

Hotel Website Quality Factors Influencing High-Quality Tourists' Online Purchasing Intentions: A Luxury, Boutique Hotel in Bangkok

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Websites have become a medium for hotel enterprises to sell their services online. High-quality tourists are significant to hotel sellers. They are passionately into online purchasing, making this segment a dominant, topical online market. Therefore, it is crucial to identify quality factors in hotel websites; the influencers of high-quality tourist's online purchasing intention for luxury boutique hotels in Bangkok, Thailand. This research utilises a quantitative approach. Online questionnaires were distributed to 455 high-value tourists, people who have stayed in 13 luxury boutique hotels in Bangkok. Exploratory factor analysis (EFA) related a set of observed variables to the construct. This research discovered that information content, website interactivity, website responsiveness, and website design were organised into functionality group, then ease of use, website viable substitute. Online processes were organised into usability groups. Those two groups were significantly influencing online purchasing intention. However, innovation of website, website visual appeal, and hotel image were not significant in predicting the variance in online purchasing intention. This study concluded that hotel website quality was significant in predicting online purchasing behaviour. Websites are a direct marketing tool for improving success, and hotel customers' needs should be fully considered in the digital age.

Key words: *Website quality, high-quality tourist, online purchasing intention, luxury boutique hotel.*

Introduction

In the last decade, Internet based technologies have profoundly transformed many industries (Lucas et al., 2013; Saengchai & Jermstittiparsert, 2019; Sutduean, Sutduean, & Jermstittiparsert, 2019; Usak, Kubiato, Shabbir, Dudnik, Jermstittiparsert, & Rajabion, 2019). In particular, hospitality is one industry where transformations facilitated by the internet are more explicit (Fritsch & Sigmund, 2016). The World Wide Web (www) has appointed advantages and disadvantages for the industry (Buhalis & Law, 2008). Underpinning the rapid points-driven of e-commerce, websites dominate the hospitality industry, being simply enhancing communications and online transactions. Hospitality is one of the fast-growing industries using internet as an online marketing channel (Phelan et al., 2011). Most effective hotels utilise their websites as a primary distribution channel, for differentiating themselves and making a competitive advantage in the lodging industry (Kim, Ma, and Kim, 2006).

Customers use the internet to search for hotel information, and many hotels utilise their websites to remain competitive in the industry, for marketing communications and online transactions (Yeung & Law, 2006). Nowadays, most tourists from any part of the globe plan their holiday, make online reservations and transactions, and share their experiences over the internet, according to Rungsrisawat, S. et al. (2019). Hotel guests will get their first impression about the hotel via the website, or by searching information on the internet. This is a primary demonstration that hotel websites should transfer and deliver quality in term of content, design, and supported systems (Wu et al., 2013). Some research studies have indicated that many tourists search for hotel information from OTAs (online travel agents) first, and then make reservations through hotel websites (Toh, DeKay, et al., 2011). Hotels should provide all exclusive online services through their own direct website; a lot of advantage can be had, the hotel can use e-commerce to finish online transactions throughout the entire customer journey without OTAs, and high-commission costs can be saved, as many hotel online bookings are created through OTAs (Pan et al., 2013). Previous studies, related to tourism and hospitality, have analysed the influence of website features on attitude, satisfaction, and purchase intentions (Tang et al, 2012; Bai et al, 2008; Rasty et al, 2013). Based on the research objective, the present study aimed to find out hotel website quality factors that significantly influence high-quality tourists' online purchasing intention, for luxury boutique hotels in Bangkok.

Website quality is a very significant section of hotels' image that can influence shopping behaviour (Flavián, 2006). This significance can also be presented in many sectors according to website quality dimensions (Nantel & Glaser, 2008). Website quality in e-commerce has been famous reviewed by many scholars (Abbaspour & Hazarina Hashim, 2015) and (Emir & Kamal, 2016). However, it has not been investigated as to 10 website quality dimensions: information content, website interactivity, website responsiveness, website design, innovation

of website, website visual appeal, ease of use, projection of the hotel's image, website viable substitute, and online process. This study aimed to address the research question "which hotel website quality factors significantly influence high-quality tourists' online purchasing intention for luxury boutique hotels in Bangkok, Thailand". It seeks to understand which hotel website quality factors are paid attention to by high-quality tourists, while using hotel websites for information searches and making online reservation. Now, most hotels apply hotel websites to contribute a platform for self-publicity, interactive marketing with customers, and to build a company database. Therefore, hotel websites are more and more relevant, and become an essential research point.

Literature Review

Website Quality Factors

The hospitality industry uses e-commerce to enhance sales and marketing. Together with pricing, electronic service quality now plays a major role in customer responsiveness (Lee & Lin, 2005). Since a hotel website is a component of the relationship between a hotel and its customers, it is explicit that it represent the quality effort in place throughout the hotel (Van Iwaarden et al., 2004). Therefore, hotels need to provide superior websites. Customers will spend a lot of time on hotel websites they like, and search deeply into them before making online reservations. Hotel websites need to provide content that is relevant to each stage of the online reservation process. The important information that is going to be transferred to the customer when visiting a hotel website should add value to the product and service, and encourage purchasing intention (Ganguly, Dash & Cyr, 2009). There should not only be information content that is significant for a hotel website, which has been reviewed by (Poon and Lee 2012). Website interactivity has been reviewed by (Palmer and Koenig-Lewis 2009), (Kurt and Atrek, 2012) and (Fan, Lee et al. 2013). Website responsiveness has been reviewed by (Nath and Singh, 2010) and (Kayabaşı, Çelik et al. 2013). Website design has been reviewed by (Leung et al., 2011), (Ha, 2012) and (Lim & Wang, 2013). Website innovation has been reviewed by (Thong, 1999) and (Seyal et al., 2003). Website visual appeal has been reviewed by (Loiacono, Watson et al. 2002), (Poon 2008). Ease of use has been reviewed by (Yoon 2010), (Kordnaeij, Askaripoor et al. 2013). Hotel image has been reviewed by (Baloglu and Pekcan's, 2006) and (Almeida, 2009). Viable website substitution has been reviewed by (Poon and Lee 2012), and online processes have been reviewed by (Abou-Shouk et al., 2013).

Online Purchasing Intention

Many studies presented purchase-related behaviour intentions as significant effects on website quality. Intentions to use a particular website as an information source were also

presented as key consequences of website related information transfers (Chang and Cheung, 2001). Similarly, in the hospitality industry, Jeong and Gregoire (2003) discussed various purchase-relevant purchasing intentions, as consequences of experiencing website quality. Such intentions typically include users' online purchasing intentions, their website recommendations to others, and revisitations to the website. Lately evidence has informed that searching information has a positive effect on purchasing intention on websites (Shih, Lin et al. 2013). Furthermore, the website functionality, content and hotel image all impact on customer online purchasing intention (Jeong and Choi, 2004). Moreover, Bilgihan and Bujisic (2014), also mention that in an online purchasing environment, a website customer's decision is based on website feature and design factors. So, this paper identified 10 hotel website quality factors influencing high-quality tourist's online purchasing intention, as to luxury boutique hotels in Bangkok, by proposing a model of casual effect.

Luxury Boutique Hotels

During the past decade, Timothy and Teye (2009) mention that the category of international accommodation realised the evolution of different types of accommodation choices for all customers around the world. Freund et al. (2005) and Aggett (2007) proposed that significant lodging evolution is an explicit feedback, for adjustment of a market and the drifting direction of accommodation. This sector recognised one condition of shifting differentiation in Thailand's hotel industry, specifically in Bangkok in a named luxury boutique hotel. In this paper, luxury boutique hotels are emphasised as a product apart from normal chain hotels. Freund de Klumbis and Munsters (2005) mentioned that the key driver growing the luxury boutique hotel sector is an increased interest in culture, art, and history (typical models of the concept behind boutique or design hotels). While there is a broad definition of the boutique hotel, explaining the concept, its basic definition which is universally subscribed to by top, key, players of the hospitality industry, is finalised here (Anhar, 2001).

Boutique hotels started in North America and the United Kingdom as representing a niche market, one which displays luxurious and modern design, and a different hotel atmosphere (Olga, 2009). The worldwide trend of luxury boutique hotels has manifested its style in Bangkok. Many reviewers discuss the comprehensive literature related to the major elements of engaging boutique hotel guests, in this type of accommodation. Indeed, the concept of a study about luxury boutique hotels in Bangkok is rather new. There is no complete and actual information on luxury boutique hotels, as there are difficulties in defining this accommodation segment. Callen and Fearon (1997) clarified them as having a certain size, ownership, service, decoration, and that they are maintained by highly-skilled, friendly staff, who provide restaurant and leisure. Nobles and Thompson (2001) supported this view, as to size and desire. Anhar (2001) confirmed it as to size, ownership, decoration, provision of restaurants and leisure. Albazzaz et al. (2003) pointed out a characteristic architecture, design

and service. Forsgren & Franchetti (2004) emphasised modern, contemporary design, high-tech facilities, and personalised service. Caterer (2005) presented the matter in terms of hotel size, design, location and style. It was clarified by Freund de Klumbis (2005) as to individual design, personalised service, and modern technology. Then McIntosh & Siggs (2005) pointed out unique characteristics, personalised service and value-added location as significant criteria. Aggett (2007) delineated design, personalised service and distinctiveness of building as relevant. Lastly, Olga (2009) confirmed personalised service, style, unique architecture, distinctive interior design, entertainment and intimacy as differentiating qualities.

Research Methodology

The target populations of this research are high-quality tourists, who have stayed in 13 luxury boutique hotels in Bangkok, Thailand. In total 455 samples were used, which were equally divided from 13 hotels. An online survey questionnaire identified hotel website quality factors influencing high-quality tourists online purchasing, on luxury boutique hotel websites. The researcher presents the result of the measurement scales, for the 10 constructs of high-quality tourist's online consumer behaviour, exploratory factor analysis (EFA) of significant hotel website quality factors. A model of causal effects of hotel website quality factors is then proposed, as to what influences high-quality tourists' online purchasing intention for luxury boutique hotels in Bangkok.

Research Results

This part presents descriptive, statistical results, as to the import level of hotel website quality factors for high-quality tourists who stayed in luxury boutique hotel with websites.

Table 1: Important level of Website Quality Factors for High-Quality Tourists

Hotel Website Quality Factors	Mean (\bar{x})	Std. Deviation (SD.)	Level of Mean (\bar{x})
Information Content	4.486	.555	Very important
Website Interactivity	4.130	.570	Moderately important
Website Responsiveness	4.435	.597	Very important
Website Design	4.026	.559	Moderately important
Innovation of Website	3.732	.812	Moderately important
Website Visual Appeal	4.084	.599	Moderately important
Ease of Use	4.180	.625	Moderately important
Hotel Image	4.259	.653	Very important
Website Viable Substitute	4.325	.586	Very important
Online Process	4.501	.505	Very important

From data analysis, the hotel website quality factors toward “online process” are very important. This means that online process are the most important, with hotel website quality factor showing the highest mean score ($\bar{x} = 4.501$, SD. = 0.505). Secondly, the information presents the level of mean as also very important, with mean score ($\bar{x} = 4.46$, SD. = 0.555). Thirdly, website responsiveness presents level of mean at very important with mean score ($\bar{x} = 4.435$, SD. = 0.597). Fourthly website viable substitute presents level of mean as very important with mean score ($\bar{x} = 4.325$, SD. = 0.586). Lastly, the level of mean as very important represents hotel image with mean score ($\bar{x} = 4.259$, SD. = 0.653). Five website quality factors show at a moderately import level. The first is ease of use, presenting mean score ($\bar{x} = 4.180$, SD. = 0.625). Secondly, website interactivity presents mean score ($\bar{x} = 4.130$, SD. = 0.570). Thirdly, website visual appeal presents mean score ($\bar{x} = 4.084$, SD. = 0.599). Fourthly, website design presents mean score ($\bar{x} = 4.026$, SD. = 0.599). Fifthly, innovation of website presents mean score ($\bar{x} = 3.732$, SD. = 0.812).

Hotel website quality factors significantly influence high-quality tourists’ online purchasing intention, on luxury boutique hotel websites. The researcher proposes that the causal effects of hotel website quality factors influence online purchasing intention, by applying exploratory factor analysis of important hotel website quality factors. The measurement scale of website quality factors consists of 10 indicators. An exploratory factor analysis (EFA) was conducted for the purpose of determining the number of variables from the observed indicators in the measurement scale. Basically, factor analysis investigates relationships between a set of observed variables and the construct, and examines the covariation among a set of observed indicators, to achieve underlying structures and collect information on the construct (Byrne, 1998; Hair, Anderson, Tatham, & Black, 1998). Specifically, EFA is conducted when links between the observed indicators and the construct are unknown or uncertain. The measurement scale in this study was newly measured for the study and was somewhat exploratory in nature. Therefore, it was essential to determine how and to what extent the observed indicators are linked to the construct of hotel website quality factors. Typically, the underlying factors derived from EFA are represented as correlations among sets of many interrelated variables. This procedure may help to decrease multicollinearity or error variance correlations among indicators in the CFA of the measurement model. Such errors should be avoided as much as possible in structural equation modelling procedures. As a result, the identified items within a factor were calculated to create a composite mean score. These composite factors were treated as indicators, to measure the construct of support for hotel website quality factors. Thus, from the composite mean scores, the covariance matrix was calculated and entered as an input file in the CFA. Since factor analysis is based upon correlations among variables, not respondents, R-type factor analysis is employed here. Furthermore, since the results from promax rotation (the extracted factors are correlated with each other) were similar to the results of the varimax rotation, the results of varimax rotation

were reported. Therefore, the extracted factors were independent and not correlated with each other.

Regarding the sample size ($n=455$ of each variable), a 45- to-1 ratio was achieved, so that the sample size was big enough to run the factor analysis, because normally a ten-to one ratio of the sample size is acceptable (Hair et al., 1998). With 10 indicators relating to support for hotel website quality factors, EFA was performed. In order to derive and identify the underlying factors, a latent root criterion (eigenvalue) value of above 1.0 and a factor loading of 0.30 was used as the benchmark for including items in a factor. However, it was found that a number of variables, including Items, 5, 6, and 8 were strongly loaded on more than two factors. Ideally, the determination of the uncorrelated factors is a major purpose of the EFA. Those items double-loaded on the factors may create error covariance of misspecification parameters in CFA, and those variables should be eliminated. This may help to decrease standard errors as well as error covariances in this specific study. Consequently, seven indicators of support for hotel website quality factors were utilised for EFA. As an initial analysis, the Anti-image matrix indicated that most of the values were negative or had a small value of partial correlation. The Bartlett test of sphericity, which tests the presence of correlations among the variables, indicates that the Chi-square was 585.901 ($df=21$) with a significance of $p < .001$. The measure of sampling adequacy (MSA), which analyses a degree of intercorrelations, gave a result of .660. Basically, these examinations confirmed that since the initial analysis was acceptable, further factor analysis was possible. As presented in Table 2 two factors were derived from the 7 indicators for hotel website quality factors. All the factor loadings were over .50 and had an eigenvalue > 1.0 . The first factor explained 29.954 percent of the variance with an eigenvalue of 2.097. This factor was termed “Functional”, following interpretation of the overall item context. The item having the highest loading was “Information Content”, followed by the item “Website Interactivity, Website Responsiveness, Website Design”, respectively. The second factor explained 23.907 percent of the variances with an eigenvalue of 1.673. This factor was termed “Usability” since all of the variables loading on this factor related to hotel website quality factors. Additionally, the highest loading item was “Online Processes, Website Viable Substitute” and the lowest loading item was “Ease of Use”. Overall, 53.861 percent of the variance was explained by two underlying factors of support for website quality factors. “Functional,” and “Usability” were identified.

Table 2: The Result of EFA for Website Quality Factors

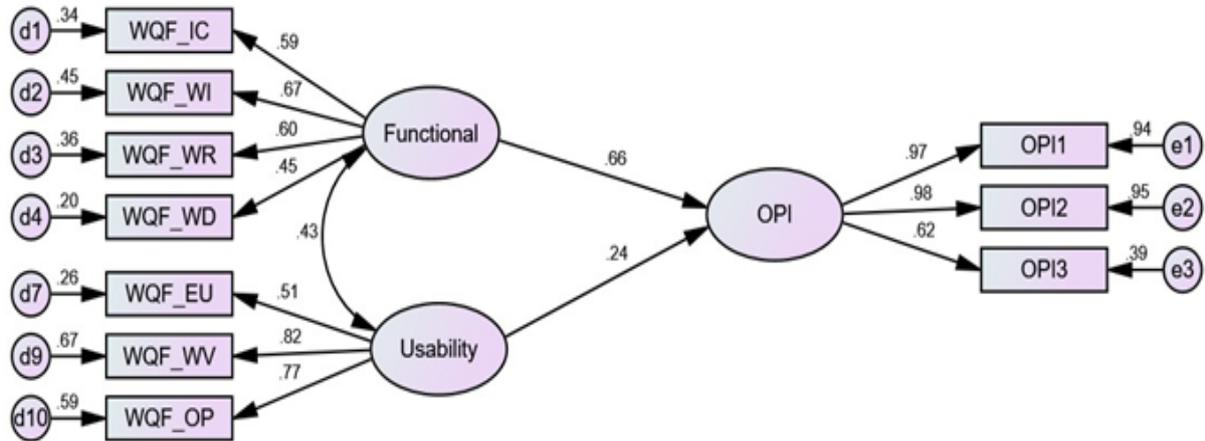
Website Quality Factors	Factor Loading	Mean	SD.
Factor 1: Functional		4.27	.400
Information Content	.744		
Website Interactivity	.743		
Website Responsiveness	.688		
Website Design	.591		
Explained Variance	29.954		
Factor 2: Usability		4.34	.419
Online Process	.863		
Website Viable Substitute	.780		
Ease of Use	.514		
Explained Variance	23.907		
Total Variance Explained	53.861		

The Results of the Causal Effects Model of Website Quality Factors influencing on the Online Purchasing Intention for Luxury Boutique Hotels in Bangkok, Thailand.

The review of the modification indices suggested that the initial model could be improved, to represent a better model fit for the data. Since every correlated error covariance must be modified. Then, after modifying the model, the Chi-square value dropped to 75.465 with 43 degrees of freedom, and relative chi-square (χ^2/df) equally 1.755 which below criterion value, it indicated that the model is good. Goodness-of-fit statistics were improved. The review of modification indices revealed the model fits the data well, and other goodness-of-fit statistics reached quite satisfactory levels for a well-fitting model (GFI = .965, AGFI = .926, CFI = .972, NFI = .949, RMSEA = .062 and SRMR = .017).

The summary of the final model and the associated goodness of fit statistics with added parameters was reported in Figure 1.

Figure 1. The Causal Effects Model of Hotel Website Quality Factors Influencing Online Purchasing Intention for Luxury Boutique Hotels in Bangkok, Thailand



$\chi^2=118.452$, $df=43$, $\chi^2/df=2.755$

GFI=.965 AGFI=.926, CFI = .972, NFI =.949, SRMR = 0.017, RMSEA =.062

Table 3: Fit Indices for Final Structural Model

Fit Indices	Criteria	Valued	Result
Chi-square/DF	< 2 (Byrne, 1989)	1.755	pass
GFI	≥ 0.90 (Schermmelleh et al., 2003)	.965	pass
AGFI	≥ 0.90 (Bagozzi & Yi, 1988)	.926	pass
NFI	≥ 0.90 (Diamantopoulos & Siguaw, 2006)	.949	pass
CFI	≥ 0.90 (Diamantopoulos & Siguaw, 2006)	.972	pass
(S) RMR	< 0.08 (Kline,2005, Hooper,et al,2008)	.017	pass
RMSEA	< 0.08 (Kline,2005, Hooper,et al,2008)	.062	pass

The results of structural equation analysis by AMOS were utilised to test the fitted model in this study. Relationships between the constructs were examined, based on t-values associated with path coefficients between the constructs. If an estimated t-value is greater than a certain critical value ($p < .05$, $t\text{-value} = 1.96$), the null hypothesis that the associated estimated parameter is equal to 0, was rejected. Subsequently, the model and empirical data were fitted. The result of SEM analysis indicated that the path forming the construct of website functional and online purchasing intention (OPI) of high-quality tourist, was significant and positive ($\beta = .66$, $t\text{-value} = 10.271$, $p < .05$). This result supported the proposition that if high-quality tourists who travel in Thailand rate positively in website functionality, of luxury boutique hotels, they would prefer to have positivity in their online purchasing intention. Specifically, if the high-quality tourist was more strongly agreed on the perception of website functionality that have website interactivity (WQF_WI; $\lambda = .67$), website responsiveness (WQF_WR; $\lambda = .60$), information content (WQF_IC; $\lambda = .59$), and website design (WQF_WD; $\lambda = .45$), that

would support the online purchasing intention on using hotel websites to book rooms (OPI2; $\lambda = .98$), consider to book rooms by using hotel websites (OPI1; $\lambda = .97$), and re-consider to book using hotel websites (OPI3; $\lambda = .62$), respectively. Additionally, the path forms the construct of website usability, and the online purchasing intention (OPI) of high-quality tourist was significant and positive ($\beta = .24$, $t\text{-value} = 3.303$, $p < .05$). This result supported that if the high-quality tourists who travel in Thailand have positivity in website usability of luxury boutique hotels, they would prefer positivity on their online purchasing intention. Specifically, if the high-quality tourist was more strongly agreed on the perception of website usability that have website visual appeal (WQF_WV; $\lambda = .82$), online processes (WQF_OP; $\lambda = .77$), and ease of use (WQF_EU; $\lambda = .51$), they would support the online purchasing intention on using hotel websites to book rooms, consider to book rooms by using hotel websites, and re-consider to books by using hotel websites, respectively.

Discussion and Conclusion

The finding is consistent with previous studies which pointed to the significance of website design, information content, innovation, and online process (Abbaspour & HazarinaHashim, 2015), furthermore with understanding factors influencing hotel customers' intention as to booking hotels online with information content, website interactivity, and website responsiveness (Emir & Kamal, 2016). The highlighted results show that online process is the most significance hotel website quality factor, for high-quality tourists as a segmented target.

The results show that functionality grouping, consisting of information content, website interactivity, website responsiveness, and website design and also usability, which comprises ease of use, website viable substitute, and online processes, significantly influence high-quality tourists' intention to purchase online for luxury boutique hotels in Bangkok, Thailand. Interestingly, website innovation, website visual appeal and hotel image have no significant impact on high-quality tourists' online purchasing intention, even though high-quality tourists gave these factors moderate significance. Nevertheless, this does not mean hotel marketers should not attend to non-significant factors, as many studies refer to the innovation of website and hotel image (Verela et al., 2013) and (Rezaeean & Bolhari, 2012). To satisfy your hotel guests, hotel marketers need to understand online intention, and their online shopping channel. Online booking is an increasingly significant channel for hotel businesses, and websites are a hub for the digital marketing world. Therefore, hotel websites are more and more important, and become an essential research point.



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