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College of Informatics  
Graduate School of Information Management

Master Thesis

Evaluating tourists' satisfaction on  
E-tourism in Vietnam

Student : Do Van Phuong

Advisor : Dr. Ming Hsiung Hsiao

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本授權書所授權之論文為授權人 杜文方 在樹德科技大學 資訊學院 資訊管理 系  
所 組 98 學年度第 二 學期取得  博士  碩士 學位之論文。

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係由本人指導撰述，同意提付審查。

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中華民國 99 年 6 月 12 日

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## ABSTRACT

Nowadays, the Internet and Web technology have widely impacted on many different industries, especially tourism. Several firms have offered their tourism services online and claim that they offer better their services comparing with the traditional travel agencies. But what is important is perception of their customers. In this research different determinant of tourist's satisfaction in online tourism was investigated. Then this study has showed how much e-tourism could satisfy tourists in each of mentioned factors comparing with the traditional travel agencies. The data collection strategy of this research was Survey and data collection methods were questionnaire. First of all the literature was reviewed in order to find a suitable model. A model named e-satisfaction was found. This model has five 5 factors which are important in satisfaction of customers while they purchasing online. In order to customize this model for e-tourism several phases were implemented. First it was required that different items get gathered for each determinant factor as question in the questionnaire. Also different items were extracted from questionnaires in the literature of tourism and satisfaction. By this task

E-satisfaction model was combined by tourism models. The questionnaire was made at this stage.

Keywords: Internet and Web technology, e-satisfaction, e-tourism, site design, merchandising.

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# Table of Contents

Abstract .....	i
Acknowledgment .....	iii
Table of Contents .....	iv
List of Tables .....	vi
List of Figures .....	vii
Chapter 1 Introduction .....	1
1.1 Research Back ground .....	1
1.2 Research Motivation .....	2
1.3 Purposes and Research Questions .....	5
1.4 Structure of the Thesis .....	6
Chapter 2 Literature Reviews .....	9
2.1 E- Tourism .....	9
2.1.1 Functional activities of e-commerce.....	10
2.1.2 Benefits of using internet for electronic tourism firms.....	11
2.1.3 Disadvantage of e-tourism.....	12
2.1.4 Customer expectation in e-tourism.....	12
2.1.5 Impact of internet on tourism industry .....	13
2.1.6 Threat of tourism websites.....	14
2.1.7 Barriers to introducing IT in small to medium sized hospitality organizations ..	15
2.2 Satisfaction in Tourism .....	17
2.3 Outline Satisfaction .....	18
2.4 Convenience .....	20
2.5 Merchandising .....	23
2.6 Site Design .....	25
2.7 Financial Security .....	27
2.8 Motivation.....	29
Chapter 3 Research Methods .....	30
3.1 Qualitative versus quantities approach .....	30
3.2 Method and Resource of Data Collection .....	31
3.3 Research Variable .....	32
3.4 Research Model and Hypothesis .....	32
3.5 Questionnaire Design .....	37
3.6 Sampling and Survey .....	38
Chapter 4 Research Results .....	40
4.1 Descriptive Statistics .....	41
4.1.1 Gender of the respondents .....	41
4.1.2 Age of the respondents.....	42
4.1.3 Experience of the respondents .....	42
4.1.4 Salary of the respondents .....	43
4.1.5 Time using website about tourism of the respondents .....	44
4.2 Construct Reliability .....	45
4.3 Factor Analysis .....	47
4.4 Correlation Coefficient .....	55
4.5 Multiple Regressions .....	55
4.6 Summary of Results .....	56

Chapter 5 Conclusions and Limitations .....	58
5.1 Conclusions .....	58
5.2 Suggestions .....	59
5.3 Limitations .....	59
References .....	60

## List of Tables

Table 1. Gender of Respondents .....	41
Table 2. Ages of Respondents .....	42
Table 3. Experience of Respondents .....	43
Table 4. Salary of Respondents .....	44
Table 5. Time Using Website about Tourism of Respondents .....	45
Table 6. Construct Reliability .....	46
Table 7. KMO and Bartlett's Test.....	48
Table 8. Results for the extraction of component factors of C .....	49
Table 9. Results for the extraction of component factors of M .....	50
Table 10. Results for the extraction of component factors of SD .....	51
Table 11. Results for the extraction of component factors of FS.....	52
Table 12. Results for the extraction of component factors of SATIS .....	53
Table 13. Result of factor analysis .....	54
Table 14. Bivariate correlations among variables .....	55
Table 15. Regression results – E-satisfaction .....	56
Table 16. Hypotheses Testing Results .....	57

## List of Figures

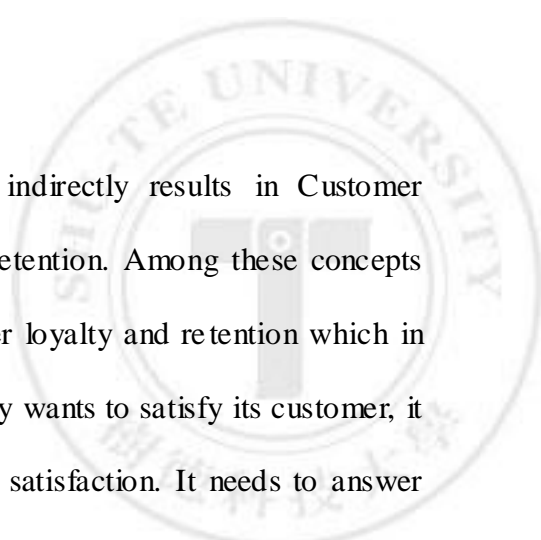
Figure 1. Research Process .....	8
Figure 2. Research Framework .....	33

# Chapter 1 Introduction

## 1.1 Research Background

The first mainframe computer was developed in the early 1950s, 25 years since the introduction of the personal computer and only a decade since the World Wide Web was introduced, and yet their influence on daily operations is pervasive. It was in the mid-1990s, when a flurry of internet service providers began offerings of dial-up access, and e-services became widely available to mass consumers (Boyer et al. 2002).

Nowadays, Tourism and leisure activities are becoming more and more important in the people's life. While the demand side of tourism services has grown, the supply side has been expanded exponentially and numerous competitors came in the industry. This increase in the supply side in the tourism industry increased the customers' expectations and made tourist providers look for possible solutions to overcome this dilemma by using novel methods for tourist attraction. Using new technology is a way to solve this problem. The development of information communication technologies (ICTs) changed industry structures around the world, tourism is not exempted from that. E-tourism describes a new way of doing business. It means fast communications, global accessibility and minimal costs for new businesses going online (Scottish parliament, 2002). E-commerce is a growing sector and many tourism businesses are involved in developing their internet services including traditional travel agents, tour operators, national tourist offices, airlines, hotels and other accommodation providers and car hire firms. This means of doing business is known as 'e-tourism', or 'tourism e-business' (Scottish parliament, 2002). It was mentioned that e-tourism firms use internet to better serve their customers. Customer relationship management is a crucial subject which



firms take special attention to, which directly or indirectly results in Customer satisfaction, Customer loyalty and finally Customer retention. Among these concepts customer satisfaction can relatively influence customer loyalty and retention which in turns increases firms profit and efficiency. If a company wants to satisfy its customer, it should first investigate factors which affect customer satisfaction. It needs to answer what it is that satisfies customers (Conklin, 2002), then it should test how well it serves these factors in its firm. In other word, what is the perception of its customers about each of these factors? There is a quick need for finding a way to assess and increase tourist satisfaction while they are searching and purchasing on line.

## **1.2 Research Motivation**

Nowadays in Vietnam, tourism and leisure activities are becoming more and more important in the people's life. While the demand side of tourism services has grown, the supply side has been expanded exponentially and numerous competitors came in the industry.

The tourism industry is relatively young in Vietnam. In 1960, the tourism strategic plan already existed, but the war slows down the development of the hotel infrastructures and only some hotels were built years 1960 to years 1970. From 1975 to 1990, the strategic plans of tourist development were better elaborated. Already at this time, it was necessary to make reservation very early for a stay in Vietnam. All the companies belonged to the State. It is, on the other hand, for the period going from 1990 to 2000 that industry really took its rise. The country developed its opened doors policy, which allowed the arrival of large hotel investors. It is during this decade that privatization started with the first Sofitel hotel joint-venture. In ten years, beyond 600

USD million were invested in the Vietnamese hotel infrastructures.

Of all the employees who have a job in the tourism field, 230 000 have an employment directly connected to industry, while 500 000 have a work which is indirectly connected there. On this total of 730 000 employees, 60% never received education and 40% hold a first cycle university diploma. The personnel of the tourism industry in Vietnam is relatively young, 40% of the employees are old less than 30 years.

The employment opportunities in the tourism field are numerous, but it does not include employment in the restoration field, this industry forming part of the commercial sector.

According to the salaries, those much vary according to the type of employment. The trades located at the bottom of the hierarchical scale allow to a citizen to gain 100-120 USD per month, whereas the employees of the tourist field receive 120-140 USD per month. In the hotels, the employees are paid a little better with a wage scale of 120-200 USD. The most well paid employees are the information technology engineers with a scale from 4 to 6 million dongs per month, which values 265-400 USD.

Currently, the country counts 3128 lodging places recorded, of which: 1956 hotels, 666 small hotels, 434 rented apartments, 53 tourist villas, 11 tourist villages, and 8 campsites<sup>6</sup>. The hotel system classifies the hotels on a scale from 1 to 5 stars; 3840 rooms are classified 1 star; 6977, 2 stars; 7752, 3 stars; 4966, 4 stars; and 5251, 5 stars. The number of rooms available in Vietnam grows quickly. In 1992, there were 13 050 rooms and, according to the last 2004 census, this number reached 85381, an increase of 654% in 12 years. The authorities envisage that, in 2010, the number will have reached 135 200 rooms, which will make an additional increase of 158%.

Of all the tourist receipts perceived by the country, it is Hô Chi Minh City which receives the greatest part (50%). Ha Noi arrives in second position with 20% to 25%, and the remainder is distributed between the other most popular cities, such as Hue and Hai Phong.

However, Number of Vietnamese who chooses to use e-tourism is still low. A new field so there is no many researches about this problem. Good researches will help attract customers as well as make it easier for them to get information.

One of the principal Vietnam gaps comes from the use of the Internet mainly for communication and documentation. Many companies do not develop enough their Internet website in order to increase their market share. There are only the large hotels' websites which are functional.

Currently, the largest tourist company in Vietnam is Saigon Tourist. This company is described in the next paragraphs. Let us stress that its Internet website allows the reservation of hotel rooms.

In parallel, Ho Chi Minh City created an Internet website for the city promotion, but it is not very functional yet. Instead of allowing hotel room reservation online, this website directs the Net surfers, by hyperlinks, towards various hotels Internet website. The team promotion is working with a Japanese firm for the creation of an Internet website more operative, in order to better meet the customers' needs. This team collaborates with partners in E-marketing because the Human Resources have not been developed enough or did not have required competences. An information technology division will come to correct this gap when setting-up.



### **1.3 Purposes and Research Questions**

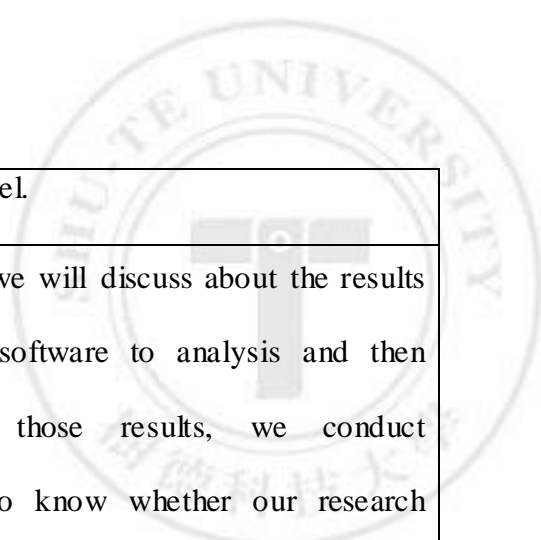
In the previous section it was outlined that e-tourism is playing an important role in the tourism industry today. Many tourism organizations put their information online and allow customers to book and reserve their options online. Lots of people use tourist websites as information channel or for purchasing tourism products instead of traditional travel agencies. In these cases since websites are the only channels which link tourism organizations with tourists, it is very important to design and facilitate them in a way that satisfies customers. Making customers satisfied is important from different perspectives. Many researchers have shown that satisfaction can affect customer retention and also it can make them recommend the goods or services to the others. About the case of tourism, satisfaction in the first step of tourism can affect potential tourists' intention for purchasing that special product or products. As a result it is necessary to investigate which factors are important for tourists while they are implementing the first step of their trip online. Bearing this statement in mind an essential question to be addressed is:

"What are the satisfaction factors of tourists when using tourism website comparing with traditional travel agencies in Vietnam?"

By answering the above question different factors will be investigated, in the next step the unique effect of each factor on e-satisfaction level will be investigated.

#### 1.4 Structure of the Thesis

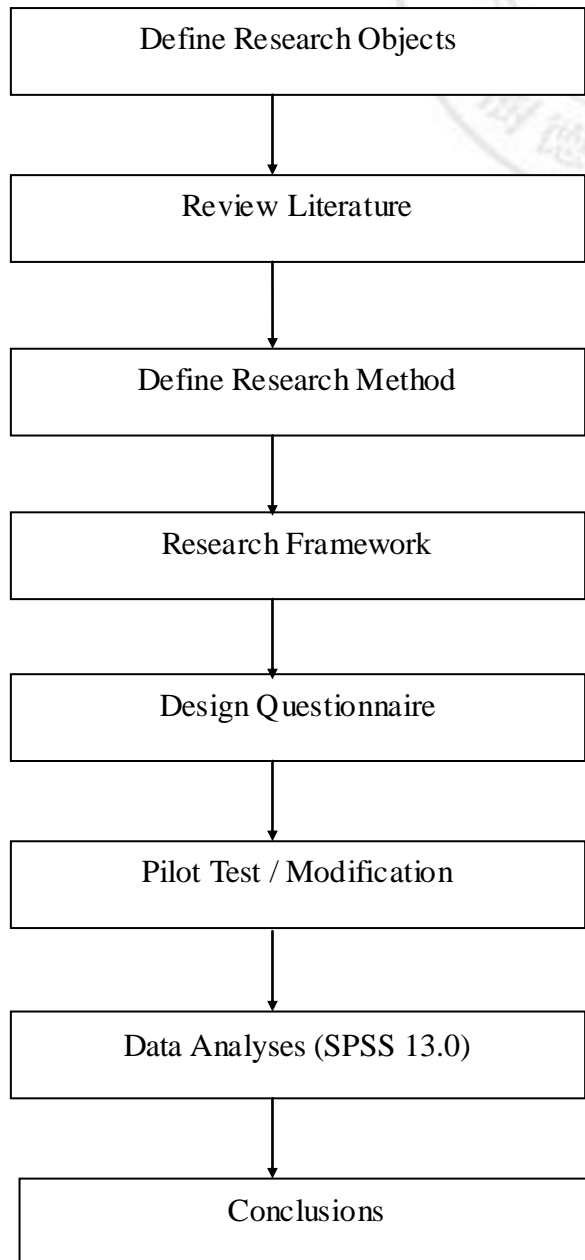
Chapter	Short description
1- Introduction	A brief introduction and importance of Tourists' Satisfaction on E-tourism in Vietnam. The purposes of this research and the boundaries of the study are outlined. We also mention about the research background, research goals, and so on.
2- Literature Review	In this part, we will discuss the researches available on Tourists' Satisfaction. The differences between traditional tourism and e-tourism and why tourist satisfaction is a subject which is worth being studied.
3- Methodology	In this part we will show our research model, research design, hypothesis, design instrument, pre-test study, and population of this research.
4- Data Analysis and Results	After collecting data from questionnaire, we use Statistical Package for Social Sciences (SPSS) 13.0 to analysis the reliability and validity of our research, as well as to test the



	research model.
5- Discussion and Implication	<p>In this part we will discuss about the results after using software to analysis and then basing on those results, we conduct conclusion to know whether our research hypothesis is supported or not; as well as suggest practical implications. In this part, we will also point out the limitations of this research in this part, and then give the dimensions for future researches.</p>

The procedure of this research is conducted as following:

Figure 1. Research Process



## Chapter 2 Literature Review

### 2.1 E-Tourism

The Tourism industry is a consumer of a diverse range of information (Cho, 1998) and a main user of these technologies (Reinders & Baker, 1998). The technologies have affected the way tourism organizations conduct their business and, in particular, the way organizations distribute their tourism products in the marketplace (Buhalis, 1998; Buhalis & Licata, 2002).

Actually, it is widely recognized that Information and Communication Technologies are rapidly expanding and have affected the way businesses are performed and the way organizations compete (Porter, 2001). Organizations adopt e-business for several reasons and perceived benefits like as a form of E-tourism. Reality, e-tourism technologies have been developing over a number of years. In the 1970s, a travel marketing and distribution system known as Computer Reservation Systems (CRS) was introduced. This was an airline database that managed and distributed reservations electronically to remote sales offices and external partners. This allowed customers (travel agents) to make and confirm reservations and allowed all travel businesses to operate flexibly. It offered travel agents increased productivity and competitive advantage as there after they were able to offer the consumer quick access to the most up-to-date information and indeed access to CRS is of continuing importance to online travel agents. In the 1980s, geographical coverage was expanded via Global Distribution Services. This has been developed since the Internet, offering consumers access to easily comparable information. All three systems operate both independently and jointly. Some of these benefits include better management of information, better

integration of suppliers and vendors, better channel partnership, lower transaction costs, better market understanding, and expanded geographical coverage.

#### 2.1.1 Functional activities of e-commerce

E-commerce supports functional activities in tourism organizations in the following functions (Pappas, 2000):

- E-commerce provides new channels for the global marketing of products and services, and presents opportunities to create new businesses providing information and other knowledge-based intangible products.
- *Marketing*. The advent of e-commerce is changing marketing practice in the tourism industry. First, e-commerce enhances the promotion of products and services through direct, information-rich and interactive contact with customers, Second, e-commerce establishes a direct online distribution channel, Third, e-commerce enables savings in administrative and communication costs because it reduces the use of ordinary mail and paperwork, Fourth, e-commerce enhances customer service by enabling customers to find detailed information online, and by answering standard e-mail questions with intelligent agents and human expert systems. Finally, customers need less time to find more information upon tourism products and make comparisons.
- *Purchasing*. The benefits of electronic systems such as EDI (*Electronic Data Interchange*) for e-commerce in purchasing are the reduction of lead times, and administrative and communication costs.
- *Design*. The use of e-commerce can facilitate high quality design of products and services in the tourism industry, through continuously refined information

about current and potential customers to anticipate and respond to their needs.

- *Production.* E-commerce applications enhance the degree of externalization of some tourism services. Management information systems like *Enterprise Resource Planning* (ERP) and database technologies can facilitate supplier-customer relationships and the electronic analysis and transfer of information.

- *Sales and distribution.* E-commerce has enabled the development of new tourism companies that compete with traditional tourism intermediaries by enhancing direct marketing and cost reductions. Online booking is an example of activity that customers can perform directly with tourism companies without the intervention of a travel agent.

- *Human Resource Management.* The use of the Internet enables online training and personnel selection. Many companies advertise job openings on their own web sites,

and the candidates' information is electronically transferred to the company's human resource database.

#### 2.1.2 Benefits of using internet for electronic tourism firms

A report which has been gathered by Scottish parliament has mentioned some other benefits of e-tourism:

That it is the most cost effective way of communicating with target markets and disseminating information

It is a quick and easy way for the customer to buy travel products

It offers opportunities for improvements in customer service and retention through meeting and promoting individual preferences

It reduces costs through increased efficiency in internal operations and purchasing processes

It encourages greater co-operation amongst traditional competitors through the provision of hypertext links. Links are a cheap, quick way of raising the profile of a new site and getting round the difficulty of up-dating information in-house. The inclusion of links on tourism websites offers benefits to both the user and the service provider. The service provider can offer a greater range of information on related tourism products without having to enter into contracts with the service providers and the user has access to immediate information and online shopping opportunities.

#### 2.1.3 Disadvantages of e-tourism

E-tourism has some disadvantages:

Tensions between growing demands for personalized services tailored to the individual's needs and interests and reluctance amongst consumers to release such information over the Internet in case it is misused.

The preference of many customers to conduct complicated transactions in a face-to face environment (e.g. high street travel agents).


Existing travel agent business being superseded, with resultant job losses

Growing inequality and increased social exclusion for those customers and businesses without access to necessary technology

#### 2.1.4 Customer expectation in e-tourism

Scottish parliament (2002) has mentioned the expectations of tourists that can be created after implementing e-tourism:



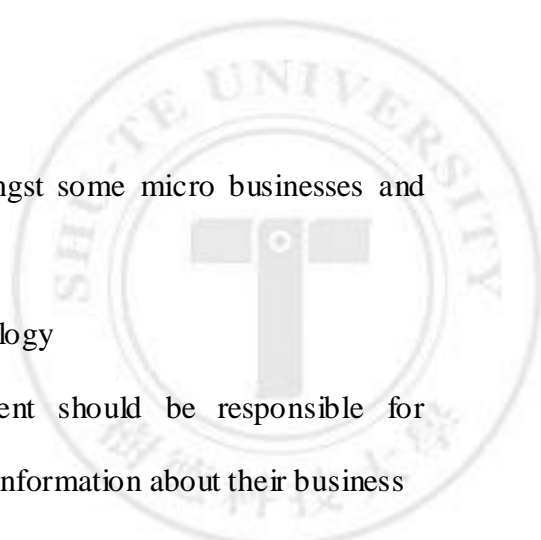
- 
- Quick response to enquiries
  - More detailed and tailored information on tourism destinations
  - Possibility of booking travel, accommodation and restaurants online
  - Able to check out competition easily at the click of a button
  - Importance of destination management and marketing
  - Branding – collection of tourism products and services
  - Tourism marketing as a means of facilitating regional development
  - “Marketing should be used as a strategic mechanism in co-ordination with Planning and management rather than as a sales tool”
  - Must acknowledge travel motivations (moves towards personal service through customer profiling).

These expectations for measuring satisfaction:

In the early 1980s, the IMP group established that relationships were perceived as "good" if they were long term, close and cooperative (Wiley, Chichester, 1982). As there were fewer communication channels available then, these relationships were established mainly through face to face meetings between the supplier and buyer. Obviously, a wide variety of technical, commercial and organizational information is exchanged between companies and the type of communication channel used depends on the type of information being exchanged (Sheena Leek, Turnbull, Naudé, 2003).

#### 2.1.5 Impact of internet on tourism industry

It has been argued that the challenges and issues faced by the industry include: (Bacchus, L. and Molina2001)

- 
- Low / varied level of ICT literacy amongst some micro businesses and SMEs
  - Degree of access amongst SMEs to technology
  - Extent to which SMEs feel Government should be responsible for providing a national website with links to information about their business
  - Level of responsibility each SME should have for their own marketing and the development of their own website
  - Opportunities/disadvantages of Broadband – possibility of paying for use of broadband to reduce Internet congestion.

Collapse of dot coms in 1999-2000 led to significant losses for venture capitalists. As a consequence investors are more cautious of business plans based on costly marketing campaigns aimed at quickly raising the company's global profile. Instead it has been suggested that the future of many dot coms lie in the development of 'clicks and mortar', 'bricks and clicks' businesses, which benefit from the advantage of both internet and traditional business.

#### 2.1.6 Threat of tourism websites

Perhaps the most powerful competitors emerging in Internet-based tourism services are those with the resources to invest. They seem to be the portal sites, reservation technology providers, and Microsoft. Portal sites are approaching the sector through structuring their vast data warehouses into thematic sites (e.g. tourism). CRS providers see the Internet as another distribution channel that compliments their existing arrangements, while Microsoft recognize the potential of the sector for exploiting their own considerable technological and financial

strengths (Rayman- Bacchus, L. and Molina, A. ,2001). Scottish parliament, 2002, has mentioned that there are some other possible technological innovations that may impact on tourism include:

- Interactive digital television (IDTV)
- Mobile and m-commerce distribution

#### 2.1.7 Barriers to introducing IT in small to medium sized hospitality organizations

There are some factors as barriers of implementing IT in organizations (Ankar and Walden, nd).

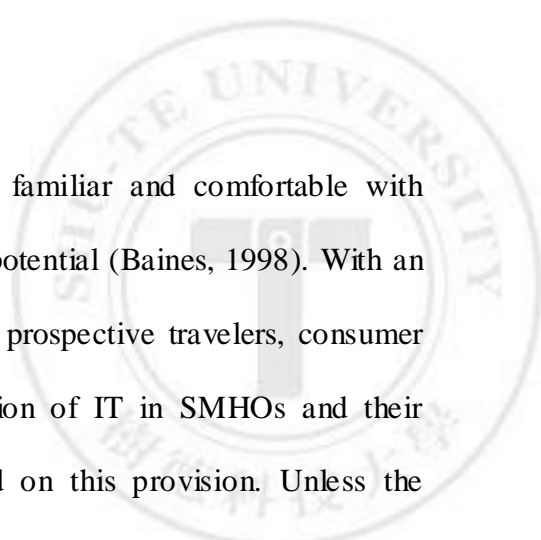
- Lacking financial resources
- Lacking IT knowledge/experience
- Resistance to change
- Peripheral locations

➤ Lacking financial resources:

Few companies, and certainly not SMEs, have sufficient in-house expertise to launch an e-commerce project without some external help , Although it can be argued that a Web presence does not necessarily involve great costs, minimizing the expenses by cutting down on essential forms of customer service is a highly questionable strategy.

➤ Lacking IT knowledge/experience:

SMTes' illiteracy in IT essentially means that they are unable to take advantage of many opportunities for efficiency improvements and enterprise promotion. The IT revolution has profound implications for the management of the industry (Buhalis, 1999), which means that the



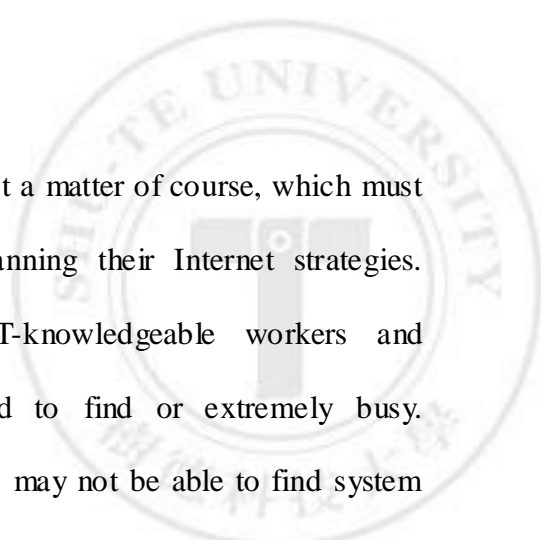
hotel manager of the future must be familiar and comfortable with technology, able to see and exploit its potential (Baines, 1998). With an increasing number of computer-literate prospective travelers, consumer expectations could force the introduction of IT in SMHOs and their satisfaction would increasingly depend on this provision. Unless the SMHOs satisfy their needs, they will fail to attract consumers (Buhalis and Main, 1998).

➤ Resistance to change:

Closely related to the issue of lacking IT knowledge is the barrier arising from a resistance to change at management and/or worker level. According to Collier (1991), there are all sorts of reasons why managers and workers might resist technological change. First, they may resent change especially if there is no consultation. Second, they may be anxious about their job, and third, they may be worried about appearing incompetent.

➤ Peripheral location:

The barriers to introducing IT are likely to be even higher in peripheral regions, where new technologies not always gain a foothold as rapidly and with the same intensity as in urban centers. The barriers may also arise from technological services; for instance, broad bandwidth Internet connections, being more expensive as a result of the limited demand, or a technological infrastructure not being available in peripheral areas because of the great expenses involved. Hence, for many peripheral



SMHOs fast Internet connections are not a matter of course, which must be taken into consideration when planning their Internet strategies. Moreover, in peripheral regions, IT-knowledgeable workers and professional consultants may be hard to find or extremely busy. Consequently, the peripheral companies may not be able to find system developers or workers who can operate the systems the topics that have been covered by researchers related to e-tourism: Benefits of internet for tourism websites, advantage and disadvantages of e-tourism, expectations of tourists toward e-tourism, Factors that can change e-tourism, Threats (firms, technology), barriers for implementing e-tourism.

As it is mentioned different aspects of e-tourism have already been studied, but in spite of the importance of satisfaction we had mentioned before there haven't been enough studies related to this topic.

## **2.2 Satisfaction in Tourism**

Businesses recognized customer satisfaction (CS) plays a key role in a successful business strategy. What is unclear is the exact nature of that role, how satisfaction should be managed, and whether managerial efforts aimed at increasing satisfaction lead to higher store sales. (Gómez et al, 2004).

The research findings indicate that the majority of companies derived benefits that were oriented on satisfying customers, improving process effectiveness, increasing company growth in terms of income, increased learning by customers, and enhancing value generation.

Customer satisfaction is a direct determining factor in customer loyalty, which, in

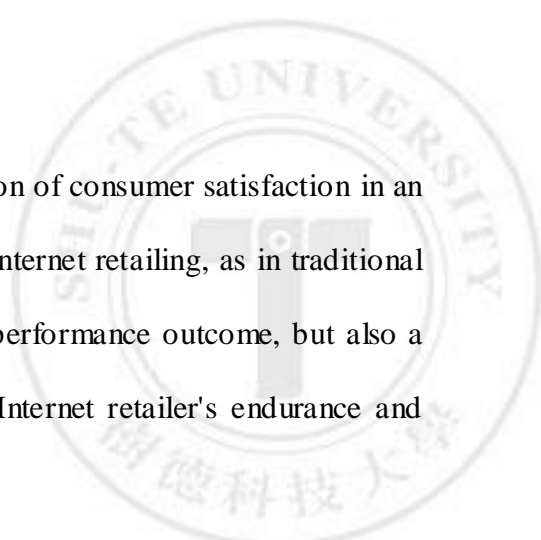
turn, is a central determinant of customer retention (Gerpott, Rams, Schindler, 2001). Peters and Waterman (1984) in their bestseller in Search of Excellence found that firms that valued their customers above all else out-performed those that did not. Insofar as satisfaction means the intent to purchase again and the high probability that the satisfied customer will recommend the goods or services to others, increasing customer loyalty can lead to higher profitability (Rust and Zahorik 1993).

Moreover, bearing in mind that tourism is an experience made up of many different interdependent parts, some more tangible than others, customer satisfaction may be treated as a cumulative measure of total purchase and consumption experience over time (Habor, 1998).

In tourism destination management, maximizing travel satisfaction is crucial for a successful business. The evaluation of the physical products of destination (instrumental performance) as well as the psychological interpretation of a destination product (expressive attributes) are necessary for human actions (Uysal & Noe, 2003), which could be represented as travel satisfaction results destination loyalty. With reference to the tourism and hospitality industry, it can be stated that satisfied tourists are more likely to recommend the tourist destination to others, which is the cheapest and most effective form of marketing and promotion (Crosby, 1993). Furthermore, tourist satisfaction usually contributes to increased rates of the retention of tourists' patronage, loyalty and acquisition, which in turn helps in realizing economic goals like increased number of tourists and revenues.

### **2.3 Online Satisfaction**

Measuring Electronic satisfaction as a concept has gained increasing importance in



the marketing literature in recent times. The examination of consumer satisfaction in an online context follows the growing consensus that in Internet retailing, as in traditional retailing, consumer satisfaction is not only a critical performance outcome, but also a primary predictor of customer loyalty and thus, the Internet retailer's endurance and success.

Successful online companies tend to direct their attention to customer satisfaction and retention, using surveys to identify customers' needs; offering a website that is simple, accessible and affordable to use; honesty regarding disclosure of fees and charges; offering additional communication channels to clients, such as SMS; ongoing improvements of the website; providing tools online to enable clients to conduct transactions and manage their accounts independently), with distinctive focus on increased segmentation and fine-tuning of value propositions.

Besides a company should provide high quality Web sites to its customers, there is no human contact through Web sites. The interaction via the Internet between a company and a customer is always through technology. This means the “moment of truth” between a company and a customer is the Web site. Although companies may try to emulate human behavior with technology, the interaction remains different because some aspects of human interaction cannot be replaced with technology, e.g. courtesy, friendliness, helpfulness, care, commitment, flexibility and cleanliness. The absence of these aspects of human interaction through which quality can be delivered to customers will have to be compensated by better performance on other quality factors or by excellent performance on “new” specific Web quality factors.

In summary, it was investigated by researchers (Akama, et al, 2002) that mentioned

factors are the reason why tourist satisfaction is a subject which is worth being studied. That is the reason why satisfaction has been chosen among the mentioned aspects in tourism literature. Apart from satisfaction, motivation is also a mentioned-part in literature.

## **2.4 Convenience**

Convenience is anything that is intended to save time and frustration according to the Swedish National Encyclopedia. Further definitions of the concept of convenience are:

- The quality of being suitable to ones comfort, purpose or needs
- Personal comfort or advantage
- Something that increases comfort or saves work at a suitable or agreeable time

(Lexico Publishing Group [LLC], 2007)

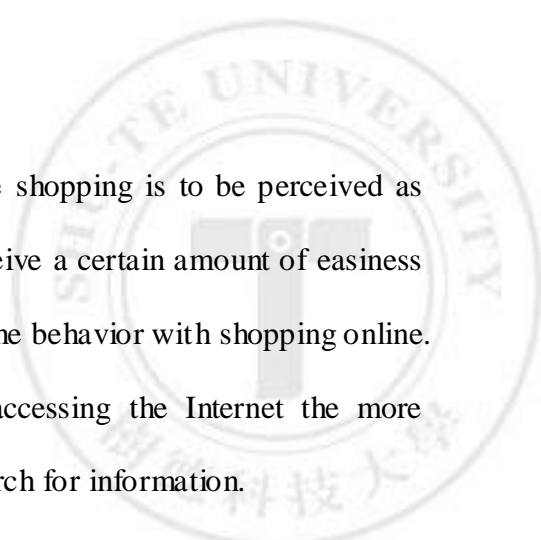
Online shopping as a new medium for retailing creates a number of different advantages. One of these is that it is considered to be more convenient to shop online compared to the traditional way of shopping.

The convenience attributes that online shopping provides are:

- Less effort: Being able to shop at home
- Time saving
- Being able to shop at any time of the day

Azjen (as cited in Kim & Park, 1991) claims that online shopping provides convenience for consumers such as time savings and search convenience if compared to the traditional way of shopping.



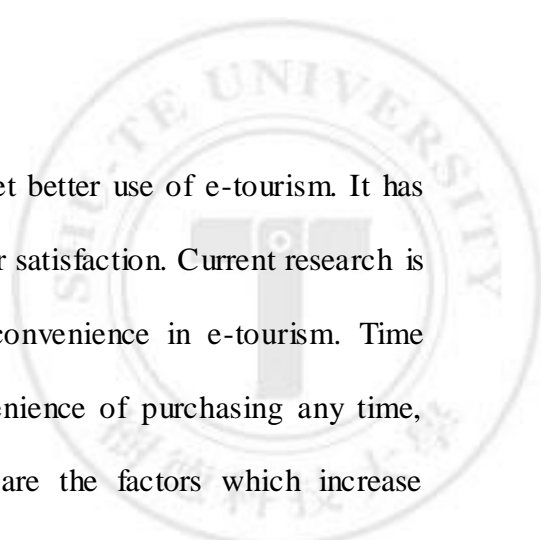


Kim and Park (1991) also argue that if online shopping is to be perceived as convenient for the consumer, the consumer must perceive a certain amount of easiness with accessing the Internet and also with carrying out the behavior with shopping online. The less complexity the consumer perceives with accessing the Internet the more attention the consumer has to enter the Internet and search for information.

Further, the authors found that there is a positive relationship between the time spent, the intention to shop online and the attitude towards the Internet. Therefore, Kim and Park (1991) came to the conclusion that the consumers that found the Internet to be easily accessible and used, would spend more time online and search for information and also shop more online. Hence, the consumers that perceives Internet information search as easy, would perceive it more convenient. They also conclude that the information online should be easy to find and, therefore, the consumer should develop effective search tools which would enhance the perceived behavioral control for the consumer online. Kim and Park (1991) argue that the perceived easiness of the Internet is one of the determinants consumers regard when deciding on convenience.

Saving time is also mentioned by Kim and Park (1991), and it is closely related to information search. The consumer is not required to leave his home in order to shop online and at the same time the information search and price comparison process is much more available and easy to access.

Swaminathan *et al.* (1999) states that consumer characteristics play an important role in the consumer's decision to shop online. The authors then identify the so called *convenient oriented consumer* as the most potential online buyer since they value the convenience of shopping at home as a large motive for purchase.



Tourism firms should satisfy their customers to get better use of e-tourism. It has been approved that convenience is a factor of customer satisfaction. Current research is going to find the most important determinants of convenience in e-tourism. Time efficiency, possibility of purchasing anywhere, convenience of purchasing any time, direct access to information and customer service are the factors which increase customer convenience in e-tourism comparing with the traditional travel agencies.

E-retailing is promoted widely as a convenient avenue for shopping. Shopping online can economize on time and effort by making it easy to locate merchants, find items, and procure offerings (Balasubramanian, 1997). Consumers do not have to leave their home nor travel to find and obtain merchandise online. They can also browse for items by category or online store. These time and browsing benefits of online shopping are likely to be manifested in more positive perceptions of convenience and e-satisfaction.

Online shopping is very convenient. We do not have to get in my car and go somewhere. We can just pull things up on the net and find what we need, go ahead and order it, and have it shipped without traveling a mile. It's wonderful.

It is easy to browse for books online. An online bookstore is convenient because we can go there and give them the name of the author and a list will pop up. It's then really easy to go through and say 'have it, have it, don't have it.'

Whilst it is more convenient to purchase from home, the coining of the term "Internet rage" (Financial Times, 2002) is an indicator of some of the inconvenience and disappointments with suppliers that buying on the Web can bring. Factors that are important for online consumers will include speed of service and promptness in delivery,

quality of the service encounter and the physical products delivered. Disappointment with an aspect or aspects of these factors or with the time wasted could result in Internet rage. Hardaker and Graham (2001) stated that the functionality and ease for the E-Commerce transaction is critical to both purchase and post purchase evaluation.

Tourism suppliers may provide these services independently, they may compete with each other, and in the same times, they may work together for example, airline, bus, railroad, cruise ship, and car rental companies may compete individually for a traveler's business. Hotels and resort may also compete against each other for the same traveler's patronage, yet cooperate with transportation providers to attract tourists to a specific location. Service providers representing all segment of the tourism industry may often work together to develop promotional packages designed to attract tourists to destinations.

The convenience of Shopping from home, office, (anywhere), 24/7 opening hours of tourism websites are categorized in the same group which can be easily grouped in convenience. Items number of tourism services and variety of tourism services, have been categorized in the same group which can be the characteristics of product information. Quality of information and quantity of information has been in the same groups which are the determinant of product information.

## **2.5 Merchandising**

Merchandising is the promotion of merchandise sales, as by coordinating production and marketing and developing advertising, display, and sales strategies: basically everything we do to sell a product to the consumer.

The positive perceptions of online merchandising represent another set of elements

that could positively impact e-satisfaction levels. Merchandising is defined here as factors associated with selling offerings online separate from site design and shopping convenience. This includes the product offerings and product information available online.

It seems reasonable to expect that e-satisfaction would be more positive when consumers perceive online stores to offer superior product assortments. For one, superior assortments can increase the probability that consumer needs will be met and satisfied. This is especially likely when consumers desire items not widely distributed (e.g., specialty goods), produced in limited quantities, or unavailable at brick-and-mortar stores because shelf space is limited. For example, a traditional book superstore may carry 150,000 titles (Bianco, 1997), but an Amazon.com carries millions of titles. The probability of locating any one title, therefore, would be higher at the online store. The probability of consumers satisfying needs online would also be higher.

Second, the wider assortment of products can include items of better quality that may be attractive to consumers. The lower search costs traditionally associated with online shopping are thought to result in consumers buying better quality items (Bakos, 1997). Buying better quality items, in turn, can improve satisfaction by delimiting the costs of failed products. These costs include the costs of returning merchandise, losing face when items fail, failure in one item causing failure in a related item (e.g., failed tires and accidents), or failure creating an impediment to task completion (e.g., malfunctioning computer and uncompleted tasks).

Finally, we expect richer information (more extensive and higher quality) available online to lead to better buying decisions and higher levels of e-satisfaction (Peterson,

Balasubramanian, and Bronnenberg, 1997).

## **2.6 Site Design**

In addition to possible convenience and merchandising effects, the ambience associated with the site itself and how it functions could play a role in whether consumers are satisfied or dissatisfied with their online shopping experiences. Manes (1997), for example, reports that good Web-site design is about good organization and easy search. This includes offering consumers uncluttered screens, simple search paths, and fast presentations. Moreover, each of these elements of site design could impact e-satisfaction levels in the genre of a more pleasurable shopping experience being a more satisfying one.

Shopping is thought to be pleasurable and satisfying to consumers when the retailing sites are fast, uncluttered, and easy-to-navigate (Pastrick 1997). Fast, uncluttered, and easy-to-navigate sites economize on shopping time. Uncluttered and easy-to-navigate sites also economize on the cognitive effort consumers expend figuring out how to shop effectively online.

Good site design includes having fast, uncluttered, and easy-to-navigate sites. Convenience includes saving time and making browsing easy. All told, these findings imply that giving special attention to convenience, site design, and financial security may produce the most positive outcomes pertaining to e-satisfaction. These three elements display the greatest effect on e-satisfaction among the e-buyers we surveyed.

Furthermore Web site contents should be user friendly to search desired information (Yang, 2003). The relevant graphics can also be use as a valid links. The graphics should change text when customer passes over it (Cox & Dale, 2002). The use graphics

is easy by simply point out or clicking which make convince for consumers to navigate a site this increase the competitive advantage for a company. Now it depends on consumers that they want to use links or graphics in browsing the Web site (Yang, 2003).

Friendliness and ease of use of the website, attractive website design, Interactive and helpfulness of the websites and presenting uncluttered websites are categorized in the same groups which are obviously determinant of website design.

According to Fogg et al. (2001) the most influential scale in web site design is “Ease of Use”. This scale was made up of five items; all five items were reported to increase the credibility of a Web site.

- The site should allow customers to search past content (i.e. archives).
- The site looks professionally designed.
- The site is arranged in a way that makes sense.
- The site takes a little time to download.
- The site is simple to navigate.

Ease of use is one of the important parts related to the design of Web sites. The KQFs in this category reflect the usability of the Web site during customer navigation and aim to reduce customer frustration. The virtual nature of a Web site means that communication with the customer has to be enabled through the use of text, graphics and animation. Guidance through the Web site is done by means of links and searches. All of these factors relate to the design of the Web site and its usability factor. If the design is of poor quality, customers will not be able to navigate pages to find what they are looking for, and are unlikely to make transactions (Cox & Dale, 2002). The

information on the Web site should be brief and clear otherwise customers may feel confusion in their search and this leads to customers defection (Yang, 2003).

Further added that ease of use is the prominent determinant of customer adoption of the Internet-enabled service channel. Well-organized user interfaces allow customers to locate their desired information easily. Therefore, the organization and structure of online content should be logical and easy to follow. The number of graphics and animated features on Web pages needs to be minimized because they are extremely time-consuming to download and are often the cause of computer slow-down. Additionally, adequate navigation functions such as site search engines and clear menus are critical factors in enhancing the usability of a Web site.

According to Bevan (2004) a nice color scheme, simple layout, and readable text is the very minimum that is required to make Web site as accessible when selecting your background and text colors. Busy backgrounds make text difficult to read and draw the attention away from the text. Always be consistent with background theme on each page of site. Web site should be nicely organized and uniform throughout. Keep in mind, colors affect mood and will have an effect on visitors as well. Bright colors such as yellow and orange cause to become cheer or happy while colors such as blue and purple have a calming effect. Dark colors such as brown and black have a depressing effect.

## **2.7 Financial Security**

The security of online transactions continues to dominate discussions on Internet commerce and perhaps with good reason. Bruskin & Goldberg Research, for example, reports that 75% of Internet shoppers emphasize credit-card security as a major consideration when deciding whether or not to buy items online (see Chain Store Age,

1999).

These statements and published reports imply that negative (positive) perceptions of financial security can have a negative (positive) effect on e-satisfaction levels.

When using new technologies, including the Web and e-commerce, trust is considered to be important (Windham & Orton, 2000). New ways of doing things usually create a feeling of uncertainty among people. In most social interactions involving uncertainty and dependency, trust is generally an important factor. An often mentioned reason for consumers not purchasing from Internet vendors, is the lack of trust (Petrovic, Ksela, Fallenböck & Kittl, 2003). Thus, there is a need for promoting trust and confidence on the Internet. For consumers, security and privacy issues are seen as barriers to shopping online (Windham & Orton, 2000). They want their identity and personal information to be confidential, due to fear of being exposed to online fraud (Petrovic et al., 2003). People are more willing to take risks with people or organizations which they trust. The potential risk in ecommerce is greater because of the anonymity, distance and lack of physical interactions (Cazier, Shao & St. Louis, 2006). Many elements of personal interaction that are used in the offline environment, for example, facial expression, gesture and body language, are lost or not applicable in an online environment (Grabner-Kräuter & Kaluscha, 2003). Many consumers appreciate the real shopping experience of touching things and trying items on. So, in order to understand why people do or do not engage in ecommerce activities, it is important to study online trust (Cazier et al., 2006).

Safe feeling in on-line purchasing and availability of formal privacy have been in the same group which can be called financial security.



## 2.8 Motivation

The motivation has been referred to as psychological/ biological needs and wants, including integral forces that arouse, direct, and integrate a person's behavior and activity (Uysal & Hagan, 1993). Since a paradigm of tourism is always related to human beings and to human nature, it is a complex proposition to investigate why people travel and what they want to enjoy. Many disciplines have been utilized to explain phenomena and characteristics related to motivation. In psychology and sociology, the definition of motivation is directed toward emotional and cognitive motives (Ajzen & Fishbein, 1977) or internal and external motives (Gnoth, 1997). In tourism research, this motivation concept can be classified into two forces, which indicate that people travel because they are pushed and pulled to do so by "some forces" or factors (Dann, 1981). According to Uysal & Hagan (1993), these forces describe how individuals are pushed by motivation variables into making travel decisions and how they are pulled or attracted by destination attributes. In other words, the push motivations are related to the tourists' desire, while pull motivations are associated with the attributes of the destination choices. Push motivations are more related to internal or emotional aspects. Pull motivations, on the other hand, are connected to external, situational, or cognitive aspects. Push motivations can be seen as the desire for escape, rest and relaxation, prestige, health and fitness, adventure and as the desire for escape, rest and relaxation, prestige, health and fitness, adventure and may travel to escape routine and search for authentic experiences. The results and effects of the motivation studies of tourist behavior require more than an understanding of their needs and wants. (Yoon & Uysal, 2005)

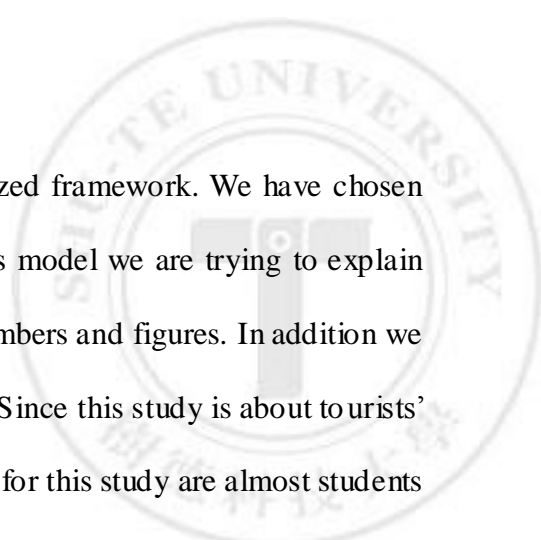
## **Chapter 3 Research Methods**

The purpose of this chapter is to present the methodology used to obtain the research objectives of this study. As mentioned in the previous section, this study is attempted to investigate about factors which affect online tourism satisfaction. This section discusses about the research model and hypotheses; the quantitative methodology; the methods of data collection and data analysis procedures, questionnaire design, pretest of survey and data analysis method.

### **3.1 Qualitative versus quantitative approach**

According to Zikmund (2000) the two methodological research approaches proposed are qualitative and quantitative. These approaches differ in the ways of collecting required information. The qualitative approach is done by collecting qualitative data; this kind of data often called “soft” data, containing information about actions or functions. Qualitative data is usually presented as words and observations. In other words, qualitative research refers to the search for knowledge that is supposed to investigate, interpret and understand the problem phenomenon. Researcher’s own description, emotions and reactions are playing main role in qualitative studies (Yin, 1994). In opposition to qualitative, the quantitative research involves collecting quantitative data, which is often referred as “hard” data. Moreover, quantitative has a characteristic that tend to be more structured and formalized; it is mostly presented as numbers and figures and it will often determine the quantity aspects of some phenomena. It tries to explain the phenomenon with numbers to obtain the results and drawing the conclusion based on the data that can be gathered (Zikmund. 2000).

Considering to the goal of this study is to identify the factors that affect online



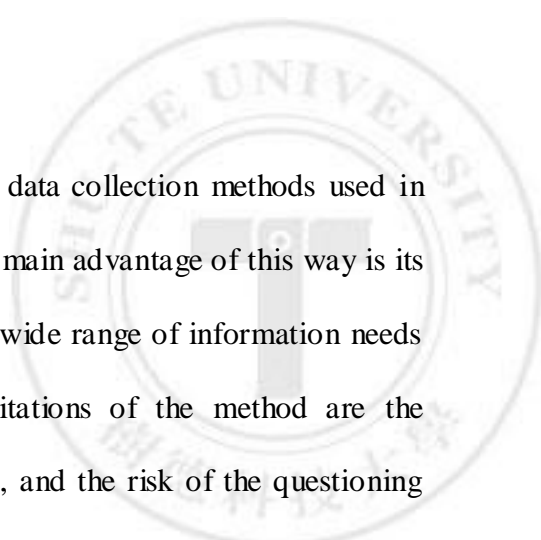
tourism satisfaction, we need a structured and formalized framework. We have chosen proper framework from literature review, by using this model we are trying to explain about factors affect online tourism satisfaction with numbers and figures. In addition we had to collect data from the residents in Hanoi capital. Since this study is about to urists' satisfaction on E-tourism in Vietnam so the respondent for this study are almost students learning in Hotel and Travelling Department, the people having high income, analyze the data, and generalize the data to the whole population. Finally, we will offer conclusions and suggestions based on the analysis in the last chapter. Based on the above discussion and also by comparing these two research approaches, quantitative approach was mainly chosen for our thesis.

### **3.2 Method and Resource of Data Collection**

With the view that the present research is application and descriptive in nature, the following methods have been applied during data collections. Firstly, we use library method to collect the information related to research literature and background (Second Data), the library method was applied. In this stage, more than 50 articles dealing with tourists' satisfaction on E-tourism in general, and tourists' satisfaction on E-tourism in private were collected, in which most of them were found through Internet especially, Tourist websites, and from some science journals. Second is the field method, here questionnaire was used to collect the individual' opinions on E-tourism aspect.

Person (2004) believes that there are four different methods for collecting the data, these methods are mentioned below: Secondary data, Observation, Interviews, Questionnaire.

However there is another category for methods of collecting the data which is



Communication method and observation method. The data collection methods used in communication with respondents is questionnaire. The main advantage of this way is its versatility; in fact it has an ability to collect data on a wide range of information needs (Paajarvi, 2004). On the other hand, the main limitations of the method are the respondent's unwillingness or inability to provide data, and the risk of the questioning process having a negative influence. In this thesis, the first part which is Answering the first research question uses the secondary method while literature was reviewed. Self-completion questionnaires are believed to get the most reliable responses, as respondents have an opportunity to review the completed questionnaire or revisit questions that are not answered initially (Kozak, 2000).

### **3.3 Research Variables**

Distinction of variables is necessary in a research to reach to the response to a research question or hypothesis tests. Two types of variables have been taken into account in the present research. Firstly is independent variable, which is a specialty from physical and social environment that is accepted after the selection, interference or modification by a quantitative researcher so that its impact may be observed on other variables (dependent variable). Secondly is the dependent variable, which refers to a variable in which changes occur under the impact of independent variable (Bazargan, Sramad, Hejaji, 20002).

### **3.4 Research Model and Hypothesis**

Based on above theoretical background, we come up with our research model as following. Our model has 4 hypotheses with 4 constructs: Convenience, Merchandising, Site Design and Financial Security. The last construct in our research is E-Satisfaction.



The relations among those constructs are presented through the research framework

Figure 1.

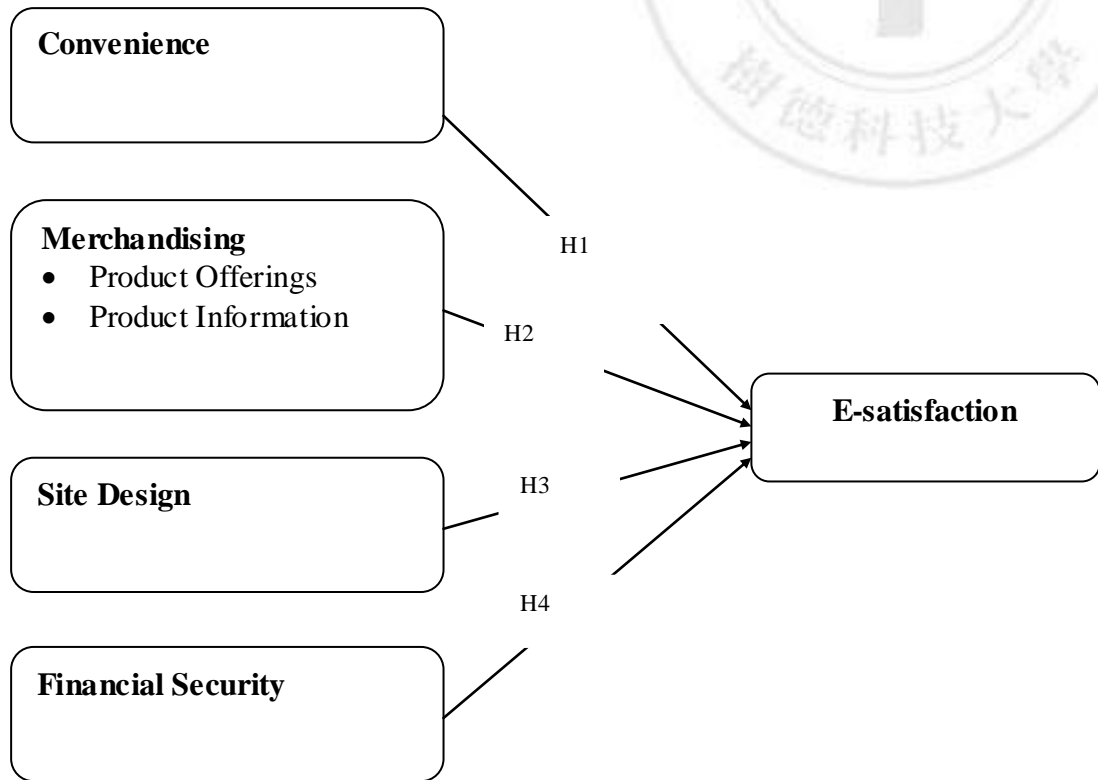
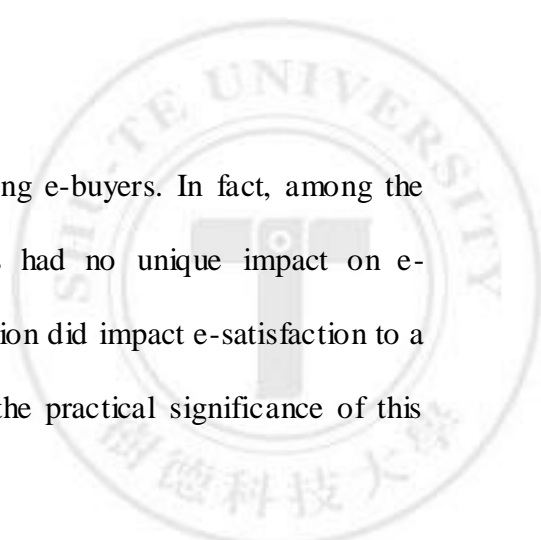


Figure 2. Research Framework

It was found that people's perceptions of online security play an important role in e-satisfaction. However, financial security is not the primary predictor of e-satisfaction among e-buyers. The result of the coefficient model showed, the coefficient for financial security is tied for second in terms of its relative impact on e-satisfaction. In addition to the financial security of online transactions, discussions of e-commerce frequently address the perceived merchandising benefits of e-retailing that is, wider assortments and richer information. These benefits are discussed often in the context of superior e-merchandising motivating people to shop online. These findings can add insight to this discussion. It was documented that, on average, perceptions of superior merchandising



do not have a dramatic impact on e-satisfaction among e-buyers. In fact, among the shoppers we surveyed, greater breadth of offerings had no unique impact on e-satisfaction levels. Although superior product information did impact e-satisfaction to a statistically significant degree, it can be argued that the practical significance of this effect is not great.

We are going to find: Factors affecting tourist satisfaction. In order to fill the gap in the tourism industry, by the help of this mentioned model, E-satisfaction model, we are going to find satisfaction factors of tourists when using tourism website comparing with traditional travel agencies in Vietnam?"

E-retailing is promoted widely as a convenient avenue for shopping. Shopping online can economize on time and effort by making it easy to locate merchants, find items, and procure offerings (Balasubramanian, 1997). Consumers do not have to leave their home nor travel to find and obtain merchandise online. They can also browse for items by category or online store. These time and browsing benefits of online shopping are likely to be manifested in more positive perceptions of convenience and e-satisfaction.

Online shopping is very convenient. We do not have to get in my car and go somewhere. It can just pull things up on the net and find what we need, go ahead and order it, and have it shipped without traveling a mile. It's wonderful.

It is easy to browse for books online. An online bookstore is convenient because we can go there and give them the name of the author and a list will pop up. It's then really easy to go through and say 'have it, have it, don't have it.'

The positive relationship between convenience and e-satisfaction evidenced in these

comments is captured in the following hypothesis:

H.1. Satisfaction with e-retailing increases as perceptions of convenience becomes more positive, all else equal.

Positive perceptions of online merchandising represent another set of elements that could positively impact e-satisfaction levels. Merchandising is defined here as factors associated with selling offerings online separate from site design and shopping convenience. This includes the product offerings and product information available online.

It seems reasonable to expect that e-satisfaction would be more positive when consumers perceive online stores to offer superior product assortments. For one, superior assortments can increase the probability that consumer needs will be met and satisfied. This is especially likely when consumers desire items not widely distributed (e.g., specialty goods), produced in limited quantities, or unavailable at brick-and-mortar stores because shelf space is limited. For example, a traditional book superstore may carry 150,000 titles (Bianco, 1997), but an Amazon.com carries millions of titles. The probability of locating any one title, therefore, would be higher at the online store. The probability of consumers satisfying needs online would also be higher.

Second, the wider assortment of products can include items of better quality that may be attractive to consumers. The lower search costs traditionally associated with online shopping are thought to result in consumers buying better quality items (Bakos, 1997). Buying better quality items, in turn, can improve satisfaction by delimiting the costs of failed products. These costs include the costs of returning merchandise, losing face when items fail, failure in one item causing failure in a related item (e.g., failed

tires and accidents), or failure creating an impediment to task completion (e.g., malfunctioning computer and uncompleted tasks).

Finally, we expect richer information (more extensive and higher quality) available online to lead to better buying decisions and higher levels of e-satisfaction (Peterson, Balasubramanian, and Bronnenberg, 1997).

H.2. Satisfaction with e-retailing increases as perceptions of online merchandising becomes more positive, all else equal.

In addition to possible convenience and merchandising effects, the ambience associated with the site itself and how it functions could play a role in whether consumers are satisfied or dissatisfied with their online shopping experiences. Manes (1997), for example, reports that good Web-site design is about good organization and easy search. This includes offering consumers uncluttered screens, simple search paths, and fast presentations. Moreover, each of these elements of site design could impact e-satisfaction levels in the genre of a more pleasurable shopping experience being a more satisfying one.

Shopping is thought to be pleasurable and satisfying to consumers when the retailing sites are fast, uncluttered, and easy-to-navigate (Pastrick 1997). Fast, uncluttered, and easy-to-navigate sites economize on shopping time. Uncluttered and easy-to-navigate sites also economize on the cognitive effort consumers expend figuring out how to shop effectively online.

These sentiments are also echoed in the findings by Eighmey and McCord (1998), Fram and Grady (1995), and Ernst and Young (1999). They find that fast, uncluttered, and easy-to-navigate sites are perceived more favorably by consumers. Hence, we



further expect effective site design to impact e-satisfaction in a positive manner.

H.3. Satisfaction with e-retailing increases as perceptions of site design becomes more positive, all else equal.

The security of online transactions continues to dominate discussions on Internet commerce and perhaps with good reason. Bruskin/Goldberg Research, for example, reports that 75% of Internet shoppers emphasize credit-card security as a major consideration when deciding whether or not to buy items online (see Chain Store Age, 1999).

These statements and published reports imply that negative (positive) perceptions of financial security can have a negative (positive) effect on e-satisfaction levels. Hence:

H.4. Satisfaction with e-retailing increases as perceptions of online financial security becomes more positive, all else equal.

### **3.5 Questionnaire Design**

The main method for data collection on which to test the hypotheses in this study is a self-administered survey questionnaire.

This model is called e-satisfaction model conducting by Szimensky and Hise, 2000. This model investigated 5 aspects of satisfaction which are important in on-line purchasing. These aspects are: Convenience, Merchandising (product offering and product information), Site design and financial security.

Design a questionnaire measuring electronic satisfaction specific for Tourism websites, a complete process was done. It was required that some questions be designed for each of the five aspects in e-satisfaction model.

First part was reviewing the literature of satisfaction, tourist, tourist satisfaction, and

online satisfaction. Conducting this task had an important role in questions related to those five factors. Most of the items were gathered here and the majority was from the questionnaire of e-satisfaction model (Szymensky, Hise, 2000) some items were from questionnaire of Servequal Model (S. Akama, Mukethe Kieti, 2002).

Then the questionnaire was designed after discussing with the thesis advisor. Then, the original measurement scales were translated to Vietnamese, and verified for the translation accuracy by reviewing the scales with a professor, the translated questionnaire will be examined by a group of experts and students for semantic accuracy and wording for face validity and content validity, resulting in modifications of the wording of some survey questions. The final instrument was distributed to almost students learning in Hotel and Travelling Department, the people having high income. After the distributed questionnaires were returned, the quality of the instrument was evaluated with the returned questionnaires.

The respondents were requested to give a score to each of the 15 attributes on the levels of agreement separately using a seven- point Likert's scale (1= strongly disagree; 2= Disagree; 3= somewhat disagree; 4= Neutral; 5= somewhat agree; 6= agree; 7= strongly agree.). Questionnaire constructs will be summarized as following.

### **3.6 Sampling and Survey**

As it was mentioned in the sample selection part, the sample was the people who had experienced e-tourism at least once before. The aim of this thesis was to implement this task by questionnaire but in order to choose on-line or off-line questionnaire first the exact sample had to be selected.

A lot of connections were implemented with tourism websites for their cooperation

in this research. They were asked to send either online or offline questionnaire to their customers either by email or any other convenient way which was possible for them.

In addition we collected data from the residents in Hanoi capital. Since this study is about tourists' satisfaction on E-tourism in Vietnam so the respondent for this study are almost students learning in Hotel and Travelling Department, the people having high income. The questionnaires have been sent by email.

## Chapter 4 Research Results

This chapter reports the results of the data collection and analyses as described in the end of chapter 3. Data analysis is one of the most important parts in all kinds of researches, to review the accuracy of hypotheses. In most of researches that are based in the accumulation of information on the proposed subjects, information analysis is considered as the most important parts of the research. The data are analyzed by using powerful statistical technique to be transformed it into usable information. In order to analyze the data, first descriptive statistic will be assessed and the demographic variables including gender, age, experience, salary and of our respondent will be presented. Next, inferential statistics which includes description of research constructs, the structural model is then assessed and the results of the hypotheses are presented. Finally, the discussion of the hypotheses' results is composed to answer the research questions.

The statistical package for social science (SPSS) 16.0 for windows was used to analyze the data, in which, the analysis was conducted in two stages: instrument validation and hypothesis testing. To valid our measurement model, three types of validity were assessed: content validity, convergent validity, and discriminate validity. Content validity was established by ensuring consistency between the measurement items and the extant literature. This was done by interviewing senior practitioners and pilot- testing the instrument. We assessed convergent validity by examining composite reliability and average variance extracted from the measures (Hair et al. 1998), in which Cronbach's alpha was used as a measure of reliability because it provides a lower bound for the reliability of a scale and is the most widely used measure. . In addition,

discriminate validity was evaluated for all construct pairs by examining the observed correlation matrix of the constructs as recommended by Fornel and Larcker (1981).

#### 4.1 Descriptive Statistics

In this section the demographic information including gender, age, experience, salary and position of our respondents will be presented.

##### 4.1.1 Gender of the respondents

As the table 1 show, 51.1% of the respondents (129 persons) were females and 48.1% of the respondents (121 persons) were males. The total number of respondent was 150.

Table 1. Gender of Respondents

#### GENDER

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	121	48.4	48.4	48.4
Female	129	51.6	51.6	100.0
Total	250	100.0	100.0	

#### 4.1.2 Age of the respondents

As the table 2 shows the highest frequency is related to the age group between 21 and 23 years old and lowest frequency is related to the age group between 18 and 20 years old.

Table 2. Age of the respondents  
AGE

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-20 years old	12	4.8	4.8	4.8
21-23 years old	116	46.4	46.4	51.2
24-26 years old	104	41.6	41.6	92.8
>26 years old	18	7.2	7.2	100.0
Total	250	100.0	100.0	

#### 4.1.3 Experience of the respondents

The table 3 shows that the highest frequency is related to the salary group who have 3- 6 years of experience, and lowest frequency is related to those who has 1 year of experience.

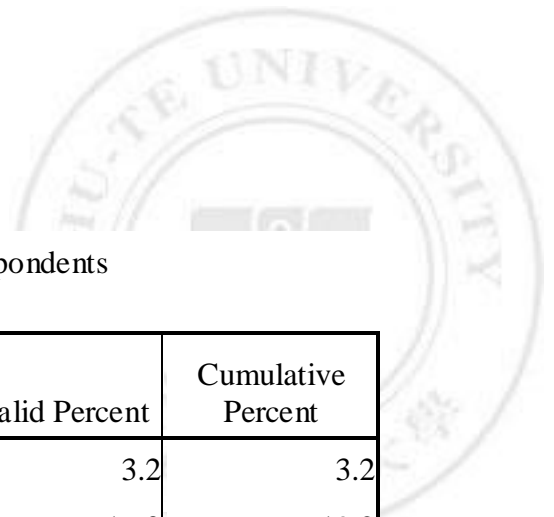


Table 3. Experience of the respondents  
**EXPERIENCE**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Under 1 year	8	3.2	3.2	3.2
1-3 years	40	16.0	16.0	19.2
3-6 years	133	53.2	53.2	72.4
Over 6 years	69	27.6	27.6	100.0
Total	250	100.0	100.0	

#### 4.1.4 Salary of the respondents

With regard to respondents' individual income, the table 4 shows that the largest group includes those with a monthly income of less than 1 million VND (18%), followed by 1 million VND-less than 3 million VND (34.4%), 3 million VND less than 6 million VND (24.4%), 6 million VND less than 10 million VND (14.8%), and 8.4% of respondents have an individual income is 10 million VND and above.

Table 4. Salary of the respondent

**SALARY**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Less than 1 million VND	45	18.0	18.0	18.0
1- less than 3 million VND	86	34.4	34.4	52.4
3 - less than 6 million VND	61	24.4	24.4	76.8
6 - less than 10 million VND	37	14.8	14.8	91.6
More than 10 million VND	21	8.4	8.4	100.0
Total	250	100.0	100.0	

4.1.5 Time using website about tourism of the respondents

The table 5 shows that time using website about tourism of respondent: one time a month (24%), two times a month (12%), three times a month (11.2%), four times a month (15.2%) and more than 4 times a month (37.6%).



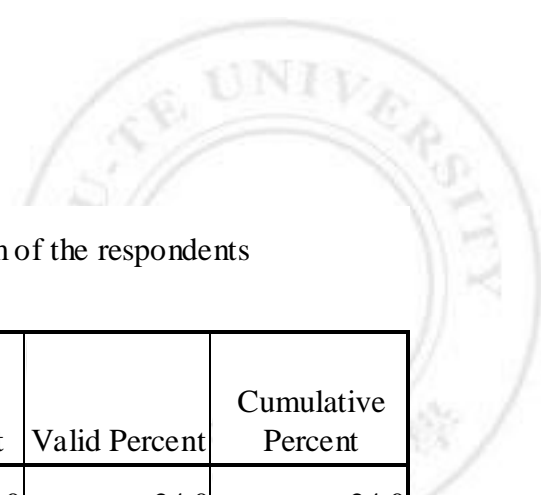


Table 5. Time using website about tourism of the respondents

**TIME**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 time a month	60	24.0	24.0	24.0
2 times a month	30	12.0	12.0	36.0
3 times a month	28	11.2	11.2	47.2
4 times a month	38	15.2	15.2	62.4
More than 4 times a month	94	37.6	37.6	100.0
Total	250	100.0	100.0	

**4.2 Construct Reliability**

According to Malhotra and Birks (1999, p. 313), reliability refers to the extent to which measurements of the particular test are repeatable. This means that the outcomes of the measurement, in repeated sequences of measuring, must be consistent. The greater the level of consistency in repeated sequences in which we assess measures, the greater the reliability.

The measure which is used in the thesis in order to test the reliability of measures is coefficient Cronbach's alpha, which is defined as the average of all possible split-half coefficients, which result from different ways of splitting the scale items (Malhotra and Birks, 1999, p. 314). The value range of this coefficient is between 0 and 1. The value of the coefficient is closer to 1 indicates the greater reliability, which refers to a greater commonality among the items. In other words, the items indicate the same thing about the construct. The recommended value of the coefficient is 0,7 (Sharma, 1996, p. 118;

Nunnally, 1994). Cronbach's coefficient alphas were calculated for the items of each survey construct. The final results of construct validity and reliability tests of the eleven results are shown in the below Table 6. All scales had  $\alpha > .7$ , thus according to Finnally (1994), it provides an adequate level of reliability for predictor tests and hypothesized measures of a construct.

Table 6. Construct Reliability

Constructs	No of items	Mean	Standard Deviation	Cronbach's alpha
Convenience	4	5.283	1.133	0.923
Merchandising	3	5.273	1.146	0.910
Site Design	4	5.165	1.034	0.905
Financial Security	4	5.148	1.096	0.916
E-satisfaction	3	5.265	1.267	0.928

The mean and the standard deviation (SD) of a set of data are usually reported together, so their results of each constructs are also reported in Table 6. We can find that while the mean value of Convenience is highest with 5.283 ('5'= somewhat agree; '6'=agree) which means that most respondents seem to satisfaction with using E-tourism in Vietnam. On the other hand, the figure of Financial Security is lowest with 5.148 that show the somewhat agreement for confidence of E-tourism using ability of the respondents.

The standard deviation of E-satisfaction is highest in all the value of the constructs. That indicates there are many different opinions of respondents for the benefits of using

E-tourism and the responses of the items in this construct are far from the mean value (5.265) in compared with others of the remaining items. In contrast to this, the smallest standard deviation value (1.034) which is of Site Design shows that the items' scores are relatively close to mean value (5.165) and less different in the interviewees' assessment.

### **4.3 Factor Analysis**

In this stage, we use factor analysis to identify whether there is any relationship in this research. Factor analysis can identify the structure of a set of variable as well as provide a process for data reduction. In this research, convenience in e-tourism, merchandising, site design and financial are in turn examined to make sure unit-dimension of research scale. Factor analysis is utilized to examine the patterns or dimensions underlying the data. Its main purpose is to condense or summarize the key features of a large number of variables for further analysis. A principal component for analysis associate with varimax rotation is used in the procedure. Furthermore, factor analysis was used to test a construct validity of the data and to identify underlying constructs in the data, as well as to reduce the number of variables with the attempt to retain as much of the information as possible and make the remaining variables meaningful and easy to work with. Factor analysis process includes some steps; we will step by step discover the value of data.

Next, we examined the Assumptions in Factor Analysis, in which, basic assumptions on variables are Normality, Homogeneity, and Linearity. However, in this research we examine multi-collinearity assumption. We did use Pearson correlation coefficients, Bartlett test of sphericity, Measure of sampling adequacy (MSA) to assess multicollinearity. A statistically significant Bartlett's test of sphericity ( $p > 0.05$ ) indicates

that sufficient correlations exist among the variables to proceed. Measured by Kaiser Meyer-Olkin (KMO), KMO varies from 0 to 1.0 and KMO must exceed 0.7. In overall test the value of KMO is 0.925 (Table 7), thus it satisfies the requirement.

Table 7. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.925
Bartlett's Test of Sphericity	Approx. Chi-Square	6478.763
	df	990
	Sig.	.000

Next, the dependent and independent variables were subject to exploratory factor analysis as the extraction method and Varimax rotation with Kaiser Normalization. All factors with eigenvalues greater than 1 were extracted. Factor loading were evaluated on 2 criteria: the significant of the loadings and the simplicity of the factor structure. Items with loadings less than 0.5 were deleted from the analysis. As a result, all variables loaded satisfactory on to 4 latent factors. The factor analysis was also examined to ensure acceptable level of multi-co linearity among latent factors. Factor analysis procedures are base on the original data of inter-correlations among the variables (correlation matrix). Then the correlation matrix will be transformed through estimation of a factor model to obtain a factor matrix-containing factor loading for each variable on each derived factor. To deriving factor, we use PCA (Principle Component Analysis). This method is based on covariance or correlation matrix, extracting eigenvalue ( $\lambda$ ) and eigenvector to accommodate variances from original variables.

The factor analysis underlines 5 factors as following:

Convenience (Factor 1) contained four attributes and explained 81.369% of the variance in the data, with an eigenvalue of 3.255. The attributes, including C1, C2, C3, C4

Table 8. Results for the extraction of component factors of C

**Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
Convenience 1	3.255	81.369	81.369	3.255	81.369	81.369
Convenience 2	.277	6.932	88.302			
Convenience 3	.240	5.989	94.291			
Convenience 4	.228	5.709	100.000			

Extraction Method: Principal Component Analysis.

Component	
	1
C1	0.892
C2	0.911
C3	0.906
C4	0.9

Extraction Method: Principal Component Analysis

a. 1 components extracted.

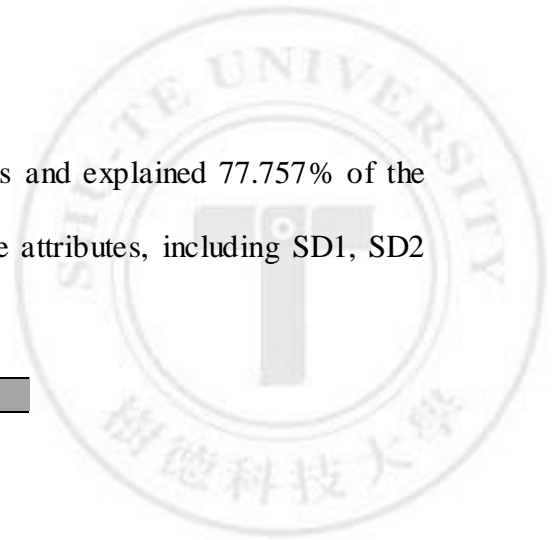
Merchandising (Factor 2) contained three attributes and explained 84.862% of the variance in the data, with an eigenvalue of 2.546. The attributes, including M1, M2 and M3

Table 9. Results for the extraction of component factors of M

**Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
Merchandising 1	2.546	84.862	84.862	2.546	84.862	84.862
Merchandising 2	.249	8.302	93.164			
Merchandising 3	.205	6.836	100.000			

Extraction Method: Principal Component Analysis.



Site design (Factor 3) contained four attributes and explained 77.757% of the variance in the data, with an eigenvalue of 3.110. The attributes, including SD1, SD2 and SD3

	Component
	1
M1	0.921
M2	0.929
M3	0.914

Extraction Method: Principal Component Analysis.  
 a. 1 components extracted.

Table 10: Results for the extraction of component factors of SD

**Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
Site Design 1	3.110	77.757	77.757	3.110	77.757	77.757
Site Design 2	.313	7.819	85.576			
Site Design 3	.307	7.673	93.249			
Site Design 4	.270	6.751	100.000			

Extraction Method: Principal Component Analysis.

Financial security in e-tourism (Factor 4) contained four attributes and explained 80.044% of the variance in the data, with an eigenvalue of 3.202. The attributes, including FS1, FS2, FS3 and FS4



	Component
	1
SD1	0.875
SD2	0.88
SD3	0.888
SD4	0.884

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Table 11. Results for the extraction of component factors of FS

**Total Variance Explained**

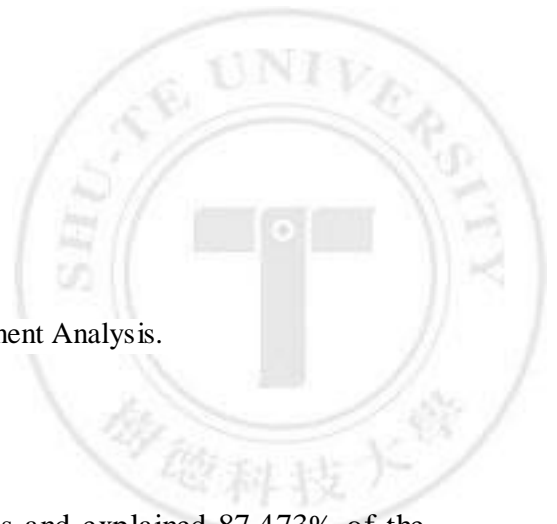
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
Financial Security 1	3.202	80.044	80.044	3.202	80.044	80.044
Financial Security 2	.323	8.066	88.110			
Financial Security 3	.274	6.851	94.960			
Financial Security 4	.202	5.040	100.000			

Extraction Method: Principal Component Analysis.



	Component
	1
FS1	0.897
FS2	0.893
FS3	0.905
FS4	0.884

Extraction Method: Principal Component Analysis.  
a. 1 components extracted.



E-satisfaction (Factor 5) contained three attributes and explained 87.473% of the variance in the data, with an eigenvalue of 2.624. The attributes, including SATIS1, SATIS2 and SATIS3

The final results of the factor analysis are shown in the below table 13. In this test, the items for the same construct should be closely related to the underlying latent variable and the factor loading which is used to group the items into one representative factor is 0.5 and higher. As result, the six factors are: Convenience, Merchandising, Site Design, Financial Security and E-satisfaction.

Table 12. Result of the extraction of the component factor Satisfaction

Component	Total Variance Explained					
	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
E-Satisfaction 1	2.624	87.473	87.473	2.624	87.473	87.473
E-Satisfaction 2	.202	6.746	94.219			
E-Satisfaction 3	.173	5.781	100.000			

Extraction Method: Principal Component Analysis.

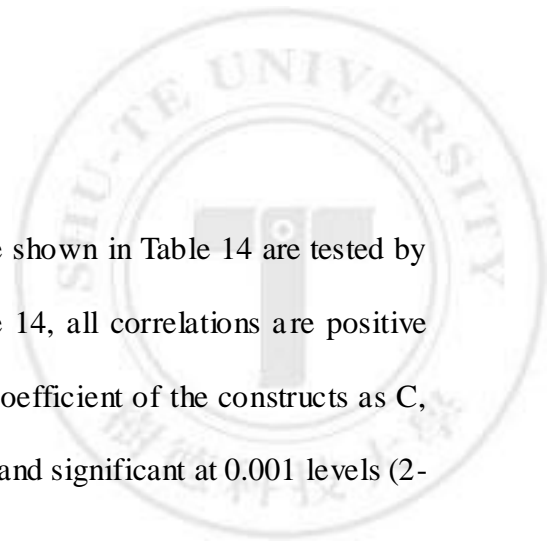
	Component
	1
SATIS1	0.934
SATIS2	0.931
SATIS3	0.941

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Table 13. Result of factor analysis

Constructs	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5
Convenience 1	<b>0.892</b>				
Convenience 2	<b>0.911</b>				
Convenience 3	<b>0.906</b>				
Convenience 4	<b>0.900</b>				
Merchandising 1		<b>0.921</b>			
Merchandising 2		<b>0.929</b>			
Merchandising 3		<b>0.914</b>			
Site Design 1			<b>0.875</b>		
Site Design 2			<b>0.880</b>		
Site Design 3			<b>0.888</b>		
Site Design 4			<b>0.884</b>		
Financial Security 1				<b>0.897</b>	
Financial Security 2				<b>0.893</b>	
Financial Security 3				<b>0.905</b>	
Financial Security 4				<b>0.884</b>	
E-satisfaction 1					<b>0.934</b>
E-satisfaction 2					<b>0.931</b>
E-satisfaction 3					<b>0.941</b>



#### 4.4 Correlation Coefficient

The relationships between each construct which are shown in Table 14 are tested by using bivariate correlation analysis. As from the table 14, all correlations are positive and relative strong. The figures show the correlation coefficient of the constructs as C, M, SD, FS and SATIS with themselves are all positive and significant at 0.001 levels (2-tailed).

Table 14. Bivariate correlations among variables

	C	M	SD	FS	SATIS
Convenience	1.000				
Merchandising	0.880**	1.000			
Site Design	0.869**	0.868**	1.000		
Financial Security	0.882**	0.869**	0.897**	1.000	
E-satisfaction	0.867**	0.877**	0.883**	0.889**	1.000

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

#### 4.5 Multiple Regressions

Simple regression analysis is the study of how a dependent variable is related to an independent variable. Multiple regression analysis is the study of how a dependent variable is related to two or more independent variables. Multiple- regression, a general linear model technique, is one the most popular method for studying the relationship between an outcome variable and several predictors, or independent variables. To test the hypothesis, when the p-value is less than 0.05 (significant level), then the independent variables affect the dependent variable. Otherwise, they don't have relationship. They are used to test the hypotheses in this study.

In the second regression, C, M, SD and FS are the independent variables and E-satisfaction is the dependent variable. The following multiple regression will be used to



test Hypothesis 1, 2, 3 and 4.

$$Y = a + \beta_1 * X_1 + \beta_2 * X_2 + \beta_3 * X_3 + \beta_4 * X_4$$

In there:

Y= E-satisfaction

X<sub>1</sub> = Convenience

X<sub>2</sub> = Merchandising

X<sub>3</sub> = Site Design

X<sub>4</sub> = Financial Security

a = constant (coefficient of intercept)

β<sub>1</sub>, β<sub>2</sub>, β<sub>3</sub>, β<sub>4</sub> = regression coefficient of Factor 1, Factor 2, Factor 3 and Factor 4

The results, presented in table 15, show support for hypotheses 1, 2, 3 and 4 as C, M, SD and FS emerged as significant predictors of E-satisfaction.

Table 15. Regression results – E-satisfaction

Model	Unstandardized Coefficients		Standardized Coefficients			
		Std. Error	Beta	t	Sig.	
1	(Constant)	-0.55	0.16		-3.45	0.00
	<b>Convenience</b>	0.17	0.07	0.15	2.46	0.01
	<b>Merchandising</b>	0.29	0.07	0.27	4.49	0.00
	<b>Site Design</b>	0.32	0.08	0.26	4.15	0.00
	<b>Financial Security</b>	0.34	0.07	0.29	4.55	0.00
<b>Adjusted R squared</b>			<b>0.850</b>			
Dependent Variable: <b>SATIS</b>						

#### 4.6 Summary of Results

From the model, it indicates that Financial Security (β=0.29) was a strong determinant of E-satisfaction, followed by Merchandising (β=0.27), followed by Site

Design ( $\beta=0.26$ ) and then by Convenience ( $\beta=0.15$ ). All the hypotheses are supported.

The test results for all hypotheses are shown in Table 16

Table 16. Hypotheses Testing Results

Hypotheses	Beta	Result
H1	0.15**	Supported
H2	0.27***	Supported
H3	0.26***	Supported
H4	0.29***	Supported

## **Chapter 5 Conclusions and Limitations**

The major objectives of this study have been to identify the satisfaction factors of tourists when using tourism website comparing with traditional travel agencies in Vietnam. Based on the results of this study, several conclusions can be shown.

In this chapter, the results of our study will be discussed and concluded. This chapter will be divided into the following sections: (1) conclusion, (2) research suggestions; (3) research limitation.

### **5.1 Conclusions**

The Model in this study has five factors which affect satisfaction in on-line purchasing. A confirmatory factor analysis was performed on independent variables using SPSS 16. The results confirm the five-factor structure for the predictors of e-satisfaction as in Szymanski and Hise (2000).

The results of this study shows that what appear to have greatest influence on e-satisfaction are site design and convenience. In fact these two are tied together as the first most important determinants of e-satisfaction. Good site design includes having fast, friendly uncluttered sites. Convenience include increasing time efficiency and make it possible for customers to shop anytime and from anywhere in the globe which is the most important factor for tourists. Discussions of e-commerce frequently address the perceived merchandising benefits in e-shopping which is wider product offering and product information. Our finding can add insights to this discussion. We found that perception of superior product information and product offering do not have a dramatic impact on e-satisfaction level. Although superior product offering and product information did impact e-satisfaction to a statistically significant degree, it can be

argued that the practical significance of these effects is not great. In fact the coefficients of these two factors are less than the half of that of in site design and convenience.

As a result the finding of this research can help the managers of e-tourism firms and managers of traditional travel agencies who plan to enter the e-market that by paying special attention to site design and convenience may produce the most positive outcome pertaining to e-satisfaction.

## **5.2 Research Suggestions**

The research suggests prospect researchers to replicate this work with on-line questionnaire and compare the result of on-line data collection with off-line one. Moreover tourist industry consists of different parts it would be useful to re-exam this research in different sections of this industry, for example: Airlines, tickets, booking, hotel reservation systems, Museums etc.

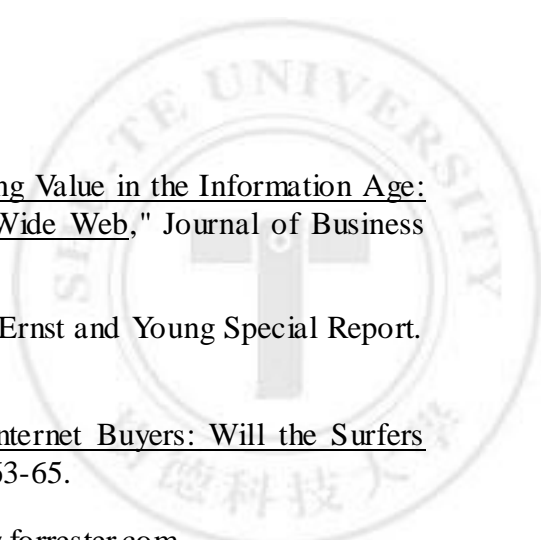
## **5.3 Research Limitations**

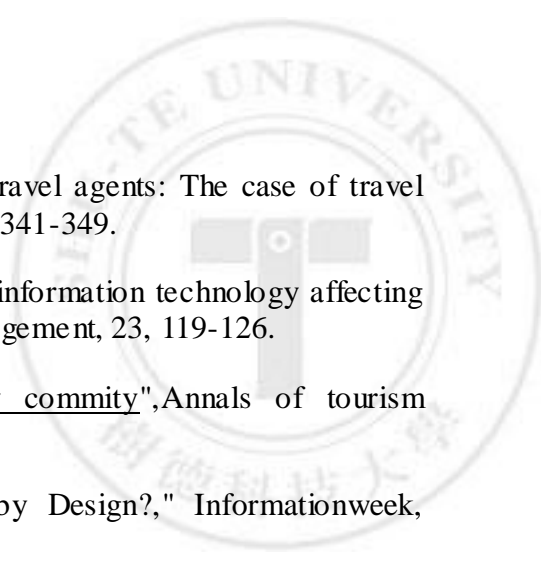
There were several limitations for conducting this research. Data collection method was the most limitation of this study, which could be solved by the help of tourism websites. Although all the websites who were contacted with, were highly interested in the subject of this research and they informed that they need the result of this study but they mentioned that there isn't any possibility for them to cooperate with the author for data reduction.

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