisfaction repurchase behavior and repurchase intention.

Jimenez and Martin (2009): examined on the comparison of the difference that exist between the adoption of e-commerce by potential purchase and the acceptance of the channels by experienced e-customer .Therefore, this paper seeks to test the influence of online shoppingexperience on electronic purchase intention. They use the conceptual model, an extended technology, acceptance model (TAM), is tested using structural equation modeling technique. They found that the influence of self-efficacy and usefulness increases as the consumer gains online shopping experience. The motivations that lead a potential e-customer to make a purchase are not the same as those that influence an experienced customer. This paper demonstrated the evolution of customer behavior and the need to differentiate the perception of consumers depending on their level of experience.

Monika,P.andGagandeep, K .(2014):explored about the role of innovation & technology in popularity of online shopping in India . The paper concluded that the advancement in technology facilitate customers into many ways which develop trust towards e-business. The role of innovation in the field of online shopping resolves number of issues related to customer satisfaction.

Hahn and Kim (2009): examined the influence of consumer trust and perceived internet confidence on consumer apparel shopping intention through internet or the online retailer operated by a multi-channel retailer. A total of 261 students in a large US Midwestern University participated in the paper based survey and provided usable responses. Structural equation based modeling was used to test hypothesis. They found that the consumer trust in an online retailer was a significant predictor of perceived internet confidence and search intention for product information through internet retailer. Search intention for product information through the online store and perceived internet confidence were significant and strong predictors of consumer's behavioral intention towards the online shopping. The findings of this study suggest that retailer of offers an internet channels as part of multichannel retail strategy and provide consistent service throughout their various channels.

H and Hsu (2008): conducted a study in Taiwan. Online shopping conditions are different from regular shopping in many ways. Shopping site look and fulfillment systems is like front employee, second, every online deals involves number of third parties, such as credit card clearance companies, and delivery firms. So, a new customer satisfaction index is required, to quantify customer satisfaction in online atmosphere. The new model customer expectation is substituted by trust and facilities quality is exchanged by e-SQ. One more supplementary relationship introduced which is from trust to customer faithfulness. The outcome shows that customer satisfaction is most important features that decide online customer loyalty. Online Trust makes a positive impact on perceived value, customer satisfaction and customer loyalty. This result suggests that e- SQ might be more significant than other factor. There is some deficiency of study, i.e. it is based on one -site random sample scheme which limits the generalizability.

Jarvelainen (2007) analyzed in her empirical study in Finland that there are many online information seekers who choose to stop the shopping process just before the finishing point of the transaction. The reason behind this is

intensely rooted in the internet based trust outcomes. The study focuses on e-commerce background. That means security and confidentiality issue, that how consumer select their purchasing channels. The finding of this study shows that constancy, trust worthiness, and usefulness as well as ease of the use of the system are essential, while the first imprint of online seller is significant, considering the behavioral intention.

Jiang et, al (2008) shown in their empirical study about US customer worries on internet security, while shopping over the internet can influence online buying behavior and these uncertainties may lead to identify theft. A good strategy to increase consumer trust while ordering online could be third party certification programs. The result of this study was that displays of third party logos have direct effect on consumer's perception of logos, which influence the transfer of trust towards e-retailer. This study concludes that the logos are ineffective when consumer is unfamiliar with it or do not notice the logo display. In order to increase the customer trust e-retailer can first target people who are experienced and knowledgeable about online shopping and have attained a positive level of trust in e-trailer. Second participate in well-known and trustworthy third party assurance programs and work to educate consumers about the significance of the third party logos when consumers have low current level of trust. The media have extended the browsing to internet however keep their loyalty to purchase in store.

Kyootal,L. and Kailash,J.(2007):This paper developed and tested a model of customer satisfaction with technology mediated service encounters utilizing the suggestions of Meuter et al. (2000)and the factors proposed by Jarvenpaa, S.and Todd, P. (1996).The paper identified An empirical analysis relative importance of different factors in online service encounters for customer satisfaction in east Africa .

Nzioka,P. and Njuguna,R.(2017):The study to assess the effect of firm orientation on the performance of hotels in Nairobi, Kenya. The study findings

revealed that market structure in terms of industry competition and market power, organizational structure, strategic orientation and market orientation had a positive effect on the performance of hotels in the county.

Gamal S. A. Khalifa and Mohamed A. A. Abou-Shouk (2014): investigating the success factors of hotel websites in the Case of Egyptian Hotels and found that the Egyptian hotel websites lack some crucial features to be competitive. As such, these findings can help hotel managers to improve these features. These negative perceptions can be seen as defects in the hotel websites and comprise some of the failure factors for the hotel websites to be competitive.

The study also revealed the perceptions of customers on hotel websites and determining factors that hotels have succeeded or failed to offer in their websites

Fevenet al.(2016). Study on Service Quality and Hotel's Customer Satisfaction in Ethiopia, the findings from the analysis shows that out of the five dimensions of the SERVQUAL three i.e., tangibles, responsiveness and empathy had high significant impact on customer satisfaction in hotel industry of Ethiopia.

Orthodox,T. andKrishna.G(2016):explored the relationship among hotel ratings, service quality; customer satisfaction and loyalty in the Ethiopian hotel . The study demonstrated that there is a significant relationship between hotel ratings and service expectations, service perceptions, and customer satisfaction. However, no significant direct relationship was found between hotel ratings and overall service quality. Furthermore, significant relationships were found between customer satisfaction and loyalty; but there was no direct relationship between hotel ratings and customer loyalty. Even though, there was no direct relationship between service quality and loyalty, there may be an indirect or mediated effect of hotel ratings on both service quality and loyalty, through its effect on service expectations and customer satisfaction through modified version of services quality and services performance.

Tsegaye,B.(2017) Attempted to assess the level of customer satisfaction and service quality in Hotel Industry. The investigation was collected from 390 respondents of sampled SNNPRS hotels/Restaurants with a SERVQUAL model and the result revealed that Hotels/Restaurants in SNNPRS do not meet the service expectations of their customers because there is a significant gap between the perceptions and expectations. Among the Modified five dimensions of service quality, the highest negative gap score belongs to Assurance and Tangibility and the lowest negative gap score was examined in responsiveness dimensions of service quality.

2.2.1 Models for Measuring E-Satisfaction in the Hotel Industry:

Researchers have employed various approaches, including attribute-level performance, prior experiences with the service, frequency of service usage, and expectation-disconfirmation approaches, to measure e-satisfaction (Shankar et al . 2000). Several conceptual models have been developed to help assess the electronic service quality and the factors affecting consumers' satisfaction. This section reviews some of the well-known models used to measure electronic service quality and electronic satisfaction in hospitality industry.

E-SERVQUAL is a conceptual model for measuring electronic service quality. It comprises two scales: a core e-SERVQUAL scale and a recovery eSERVQUAL scale, represented by four and three dimensions respectively. A Core eSERVQUAL scale is used to measure the customers' perceptions of service quality delivered by online retailers. It has four dimensions: efficiency, reliability, fulfillment, and privacy (Zeithaml et al, 2002, p.362).

E-S-QUAL model utilized for measuring the service quality delivered by web sites on which customers shop online. The basic E-S-QUAL scale is a 22-item scale covering four dimensions: efficiency, fulfillment, system availability, and privacy. The second scale, E-RecS-QUAL, is designed to suit only to customers

who had non-routine encounters with the sites and contains 11 items in three dimensions: responsiveness, compensation, and contact. (Parasuraman et al, 2005, p.7).

Swaid and Wigand (2007, p.7) developed a research model that examines the relationships among the dimensions of e-service quality and customers' satisfaction and loyalty intentions. This model consists of six dimensions and 29 items, these dimensions are: Website usability, Information quality, Reliability, Responsiveness, Assurance and Personalization.

Weber et al., (2006), a model that developed for measuring online satisfaction and online loyalty of customers in the hospitality industry. This model has five dimensions and 15 items. These dimensions include: User Interface, Online Resources, Customer Confidence, Relationship Services and Perceived Value.

Kim et al.'s (2006) study aimed to identify the determinants affecting Chinese hotel customers' online reservation intentions and to assess their satisfaction with online hotel reservation. This scale encompasses six dimensions: Information Needs, Service Performance and Reputation, Convenience, Price Benefits, Technological Inclination and Safety (Kim et al., 2006).

Szymanski and Hise (2000), the study employed the cumulative approach to identify five facets of e-satisfaction. These are: shopping convenience, product offerings, site design, financial security, and product information. The first four factors significantly impact on e-satisfaction with online shopping.

Wolfinbarger and Gilly (2002), through focus group interviews, a content analysis, and an online survey, and have uncovered four contributors to the online retailing experience: Website design, reliability, privacy/security, and customer service.

Zeithaml and Bitner (2000), defined e-satisfaction as the customers' assessment of a product or service in terms of whether that product or service has met their needs and expectations in online platform. Satisfaction has been

shown to be positively related to loyalty and this effect also occurs in online environment.

Shankar et al. (2003) indicated that the effect of satisfaction on loyalty is stronger online than offline. Satisfied customers tend to have higher usage of service, possess stronger repurchase intention, and are often keen to recommend the product or service to their acquaintances.

Ribbink et al. (2009) articulate that the importance of attributes of online customer's satisfaction is dependent on technology readiness. Research on the background to e-service adoption also suggests that e-service experience has impact on customers' perception and evaluation of e-service quality.

2.3 Conceptual framework

The main purpose of this study will help to develop conceptual framework in order to evaluate the online service satisfaction of hotels guests toward the services of the Ethiopian five stars Hotel, websites and the quality of these services. This evaluation will help to achieve the purposes and objectives of the study.

Conceptual framework will be developed based on one of the previous contributions of many authors who developed many scales and models in the topic stated above. The study has based on **Swaid and Wigand's Model** that examines the relationships among the dimensions of e-service quality and customers' satisfaction and loyalty intentions.

2.3.1 Dimensions of the Conceptual framework

The researcher has identified variables which influence customer satisfaction in online marketing of a five star hotel in Addis Ababa, Ethiopia. These variables are: Website information's, quality customer service, efficiency

(system convenience), reliability (System safety), interactivity (contact) and Privacy.

Website information quality: Information quality covers the extent to which complete, accurate, and timely information is provided for the consumer during the interaction. Thus, the quality of the information provided through the web service is a very important dimension.

Bauer et al. (2005) stated that the quality and performance of information is an essential feature in an information service based environment. Nath and Singh (2010) also argued that since web services are provided in information based-service environments, therefore, it is important to evaluate their quality and performance and to develop a feedback mechanism to provide adequate information for the customer's decision-making.

E-Service Quality (E-SQ): Service quality is generally defined as the difference between expected service and perceived service (Parasuraman, Zeithaml, & Berry, 1988). The provision of superior service positively affects customers' perceived service quality and subsequently, increases a firm's profitability (Kim, Kim, & Lennon, 2006).

One of the dimensions of e-service quality is the ease to use/usability of the website (easy to use, user-friendly, easy login, and time saving are some of the favorite items). Usability satisfaction could be achieved by ensuring that the website includes current and comprehensible information, suitable language and resources for responding (Trepper, 2000). According to Bai, Law, & Wen's (2008) study on website quality and customer satisfaction, factors of website quality include functionality and usability. Traditionally, usability is considered a key factor for predicting intentions. Website usability includes the ease of navigating or to make purchases (Flavian, Guinaliu, & Torres, 2006).

Reliability (System safety) refers to the extent to which the website performs services as promised and the correct technical functioning of the website and the accuracy of online booking and online payment.

Efficiency (system convenience):-refers to the extent to which the website is well structured, ease, speed of access, easy to navigate and completes a transaction quickly.

Poon & Lee (2012) mentioned that e-service users looking for self-service over the Internet, whether it is a knowledge-based search or a sales transaction, hope to enjoy convenience without the need to switch to another customer service channel such as phone service and users do not want use up too much time to learn how to use the e-services offered.

Interactivity (Contact): refers to the extent to which a user can interact and contact with the website.

Iliachenko (2006) defined interactivity as the website's ability to allow different flows of communication between the users and the company's personnel, interactive search for information, and transactions through the website. In addition, interactivity is regarded as the degree to which an e-commerce website facilitates two-way communication with its users (Fan, Lee, & Kim, 2013). Kurt &Atrek (2012) highlighted the relationship between website interactivity and customer satisfaction.

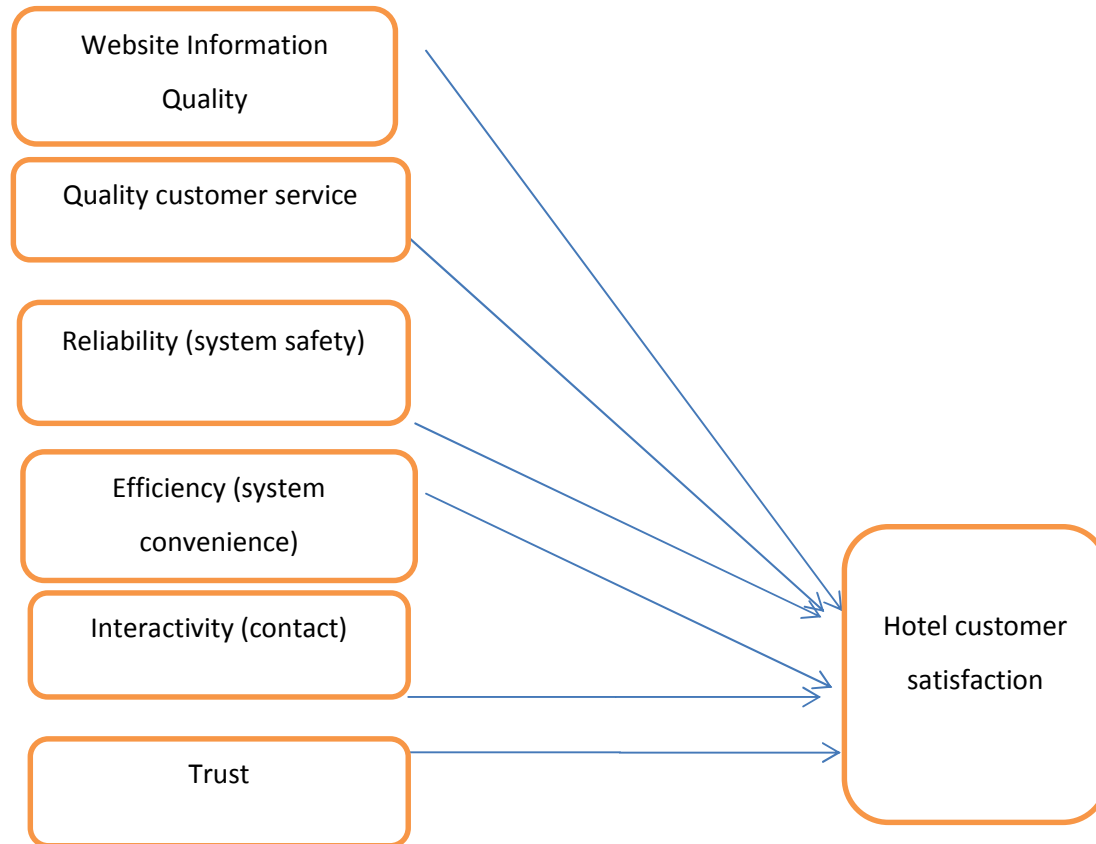
Trust: It refers to the safety of the website and the protection of customer information, credit card information and shopping behavior data of the customers.

Dimitrios& Cristina (2012), customers perceive a hotel to be more reliable if it provides accurate information on its website. The content of a website should be updated often and organized so as to prevent any misinterpretation by the hotel's customers (Dale, 2013). According to Chathoth (2007), if a customer

finds a technological solution difficult to use or untruthful, negative feelings about the service provider could be generated.

Independent variables

Dependent variables



Conceptual framework model adopted from Swaid and Wigand (2007)

The variables Website information, Quality Customer service, Reliability (System safety), Efficiency (system convenience) , interactive (contact) and trust act as dependent variables and e-satisfaction acts as independent variable.

2.4 Summary of literature review

2.4.1 Summary of theoretical findings

Online marketing has cover the way to interact customers with marketer in an easiest way than before which has created a new era in the business world (Comegys, Hannula, &Vaisanen, 2006). On the other hand customers also trying to adopt with this new method of transactional system and there is a good response coming from the customers. Online marketing is growing very fast throughout the world. The developed countries who have been accepted online marketing extremely have set a frame work for this new system so does the developing country like Ethiopia thinking to set a frame so that marketer have to keep in mind that what customers are really want from a online marketing service. In online marketing, marketer does their business through different website as a result it's become important to design an attractive website. Internet paves the way to come different company and the customer in one place. It is one kind of virtual market. Through online or internet every company get the chance for advertise their products and sell their service. In case of online marketing, customers have a great opportunity to compare the service offers with the competitors in Ethiopian hotels. Thus, the country like Ethiopia where customers around the world have an opportunity to compare the service offered the price and booking using online websites.

In Ethiopia the economy has growing very fast and the online service usage of the consumers has been changed since most of those customers of five stars hotels have foreigners. The Ethiopian hotels industry has used online payments for their business transaction and this tendency has growing very fast.

2.4.2 Summary of an empirical study

There are number of factors that affect the online marketing in Ethiopian hotels market. An empirical study will give the scope of staying close to the respondent and grasp the real scenario, without empirical study researcher can't understand the real problem (Kuester, 2012). So for understanding the theoretical learning properly researcher must understand the empirical study.

The review of empirical study has revealed that majority of the studies have been conducted in the developed country. Most of the studies have focused on multiple channel preference, consumer trust and perceived in internet confidence, service quality of the consumer, reliability and dependency in the online website for customer's satisfactions. The literatures reveal that those who are aware of technology, knowledge, and trust in online business make a positive impact on perceived value and engaged in the online shopping.

Furthermore, previous study had indicated that there was strong and significant effect between e-SQ and e-satisfaction in e-commerce that means online service quality (e-SQ) is the way to enhance online satisfaction (e-Satisfaction) and increasing e-Loyalty in B2C market. Meanwhile with the advancement in internet and information technology, online buyer's expectation towards quality of online service provider's website has changed.

However, there has not been as such empirical study in the context of Ethiopian online marketing and related issues in the hotels industry to so that it become large gaps to take as empirical background studies.

CHAPTER THREE

3. Research Design and Methodology

3.1 Introduction

Research methodology has necessary to provide a reliable and valid research study. In Chapter 3, the researcher discussed and delivered about the method that used to obtain related information in order to conduct exploratory research. The study included research approach, research design, data collection methods, sampling design, research instrument, constructs measurement, the processing data and data analysis.

3.2 Research Approach

To understand research problem and answering research question, utilization of both qualitative and quantitative data was preferred.

Qualitative method is designed to gather information from statistically representative samples of the target population; it is usually conducted among several hundred, of respondents for this reason. Information is generally obtained using standardized structured questioners (Palmer 2000). This type of research tackles questions that seek to find out how much. The most common form of primary research is the use of questionnaires.

On one hand, it was qualitative approach because it can describe the actual condition of service quality practice in five stars hotels with non-numerical ways. Thus, Interviewing of the hotel customers using qualitative data, to get respondents' opinion & understand the effect on online marketing on customer's satisfaction.

On the other hand, quantitative data developed in structured questionnaires which helped to get relevant information from participants.

After collecting relevant information using qualitative and quantitative data; it had coded & quantified in numbers and then the quantified data analyzed in statistical model such as mean, standard deviations, correlation, and regression analysis.

3.3 Research Design:

This study used explanatory type of research design in order to explain the relationship between the service quality variables and customer satisfaction, assess the effect relationship between online service quality variables and customer satisfaction and how these online service quality dimensions affect customer satisfaction in the hotels business.

3.4 Sample Size

In research, understanding and defining the research population is important on many fronts: failure to include those that are not accessible results in the sample being unrepresentative. The results from such research also have implications on the findings (Sydor 2013).

A sample is a part taken to represent a whole or entirety of the population. A sample taken should have all the characteristics of the population or universe. Kumekpor (2002) states that a sample of a population consists of that proportion of the number of units selected for investigation. Jankowicz (2002) , further stressed that sampling is the deliberate choice of a number of people who are to provide the data from which conclusions about these people can be drawn.

The Ministry of Culture and Tourism have a data of standard hotel in Addis Ababa. According to the minister, out of total stars award of seventy eight hotels in Addis Ababa, the number of five stars hotels are seven in numbers.

The Population of the study has the customers of 5-star hotels in Addis Ababa. Hotel customers had selected using simple random method. To have a fair

representative and avoid bias for the sample size for the study, all five stars hotels had selected for the research study.

3.4.1 Sample size determination

There are three traditional approaches to determining sample size. The size of the sample may be determined through the good judgment of the researcher (Green, Tull&Albaum, 1988). The use of the budget and the cost of the research may be another determinant of the sample size (Green et al., 1988). Finally, the fact that the researcher has attracted all potential participants may determine sample size (Green et al., 1988).

The target population was the customers of five star hotels .The representative sample population was taken from the customers of 5 star hotels in Addis Ababa which have immeasurable and unlimited due to seasonal fluctuation of customers and political situation of the country's fluctuate the number of hotel guest undetermined even if Ethiopia's Ministry of Culture and Tourism was reported that the total tourists arrivals in Ethiopia from 2015 to 2016 increased from 817, 860 to 868, 780 with an increase of 6.23 % and average arrival in month was 68,155.00 and 72,398.33 respectively although arrivals in 2017 was decrease from previous year. The researcher distributed equal number of questionnaires and interviewing guests from those five star hotels in Addis Ababa in order to conduct the research.

In this research, proportional simple random sampling had been utilized. According to the following formula with confidence interval of 95%; n- desired sample size the researcher uses, e-margin of error 5% (0.05).

$$n = z^2 * (p * q) / e^2 \quad n = 1.96 * 1.96 (0.75 * 0.25) / (0.05 * 0.05).$$

$$n = 288$$

In order to collect the data and fulfilled sample size, the researcher was distributed the 271 questionnaires to hotel guests by adding 10% from 246

and the rest 42 questioners were fulfilled by interviewing the guests which enabled the researchers to get the desired numbers of sample size .

The questionnaire comprised a series of Likert-type (1-5 disagree/agree) statements developed from Loiacono et al. (2002) and other extant studies. 24 items were used to measure the 6 constructs developed factors. The sample size to factors indicators ratio of (288/24) is 12:1, which exceeded the rule of 10:1 indicated that each item in the analysis should have at least 10 responses (Finney & Distefano, 2006) and this confirmed the adequacy of the sample size for analysis.

3.5 Sampling Technique

David and Sutton (2011) point out that sampling is the process of deciding who will participate in the research. Simple random sampling is a simple straightforward strategy in which each member of the population has an equal chance of selection for the research. This sampling strategy reduces the bias in the selection process.

For the study convenient sampling technique method had been applied on the basis of suitability for the availability of information which makes the study more simple. All five stars hotels that spread across the capital had taken and the location had selected due to the fact that telecommunication infrastructure has better than outline the city .Addis Ababa city is the place where most of diplomat exist as well as international conference has undertaken .Thus, it become fair to take and study online marketing tools in five stars hotels that exist in Addis Ababa.

3.6 Sampling procedures

The study was applying stratified sampling procedures. Stratified sampling procedures were appropriate since the target population will be categorized in sub groups called strata to select samples from each subgroup.

3.7 Sources of Data Collection

3.7.1 Primary Data Collection

The primary data were collected using questionnaires and as well as interviewing of the selected hotel guests as the research instrument. By asking permission from the general managers of the hotels, the questionnaires had completed by hotel guest by putting at convenience place to the hotels guests and by interviewing the guest.

Questionnaires and interviews was designed to discover facts, attitude or beliefs and it prepared in English language since most of the five star hotels guest had able to experience in English.

3.8 Methodology of the study

The methodology of the study was by distribution of questionnaires and interviewing of customers by the researcher himself from selected hotel guests by using simple random sampling technique that was fairly represent the sample population and the method used less time and money as well as a better monitoring and quality control even though it had excluding many other aspects.

The questionnaire included items pertaining to the customers' demographic data inured to evaluate the level of the satisfaction regarding Ethiopian hotels' websites marketing. From the total sample size, forty two customers, six from each hotels were interviewed and the remain two hundred forty six (246) questioners, which was more than 10% above from the total sample size ,266 questionnaires were distributed in seven investigated hotels; thirty eight forms to each hotels guest .

From the total266 forms of questionnaires distributed, Only246 forms were answered and returned back, and 20of them were excluded because they were not completed and those hotel guests were not online booking customers and from the total of questioners distributed and interviewed 276 (95%) forms were

valid and completed included in the analysis. For quantitative data analysis, the Statistical Package for Social Science 20 (SPSS) was used for data input and analysis. The statistics results were presented in table and graphical forms with detailed description. The data have been analyzed using statistical indexes such as descriptive statistics, correlation, regression, ANOVA and T-test.

3.9 The Questionnaire Structure

Questionnaire for hotel guest was developed in **two sections**. **Section one** was demographic data of the guests such as age, gender, and marital status. **Section two** of the questionnaire about measuring the effect of online service quality marketing tools in the satisfaction of five star hotels customers in Addis Ababa. This questionnaire had designed based on six variables such as Website information, Quality Customer service, Reliability (System safety), Efficiency (system convenience), Interactivity (Contact), and Trust.

3.10 Data Processing and Analysis

The importance of data analysis in research is undisputable according to Yin (1989). The final objective is discussing the evidence fairly, to produce convincing analytical conclusions and to provide alternative interpretation. Therefore, the raw data collected through the questionnaires method were passing through data cleaning and editing process so that it had helped to eliminate errors and to ensured conclusion of all relevant question.

The service quality marketing tools on the customers satisfactions of hotel business had analyzed and evaluated according to the level on a 5 point Likert-scale by elaborating a total of 6 independent variables with a total of 24 factors will be to measure customer satisfaction by indicating 1=strongly disagree, 2= disagree, 3= neutral, 4= agree 5= strongly agree in order to calculate for each of the scale variables.

Because of the regression functions the equation of multiple regressions on this study had generally built around two sets of variable, namely dependent

variables (customer satisfaction) and independent variables (Website information, Quality Customer service, Reliability (System safety), Efficiency (system convenience), Interactivity (Contact), and Trust).

Thus, regression analysis had been conducted in order to identify which online service quality marketing tools had significant effect on the satisfaction of hotel business. After processing and analysis of data, Finding and conclusion of the study had done.

The basic objective of using regression equation on this study had made the researchers more effective at describing, understanding, and predicting the stated variables. The regression model has shown below.

$$(Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \varepsilon, \dots)$$

Where:-

Y= dependent variable (customer satisfaction)

X1, X2, X3, X4, X5 and X6 are the independent variables such as :-

X1=Website information, X2=Quality Customer service, X3= Reliability (System safety), X4=Efficiency (system convenience), X5=Interactivity (Contact), and X6= Trust

β_0 is the intercept term- it gives the mean on effect Y of all the variables excluded from the equation, although its mechanical interpretation was the average value of Y when the stated independent variables are set equal to zero.

$\beta_1, \beta_2, \beta_3, \beta_4, \beta_5$ and β_6 refer to the coefficient to their respective independent variable which measures the change in the mean value of Y, per unit change in their respective independent variables, ε represent the error term.

3.11 Validity and Reliability

In this study, Validity was strengthened through an extensive review of the literature. Then the questionnaire was developed and a pilot study had been conducted amongst a small number of online hotel guests in Addis Ababa to get the customers feedback. This leads to an improved questionnaire which had been used for the research presented in this paper. In this study Cronbach's Alpha was used as an examination indicator to determine the reliability of the measurement scale of online customer satisfaction after pilot testing. The value of Cronbach is generally required to be over 0.7. (Bozorgy, 2007, p.72).The higher value of the Cronbach's coefficient alpha indicates greater value. From the figures generated from the pilot test, it was observed that the reliability of all dimensions in the values of the Cronbach's coefficient alpha were above the minimum level. This meant that the scale, applied in this paper was reliable.

The descriptive statistical results presented through summary statistics, which included the means, regression and standard deviations values. Inferential statistics used in making predictions or inferences about the population from observations and analyses of a sample (Kothari, 2004). Pearson Correlation Analysis in this study Pearson's correlation coefficient was used to determine the relationships between service quality dimensions (Website information, Quality Customer service, Reliability (System safety), Efficiency (system convenience), Interactivity (Contact), and Trust) and customer satisfaction.

Multiple regression analysis has used to investigate the effect of service quality dimensions (Website information, Quality Customer service, Reliability (System safety), Efficiency (system convenience), Interactivity (Contact), and Trust) on customer satisfaction.

The ANOVA statistics was used to present the regression model with F-significance value of at df (6, 269) $P < 0.05$ was established. Thus, the model was very significant.

3.12 Ethical Considerations

The researcher take care of any information from individual respondents without disclosing their personality, express their opinions as they has given and take literature that has contributed by any means to this research.

CHAPTER- FOUR

4. Results and Discussion

The primary focus of this study was to assess the effects of online service quality dimensions on customer satisfaction at the five stars hotels in Addis Ababa. The analysis of the findings was generated from the results of survey which conducted in person obtained from 276 participants (through questionnaires distributed and interviewed respondents), this section presents the results of descriptive analysis, a correlation analysis, and regression analysis.

This study attempted to answer the following research questions

- To what extent website information quality of online marketing (service quality tools) affecting on customer satisfactions of online customers in five star hotel in Addis Ababa?
- To what extent quality customer service of online marketing affect customer satisfaction of online customers in five star hotels in Addis Ababa?
- To what extent reliability (system safety) of online marketing affecting the customer satisfaction of online customers in five star hotels in Addis Ababa?
- To what extent efficiency (system convenience) of online marketing affecting the customer satisfaction of on line customers in five star hotels in Addis Ababa?

- To what extent interactivity (contact) of online marketing affecting the customer satisfaction of on line customers in five star hotels in Addis Ababa?
- To what extent trust of online marketing affecting the customer satisfaction of on line customers in five star hotels in Addis Ababa?

4.1. Descriptive Statistics

Dimensions /variables	Cronbach's Alpha	No of Items	comments
Website information quality	.954	8	Accepted
Quality Customer service	.917	4	Accepted
Reliability (system safety)	.959	2	Accepted
Efficiency(system convenience)	.912	4	Accepted
Interactivity(Contact)	.909	3	Accepted
Trust	.935	3	Accepted

Table on Reliability Statistics

4.1.1. Socio - Demographic Characteristics

Under this section socio demographic characteristic of respondents was presented. The socio demographic characteristics of respondents include in this study were gender, age groups, marital status and nationality in order to make the study more understandable and clear since it is important for the research to know which demographic characteristic attended most.

		Frequency	% age
Gender	Females	116	42.0%
	Males	160	58.0%
Age groups	Below 25	95	34.4%
	25-35	85	30.8%

	35-45	56	20.3%
	More than 45	40	14.5%
Marital status	Single	60	21.7%
	Married	95	34.4%
	divorced	40	14.5%
	Widowed	46	16.7%
	separated	35	12.7%
Nationality	U.S.	63	22.8%
	British	85	30.8%
	French	50	18.1%
	Australian	43	15.6%
	African and others	35	12.7%

Table on Socio -Demographic characteristics of respondents in tables

(Source: Researcher's Survey, 2018)

As shown in Table above, the sample was mainly from males (58.8%) than females which were 42 %. This ratio does not effect on the survey result that much because the satisfaction of online booking is same for both male and female customers.

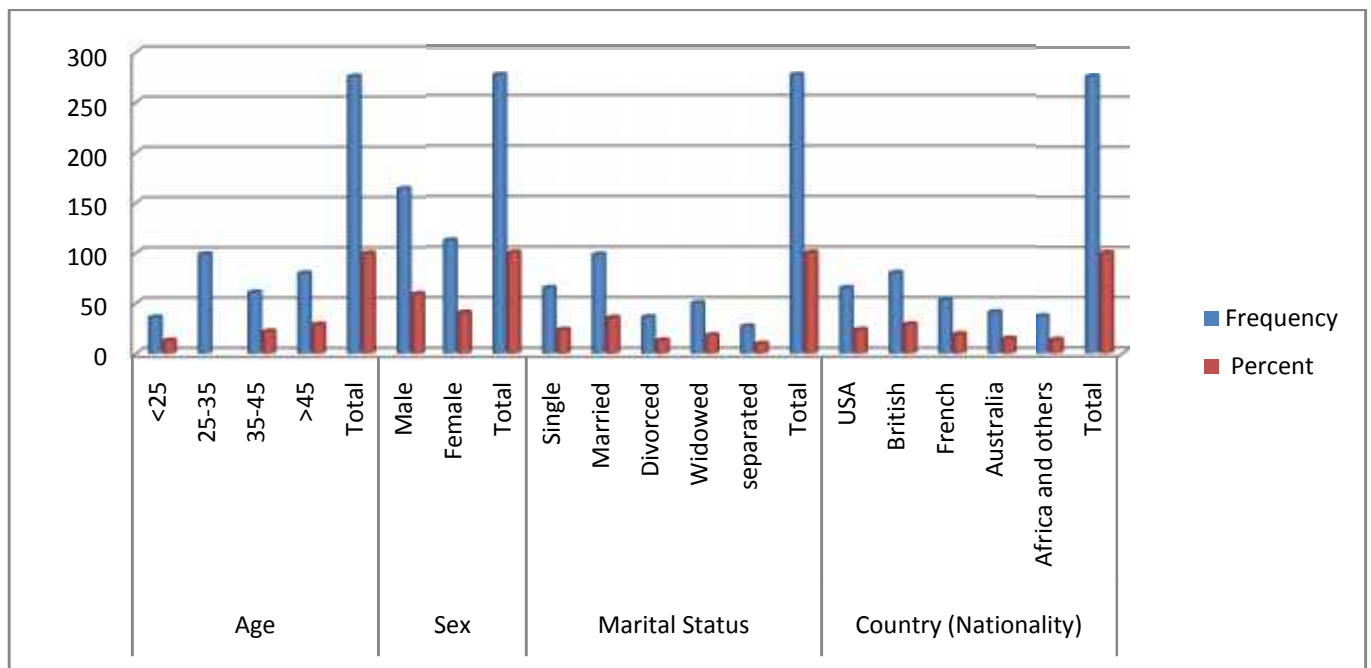
The respondents were asked to mention their age so that the researcher divided the participants into four different groups per their age such as (34.4%) were under 25 years.(30.80 %)from 25 to 35 years, (20.3%) from 35 to 45 years and 14.5 % was more than 45% .Most of the participants were from 25 to 35 age as it's easy to guess because majority of them were young age . This question have positive mark in the survey and we can say that customers from 25 to 35 ages groups has travelers and become the customers of hotels more than other age groups .This might due to the popularity of using of ICTs among the younger category more than the elder one.

Regarding marital status level, most of the respondents (34.4%) were married, then the next higher groups of respondents were single(21.7%),the third one

was widowed (16.7%) , the forth divorced (14.5%) and the last one separated(12.7%).This shows that the hotels have stable nature of customers .

The majority of the respondents were British (30.8 %), U.S citizens came second (22.8 %) French as the third (18.1%), Australians as the forth (15.6 %) and African and other the last (12.7%).This study showed that majority the customers come from the developed country. This indicates that Ethiopian hotel industries have a great market opportunity in the hospitality industry.

The overall socio demographic characteristics of the study also had shown in below, which clearly shows that majority of the customers has well experienced citizen and majority of them have young age so that they have the higher user of technology.



Figureon Socio demographic characteristics of the respondents

(Source: Researcher's Survey, 2018)

The socio demographic item was similar to the tables shown above which start from age, sex, marital status and country (nationality) of the respondents.

4.1.2 The result of interviewed respondents

The purpose of taking the survey was to assess the perception of the customers about the online service quality tools of Ethiopian five stars hotels. The researcher collected 42 samples, were randomly selected from customers and all samples in the survey were analyzed in the context based on the six dimensions of online service quality tools and their response was as follows.

The result of customers perception showed that 35% of the customers believed that they would be satisfied with the dimension of on Website information quality while 24 % with on Interactivity (contact), the third with on Quality customer service 21%, the forth one efficiency (system convenience) with 14%, the fifth trust with 5% and the last one reliability (system safety) with all of the respondent didn't reliable on hotel online service.

The above survey results showed that the three dimensions such as reliability (system safety), trust and efficiency (system convenience) has the least of dimension that customers didn't sure about the service. Those participants respond that the cause of their perception about online service quality tools of Ethiopian hotels were due to the existence of unreliable internet service and access, lack of legal mandate and technological readiness and lack of experience and trained man powers made then to doubt about the reliable, trust and the efficiency of online marketing tools. The percentage of those respondents with its percentage has depicted as shown below.

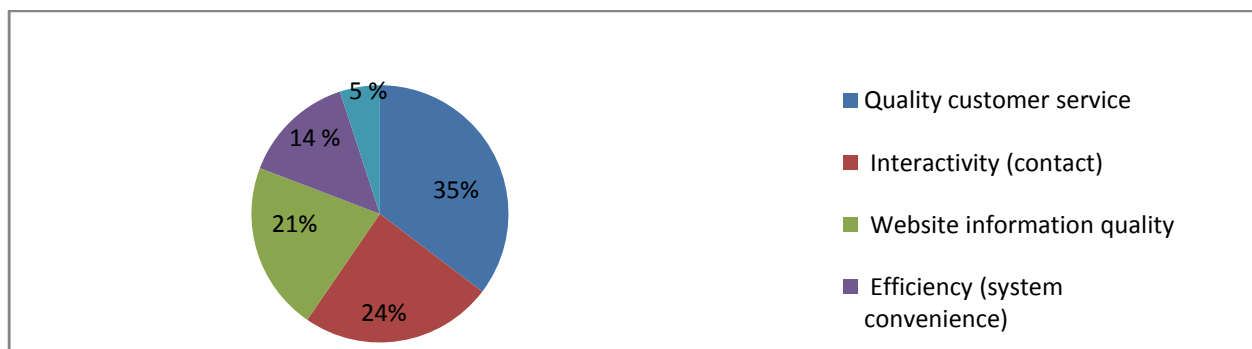


Chart on the perception of service quality dimension

(Source: Researcher's Survey, 2018)

4.1.3 The Dimensions of Customer Satisfaction and Service Quality Tools

Under this section of the study data obtained from the field about dimensions of customer satisfaction and service quality was presented. The dimensions which were considered in the study were website information quality, quality customer service, reliability (system safety), efficiency (system convenience), interactivity (contact) and trust.

4.1.3.1 Perception on Website Information Quality

The first dimensions which was designed to explain online marketing of 5 stars Hotel customer satisfaction and service quality. Under this statement were designed to explain the website information quality of online marketing of the hotel and the result presented as follows.

R.No	Statements	Response	Frequency	Percent	Mean	Stan Dev.
1	Website information enables to locate hotel map clearly.	Disagree	156	56.5	2.69	.85
		Neutral	50	18.1		
		Agree	70	25.4		
		Total	276	100.0		
2	Website has showing attractive hotel photo	Agree	144	52.2	4.48	.50
		Strongly Agree	132	47.8		
		Total	276	100.0		
3	Website has enough information to describe the hotel	Agree	168	60.9	4.39	.49
		Strongly Agree	108	39.1		
		Total	276	100.0		
4	Website has enough Hotel	Neutral	170	61.6	3.57	.79
		Agree	54	19.6		

	reservation policies	Strongly Agree	52	18.8		
		Total	276	100.0		
5	Website has enough Hotel E-payment procedures	Neutral	180	65.2	3.35	.48
		Agree	96	34.8		
		Total	276	100.0		
6	Website has enough Contact information address (phone no. , fax number. E-mail address)	Neutral	165	59.8	3.58	.77
		Agree	63	22.8		
		Strongly Agree	48	17.4		
		Total	276	100.0		
7	Website enables to provide the information relevant to the customer's demands	Neutral	50	18.1	3.97	.58
		Agree	183	66.3		
		Strongly Agree	43	15.6		
		Total	276	100.0		
8	Website able to provide the up-to-dated information.	Disagree	87	31.5	2.68	.58
		Neutral	189	68.5		
		Total	276	100.0		

Table on respondent's perception on website information quality

(Source: Researcher's Survey, 2018)

4.1.3.2. Perception on Customer Service Quality

The second dimension which was designed was quality customer service .To describe quality customer service statements were designed and the result presented as follows.

R.No	Statements	Response	Frequency	Percent	Mean	Stan Dev.
1	The website platform has ability to respond to customers' inquiries quickly	Disagree	109	39.5	2.81	.79
		Neutral	120	43.5		
		Agree	38	13.8		
		Strongly Agree	9	3.3		
		Total	276	100.0		
2	Website platform has assist in a good way as online customers need	Neutral	170	61.6	3.47	.65
		Agree	83	30.1		
		Strongly Agree	23	8.3		
		Total	276	100.0		
3	Website platform has provided appropriate solution	Neutral	65	23.6	3.94	.64
		Agree	163	59.1		
		Strongly Agree	48	17.4		
		Total	276	100.0		
4	website platform follow up with guests after they leave	Neutral	185	67.0	3.33	.47
		Agree	91	33.0		
		Total	276	100.0		

Table on respondent's perception on quality customer service (Source: Researcher's Survey, 2018)

4.1.3.3 Perception on Reliability (System Safety)

The third dimension was reliability (system safety). To describe the dimension statements were designed and the result presented as follows.

R.No	Statements	Response	Frequency	Percent	Mean	Stan Dev.
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	Website has reliable View or cancellation of reservation	Neutral	195	70.7	3.39	.67
		Agree	53	19.2		
		Strongly Agree	28	10.1		
		Total	276	100.0		
	Website has accurate online booking and online payment system	Neutral	201	72.8	3.43	.75
		Agree	31	11.2		
		Strongly Agree	44	15.9		
		Total	276	100.0		

Table on respondent's perception on reliability (system safety)(Source: Researcher's Survey, 2018)

4.1.3.4. Perception on Efficiency (system convenience)

The fourth dimension designed was efficiency (system convenience).To describe efficiency statements were designed and the result summarized as follows.

R.No	Statements	Response	Frequency	Percent	Mean	Stan Dev.
1	Website is easy to access	Neutral	175	63.4	3.59	.59
		Agree	38	13.8		
		Strongly Agree	63	22.8		
		Total	276	100.0		
2	Website is easily Usability	Neutral	180	65.2	3.58	.78
		Agree	33	12.0		
		Strongly Agree	63	22.8		
		Total	276	100.0		
3	Website is completes a transaction quickly	Disagree	45	16.3	3.05	.63
		Neutral	171	62.0		
		Agree	60	21.7		
		Total	276	100.0		
4	Website is well	Disagree	50	18.1	2.90	.71

	structured	Neutral	203	73.6		
		Agree	23	8.3		
		Total	276	100.0		

Table on respondent's perception on efficiency (system convenience)(Source: Researcher's Survey, 2018)

4.1.3.5. Perception on Interactivity (contact)

The fifth dimension which is included in this study was interactivity (contact) and the result obtained from the data summarized as follows.

R.No	Statements	Response	Frequency	Percent	Mean	Stan Dev.
	Website has user friendly with the customers	Neutral	139	50.4	3.69	0.63
		Agree	83	30.1		
		Strongly Agree	54	19.60		
		Total	276	100.0		
	Website has customized to individual users	Neutral	199	72.1	3.38	0.51
		Agree	49	17.8		
		Strongly Agree	28	10.1		
		Total	276	100.0		
	Website has customer service representatives available online	Disagree	50	18.1	3.04	0.65
		Neutral	165	59.8		
		Agree	61	22.1		
		Total	276	100.0		

Table on respondent's perception on interactivity (contact)

(Source: Researcher's Survey, 2018)

4.1.3.6. Perception on Trust

The Sixth dimension which is included in this study was trust and the result obtained from the data summarized as follows.

R.No	Statements	Response	Frequency	Percent	Mean	Stan Dev.
	website has protection from the security of sensitive information	Neutral	225	81.5	3.25	0.41
		Agree	33	12		
		Strongly Agree	18	6.5		
		Total	276	100.0		
	website has protective the safety of shopping behavior of the customers	Neutral	205	74.3	3.36	0.47
		Agree	43	15.6		
		Strongly Agree	28	10.1		
		Total	276	100.0		
	Website confidential has protected customer information	Neutral	169	61.2	3.54	0.71
		Agree	66	23.9		
		Strongly Agree	41	14.9		
		Total	276	100.0		

Table on respondent's perception on trust

(Source: Researcher's Survey, 2018)

The above results show the descriptive statistics for online service quality dimension and customer satisfaction. The means of all service quality dimensions of hotel services are high and the customers are satisfied as per the finding of the independent variables shown that the higher means ,efficiency (system convenience) with the cumulative mean value and standard deviation of (4.28, .6775) the second is website information quality with the cumulative mean value and standard deviation of (3.59, .6300), the third reliability (system safety) with the cumulative mean value and standard deviation of(3.41, .7100), the forth quality customer service with the

cumulative mean value and standard deviation of (3.39, .6375), the fifth trust with the cumulative mean value and standard deviation of (3.38, .5300) and interactivity (contact) with the cumulative mean value and standard deviation of (3.37, .5967) respectively.

4.2. Inferential statistics

4.2.1 Correlation Analysis

The study sought to establish the relationship between independent variables (the dimension of online marketing of 5 star Hotel in Addis Ababa) and dependent variables (customer satisfaction and service quality). Pearson Correlation analysis was used to achieve this end at 95% confidence level ($\alpha = 0.05$). 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. And also a very useful means to summarize these relationships between the variables with a single number that falls between -1 and +1 Field (2005). A correlation analysis with Pearson's correlation coefficient (r) was conducted on all variables in this study to explore the relationships between them. The correlation coefficient r is statistics used to measure the degree or strength of this type of relationship (Taylor, 1990).

To interpret the strengths of relationships between variables, the guidelines suggested by Taylor R, (1990), was followed. His classification of the correlation efficient (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. The result presented as follows.

	customer Satisfaction	Website information quality	Quality Customer service	Reliability (System safety)	Efficiency (system, convenience)	Interactivity (Contact)	Trust
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customer Satisfaction	Pearson Correlation	1						
	Sig. (2- tailed)							
	N	276						
Website information quality	Pearson Correlation	.903**	1					
	Sig. (2- tailed)	.000						
	N	276	276					
Quality Customer service	Pearson Correlation	.959**	.904**	1				
	Sig. (2- tailed)	.000	.000					
	N	276	276	276				
Reliability (System safety)	Pearson Correlation	.878**	.898**	.841**	1			
	Sig. (2- tailed)	.000	.000	.000				
	N	276	276	276	276			
Efficiency (system, convenience)	Pearson Correlation	.293**	.258**	.290**	.259**	1		
	Sig. (2- tailed)	.000	.000	.000	.000			
	N	276	276	276	276	276		
Interactivity (Contact)	Pearson Correlation	.914**	.847**	.869**	.944**	.270**	1	
	Sig. (2- tailed)	.000	.000	.000	.000	.000		
	N	276	276	276	276	276	276	
Trust	Pearson Correlation	.891**	.832**	.843**	.923**	.263**	.972**	1
	Sig. (2- tailed)	.000	.000	.000	.000	.000	.000	
	N	276	276	276	276	276	276	276
**. Correlation is significant at the 0.01 level (2-tailed).								

Table on Correlation analysis

(Source: Researcher's Survey, 2018)

According to correlation analysis table, web site information quality is positively correlated with a dependent variable customer satisfaction and the relationship between variables very high correlation with a value of .903. Website information quality is significant with a value of 0.001 which is lower than 0.05. Hence, on website information system quality is found to have positive significant relationship with customer satisfaction and service quality. Likewise, quality customer service is positively correlated with a dependent variable customer satisfaction and the relationship between variables is very high with a value 0.959. Quality customer service is significant with value of 0.001 which is less than 0.05. Hence quality customer service is found to have positive and statistically significant relationship with customer satisfaction. Furthermore, Reliability (system safety) is positively correlated with dependent variable customer satisfaction and have relationship between variables in high with a value of .878 . Reliability (system safety) is significant with a value of 0.001 which is less than 0.05. Hereafter Reliability (system safety) is found to have positive and statistically significant relationship with customer satisfaction. Moreover, efficiency (system convenience) also has positively correlated with a dependent variable customer satisfaction and the relationship between variables is low or weak with a value of 0.293. Efficiency (system convenience) is significant value of 0.001 which is less than 0.05. Hence efficiency (system convenience) is found to have positive and significant relationship with customer satisfaction. Furthermore, inter activity (contact) also have positively correlated with a dependent variable customer satisfaction and the relationship between variables is very high with a value of 0.914. Inter activity (contact) is significant value of 0.001 which is less than 0.05. Hence inter activity (contact) is found to have positive and significant relationship with customer satisfaction. Furthermore, trust also has positively correlated with a dependent variable customer satisfaction and the relationship between variables is high with a value of 0.891. Trust is significant value of 0.001 which is less than 0.05. Hence, trust is found to have positive and significant relationship with customer satisfaction.

4.3. Regression Analysis

The study sought to establish how dimension of customer satisfaction would influence on customer satisfaction using multiple linear regression analysis. The dimensions were: website information quality, quality customer service, reliability (system safety), efficiency (system convenience), interactivity (contact) and trust. The regression model was:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \varepsilon$$

Whereby Y is customer satisfaction, β_0 is regression constant, $\beta_1 - \beta_6$ regression coefficients, X_1 is website information quality, X_2 is quality customer service, X_3 is reliability (system safety), X_4 is efficiency (system convenience), X_5 is interactivity (contact), X_6 is Trust and ε model's error term.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.974 ^a	.949	.948	.15364
a. Predictors: (Constant) Trust, Efficiency (system, convenience), Website information quality, Quality Customer service, Reliability (System safety), Interactivity (Contact)				

Table on Model's Goodness of Fit Statistic

As per the abovetable, it can be interpreted that R= 0.974, R represents which indicated a high degree of correlation between the individual variables and customer satisfaction. R square is 0.949 which shows that 94.9 % of the variance in satisfaction of consumers is significantly explained by independent variables. This depicts that the model accounts for 94.9 % of the variations in influencing customer satisfaction while 5.1 % remains unexplained by the regression model. Adjusted R square is 0.948, measures the number of independent variables.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	118.357	6	19.726	835.644	.000 ^b
	Residual	6.350	269	.024		

	Total	124.707	275			
a. Dependent Variable: customer Satisfaction						
b. Predictors: (Constant), Trust, Efficiency (system, convenience), Website information quality , Quality Customer service, Reliability (System safety) , Interactivity (Contact)						

Table on ANOVA statistics

The ANOVA statistics presented in Table 10 was used to present the regression model significance. An F-significance value of at df (6, 269) $P < 0.05$ was established showing that there is a probability of less than .05 of the regression model. Thus, the model is very significant.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.103	.052		-1.973	.050
	Website information quality	.130	.039	.146	3.353	.001
	Quality Customer service	.603	.041	.578	14.782	.000
	Reliability (System safety)	-.097	.048	-.109	-2.013	.045
	Efficiency (system, convenience)	.004	.005	.011	.735	.463
	Interactivity (Contact)	.360	.076	.355	4.772	.000
	Trust	.035	.060	.034	.584	.560
a. Dependent Variable: Customer Satisfaction and service Quality						

Table on regression coefficients

(Source: Researcher's Survey, 2018)

From the findings in the above table, the multiple regression equation becomes:

$$Y = -.103 + .146X_1 + .578X_2 + -.109X_3 + .011X_4 + .355X_5 + .034X_6$$

From the model, when other factors (website information quality, quality customer service, reliability (system safety), efficiency (system convenience), interactivity (contact) and trust are at zero (constant), the customer satisfaction becomes-.103. Holding other factors (website information quality, quality customer service, reliability (system safety), efficiency (system convenience), interactivity (contact) and trust) is constant; a unit increase in web site

information quality would lead to .146 increases in influencing customer satisfaction. A unit increase of quality customer service would lead .578 increases in influencing customer satisfaction. A Unit increase of reliability (system safety) would lead -.109 decreases as factor affecting customer satisfaction. A unit increase of efficiency (system convenience) would lead to .011 increases as the effect of customer satisfaction. Unit increase interactivity (contact) would lead to .355 increases as a factor affecting customer satisfaction. A unit increase in trust would lead to .034 increases as factor affecting customer satisfaction. From the above information it is possible to infer that customer satisfaction is affected by quality customer service .Secondly, interactivity (contact) thirdly, website information quality and fourthly trust.

Thus, in association to the objectives articulated, the conceptual frame work regarding degree of utilizing online service quality dimensions and its effect on customer satisfaction and multiple regression analysis stated above, the hypotheses were investigated and shown as follows:

Independent Variables	dependent Variables		
	Pearson correlation	Sign(2 tailed	Results
Website information quality	.903	0.0000	+ive&sign.relation
Quality customer service	.959	0.0000	+ive&sign.relation
Reliability (system safety)	.878	0.0000	+ive&sign.relation
Efficiency(system convenience)	.293	0.0000	+ive&sign.relation
Interactivity(contact)	.914	0.0000	+ive&sign.relation
Trust	.891	0.0000	+ive&sign.relation

This shows that,

Hypothesis 1: Website information quality has significant effect on customer satisfaction.

The standard coefficient Beta and p-value of website information quality was positive and significant effect on customer satisfaction (Beta =.146, p-value < 0.05).

Hypothesis 2: Quality Customer service has significant effect on customer satisfaction.

The standard coefficient Beta and p-value of Quality Customer service was positive and significant effect on customer satisfaction (Beta = .578, p-value < 0.05).

Hypothesis 3: Reliability (System safety) has significant effect on customer satisfaction.

The standard coefficient Beta and p-value of Reliability (System safety) was negative and significant effect on customer satisfaction (Beta = -.109, p-value < 0.05).

This implies that even if the significance of reliability is very important to the customer satisfaction the hotels failed to take as tools to customer satisfaction.

Hypothesis 4: Efficiency (system convenience) has significant effect on customer satisfaction.

The standard coefficient Beta and p-value of Efficiency (system convenience) was negligible positive and significant effect on customer satisfaction (Beta = .011, p-value < 0.05).

Hypothesis 5: Interactive (contact) has significant effect on customer satisfaction.

The standard coefficient Beta and p-value of Interactive (contact) was positive and significant effect on customer satisfaction (Beta = .355, p-value < 0.05).

Hypothesis 6: Trust has significant effect on customer satisfaction.

The standard coefficient Beta and p-value of Trust was negligible positive and significant effect on customer satisfaction (Beta = .034, p-value < 0.05).

CHAPTER- FIVE

5. Summary finding, Conclusion, recommendation and scope for the further research

5.1 The Summary of the finding

This section summarized the main findings of this study and draws out their implications. The study aims to improve our understanding about online service marketing tools and measuring its effect on customer satisfaction of the hotel industry. The framework of this study focused on the customer's age groups more than 18 years old the summary of the finding as follows :-

- From the study it was found that 58.8% of the respondents were males while 42 % were females. Concerning their age groups, 34.4% were under 25 years, 30.80 % from 25 to 35 years, 20.3% from 35 to 45 years and 14.5 % were more than 45%.
- Regarding marital status level, most of the respondents 34.4% were married, then the next higher groups of respondents were single (21.7%), the third one was widowed (16.7%) , the fourth divorced (14.5%) and the last one separated (12.7%).
- The majority of the respondents were British (30.8 %), U.S citizens came second (22.8 %) French as the third (18.1%), Australians as the fourth (15.6 %) and African and other the last (12.7%).
- The result of interviewed respondents showed that three dimensions such as reliability (system safety), trust and efficiency (system convenience) has the least of dimension that customers didn't sure about the service. While quality customer service, interactivity (contact) and website information quality was the most reliable service to the respondents as per sequence order.

- The descriptive statistics analysis of the independent variables shows that the mean value and standard deviation of website information quality (3.59, .6300), reliability (system safety) (3.41, .7100), quality customer service (3.39, .6375), trust (3.38, .5300), interactivity (contact) (3.37, .5967), and efficiency (system convenience) (4.28, .6775) respectively.
- The ANOVA statistics was used to present the regression model significance. An F-significance value of at df (6, 269) $P < 0.05$ was established showing that there is a probability of less than .05 of the regression model. Thus, the model is very significant.
- From the analysis of correlation, it is found that there is a positive correlation between independent variables such as website information quality, quality customer service, efficiency (system convenience), interactivity (contact), and trust and negative correlation with reliability (system safety), with the dependent variables customer satisfaction.
- The study found that there is a statistically very high correlation between quality customer service and interactivity (contact), and high correlation with website information quality, weak correlation with reliability (system safety) and trust and negativity correlated with reliability (system safety) with customer satisfaction .
- Regression analysis shows that the independent variables such as website information, quality customer service, reliability (system safety), efficiency (system convenience), interactivity (contact), and trust ($p < 0.05$) are statistically significant towards customers satisfaction.
- The R value represents the multiple correlations and is 0.974, which indicated a high degree of correlation between the individual variables and customer satisfaction. The R^2 value indicated that 94.9 % (0.949) of the dependent variable is being explained by independent variables. This depicts that the model accounts for 94.9 % of the variations in influencing customer satisfaction while 5.1 % remains unexplained by

the regression model. Adjusted R square is 0.948, measures the number of independent variables.

- Thus, the result of both qualitative (interviewed) and quantitative (statistical model) has shown that reliability (system safety), trust and efficiency (system convenience) has the least dimensions with customer's satisfaction but Quality customer service , Interactivity (contact) ,and Website information quality have strong relation with customers satisfaction from quantitative result while that of qualitative data Website information quality, Interactivity (contact) ,andQuality customer service have shown strong relation the overall result of the dimension confirm consistency results .

5.2 Result finding versus previous finding

The finding of the previous qualitative study given by Ribbink (2009), about technology readiness and e-service experience which stated that the importance of attributes of online customer's satisfaction is depend on technology readiness and suggested that e-service experience has impact on customers' perception and evaluation of e-service quality and security and confidentiality issue analyzed by Jarvelainen(2007) empirical study that information seekers stop the shopping process just before the finishing point of the transaction due to security and confidentiality issue.

- The finding of the current qualitative study supports the articulation and suggestion about technological readiness and e-service experience given by Ribbink (2009) and security and confidentiality issue analyzed by Jarvelainen (2007) .since the current study participants perception about Ethiopian hotels online service quality tools were lack of reliability (system safety, trust and efficiency (system convenience)due to the existence of unreliable internet service and access, lack of legal mandate

and technological readiness and lack of experience and trained man powers

The findings of previous studies such as Wolfmberger and Gilly (2003) where they found that reliability and Responsiveness had varying effects on customer satisfaction and website design has strong predictors of customer quality judgments, satisfaction ,Lee and Lin (2005) examined the relationship between internet service and the overall service quality of the customer found that the design of the web, their reliability, the responsiveness and the trust affects the overall service quality and the satisfaction of the shoppers and Gounaris(2005) stated trust as a key factor of online marketing growth, online success and competitiveness .

- This indicates that the current quantitative study finding supports website design as strong predictors found by Wolfmberger and Gilly (2003) even if weaker than it as the third dimension that affect customer satisfaction , design of the web, the and trust found by Lee and Lin (2005) except not support in terms of reliability since the study shows that reliability has the negative relationship with customer satisfaction and trust as a key factor found by Gounaris (2005) while the study show that trust as the fourth dimension that affect customer satisfaction .

5.3 Conclusions

This study used to assess online service quality tools and customers satisfaction in five star hotels in Addis Ababa which consists of six dimensions such as website information quality, quality customer service, reliability (system safety), efficiency (system convenience), interactivity (contact) and trust. The study also conducted to examine the effect of online service quality dimensions on customer satisfaction based on the research question stated on the papers. This study observed that all five star hotels in Addis Ababa have applying online marketing in their business having their own website.

Therefore, the conclusions were drawn based on the summary of finding in the analysis and as shown below:-

- The descriptive statistics analysis proved that that most of the respondents in five star hotels were satisfied on the five dimensions such as website information quality, reliability (system safety), quality customer service, trust, interactivity (contact), and strongly satisfied with efficiency (system convenience). Therefore, the service quality dimension in five star hotels were successful to satisfy the existing customers and a potential to attract new customers.
- The correlation analysis study result found that online service quality tools such as website information quality, quality customer service and interactivity (contact) are the most important factors for customer satisfaction. Reliability (system safety) and trust are also an important factor that leads to customer satisfaction while efficiency (system convenience) is least important to customer satisfaction.
- In this study online service quality tools is an important factor for the development online marketing in the hotel industry as a main factor that leads to customer satisfaction. So the hotel should enhance online service quality tools which have an important factor for hotel service expansion.

5.4 Recommendation

Based on the finding on the study, the researcher attempted to recommend the as follows:-

- The 5 star hotel owners, the Hotel owner association, and the hotel management must work on reliability (System safety) of online marketing .Since reliability (system safety) have negatively correlated with satisfaction, which implies that the customers have not room for reliability. By improving online marketing experience and hiring trained man powers on online marketing, the stake holders can change outlook

of the those online marketing tools holding that the other factors keep on improving.

- The 5 star hotel owners, the Hotel owner association and the hotel management must work on efficiency (system convenience) of on line marketing. Even if efficiency have positively correlated with customer satisfaction , their correlation is very weak .The stake holders can improve efficiency by improving online marketing experience and hiring trained man powers on online marketing.
- The 5 star hotel owners, the Hotel owner association and the hotel management should work on trust of on line marketing. Even if trust have positively correlated with customer satisfaction which is stronger than efficiency, it is not sufficient rather need improvement. The stake holders can improve trust also by improving online marketing experience and hiring trained man powers on online marketing.
- The government as one of the stake holders ,must assuring the reliable of internet service and access, establishing legal mandate on online marketing and pushing technological readiness of the hotels so that reliability (system safety), efficiency (system convenience) and trust can be easily improved .
- Since all the factors except reliability (system safety) have a positive relationship with customer satisfaction, the hotel stake holders together with the government must consider reliability as important for the overall development of the hotel industries and the country as a whole and quickly change reliability (system safety) to become positively correlated with satisfaction so that change the customers perception toward the reliability of the online service.
- The other stake holders like Travel agents promoting electronic tourism services to meet tourists' needs and requirements to reach their

satisfaction. Thus, Ethiopian travel agents must support and encourage online marketing all their business through; online marketing, online sales and transactions with customers, electronic management of relationship with customers, design websites characterized by graphics and pictures which are easier and user friendly.

- Generally this study recommended all stake holders to improve the above online service quality marketing tools so that they can achieve greater differentiation by offering the most important online service marketing tools for customers, increasing their usage and attracting new customers and improve market potential resulting in changing market structure of the hotel business .

5.5 Recommendation For further research

The Internet is a basic tool for e-marketing to create online business with customer loyalty. Customer loyalty in the hospitality sector when achieving, it will has a crucial role to establish a competitive market. E- Loyalty and E-satisfaction in the hospitality industry can be listed as sustaining hotel - customer relationship, increasing the number of new customers .In order to bring online customer loyalty ,bring online service customer satisfaction and how to maximize market share , the researcher need to recommend for further research as follows :-

- How the Hotels improve the quality of their websites and update dynamic contents, events calendar, and links to regional or city or area pages?
- How the hotel industries enhance system convenience through navigation and access?
- How the Hotels improving security of sensitive information and online payment procedures?

- How the Hotel industry enhancing their website service quality like payment options and supply customer requirements?
- How the Hotels use E-mail marketing by sending an e-mail to customer including hotel website link to review any updating of their website?
- How the Hotels industries apply social networks as a mean of marketing?

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Appendices

Annex I

Addis Ababa University School of Commerce

Master in Marketing Management

Questionnaire for five Star Hotels Guest in Addis Ababa

Dear Participant,

This questionnaire is designed to gather data on to analyze **“The effect of online marketing on customer satisfaction in the hotel industry: The case of five star hotels in Addis Ababa”**. The purpose of the study is to fulfill a thesis requirement for Master of Art in Marketing Management (MA) at Addis Ababa University school of Commerce. Your highly esteemed responses for the questions are extremely important for successful completion of my thesis. The information that you provide will be used only for the purpose of the study and will be kept strictly confidential. You do not need to write your name. The target participants for this questionnaire are customers, with more than 18 years old, that had already used the hotel service or an attempt to use the service **by means of the Hotel websites**.

Finally, I would like to thank you very much for your cooperation and offering your valuable time for my request.

Please indicate your response by putting a tick () in the provided box

Part I – Demographic Characteristics

1. How old are you? _____
2. In which country do you reside? _____

3. Gender Male ☐ Female ☐

4. Marital status? Single ☐ Married ☐ separated ☐ Widowed ☐

Part II – The importance factors on the online service quality marketing tools in the websites of five star hotels in Addis Ababa

Choose the available factors you are either's **strongly disagree**, **Disagree**, **neutral**, **Agree**, or **strongly agree** by putting a tick (✓) in the box provided below.

Rate	1= strongly disagree, 2=Disagree, 3= neutral, 4= , 5= strongly agree					
S.no	Factor Types	1	2	3	4	5
	Factor 1. Website information quality					
1	Website information enables to locate hotel map clearly.					
2	Website has showing Attractive hotel photo					
3	Website has enough information to describe the hotel					
4	Website has enough Hotel reservation policies					
5	Website has enough Hotel E-payment procedures					
6	Website has enough Contact information address (phone no. , fax number. E-mail address)					
7	Website enables to provide the information relevant to the customer's demands					
8	Website able to provide the up-to-dated information.					
	Factor 2 : Quality Customer service					
9	The website platform has ability to respond to customers' inquiries					

	quickly					
10	Website platform has assist in a good way as online customers need					
11	Website platform has provided appropriate solution					
12	website platform follow up with guests after they leave					
	Factor 3: Reliability (System safety)					
13	Website has reliable View or cancellation of reservation					
14	Website has accurate online booking and online payment system					
	Factor 4:Efficiency (system convenience)					
15	website is easy to access					
16	website is easily Usability					
17	Website is completes a transaction quickly					
18	Website is well structured					
	Factor : 5 Interactivity (Contact)					
19	Website has user friendly with the customers					
20	Website has customized to individual users					
21	Website has customer service representatives available online					
	Factors 6: Trust					
22	website has protection from the security of sensitive information					
23	website has protective the safety of shopping behavior of the customers					
24	Website confidential has protected customer information					

Thank you once again for your cooperation!

Annex II

Addis Ababa University School of Commerce

Master in Marketing Management

Interview guidelinefor five Star Hotels Guest in Addis Ababa

- What is your suggestion about the website information quality of on line marketing in 5 star hotels in Addis Ababa?
- What is your suggestion about the quality customer service of on line marketing in 5 star hotels in Addis Ababa?
- What is your suggestion about the reliability (system safety) of on line marketing in 5 star hotels in Addis Ababa?
- What is your suggestion about the efficiency (system convenience) of on line marketing in 5 star hotels in Addis Ababa?
- What is your suggestion about the interactivity (contact) of on line marketing in 5 star hotels in Addis Ababa?
- What is your suggestion about the trust of on line marketing in 5 star hotels in Addis Ababa?

