LEISURE TOURISTS’ ONLINE BUYING INTENTIONS IN MALAYSIA

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ABSTRACT
Currently most tourists booked their hotel rooms via online mediums. However, hotels are losing control of revenue in online room reservations, due to strong threats from online travel agents. In order to compete, hoteliers are required to have a solid understanding of up-to-date tourists’ online buying intentions. Therefore, the main purpose of this research is to examine the antecedents of leisure tourists’ online buying intentions via hotel official websites in Malaysia. Three antecedents of buying intentions namely service quality of website design, tourists’ past web experiences, and price have been identified in this research. Survey method has used to carry out the research. Three hypotheses were tested by using multiple regression in this research and findings showed that service quality of website design and tourists’ past web experiences have significant relationship with tourists’ online buying intentions. Price on the other hand has no significant influence on tourists’ online buying intentions.

Keywords: Online buying intention, Hotel website, Online leisure tourist behaviour
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INTRODUCTION
Majority of leisure tourists prefer to reserve hotel rooms via internet. The leading reason is due to the advanced information technology development of electronic service business, which is the most potent driver of changing the worldwide travel industry (Ho, & Lee, 2007). Hotel business is moving unabated into internet, as it provides latest information, convenience and ease of use functions to consumers who purchase online (Aziz, Radzi, Zahari, & Ahmad, 2010). Online reservation is not only beneficial to hotels for increasing revenue and decreasing cost, but it also assists hotels to meet tourists’ needs of information about the products and services before purchasing to satisfy tourists’ expectations (Siguaw, Enz, & Namasivayam, 2000). Internet has changed the way of tourists shopping. Online buying intention has been deemed as one of the main methods to understand online tourists’ adoption of e-commerce in hotel industry (Jeong, & Lambert, 2001).

Asia region is the most rapid travel growth region worldwide in 2010. Countries in Asia Pacific region particularly China, India, Japan, Indonesia, Singapore, Malaysia and Thailand have presented notable development in online travel sales. Online travel sales in Asia Pacific region have boosted from USD79 billion in 2012 to USD91 billion in 2013 (PhoCusWright, 2011). Total online travel sales in Asia Pacific region grew 18% to USD79.2 billion in 2012. Travel marketers are predicting online travel sales can reach USD126.6 billion by 2015.

Moroson and Jeong (2008) indicated that only 27% of tourists book their hotel rooms via hotel official websites. Online travel agents travel sales grew faster than hotel official websites in Asia Pacific region in 2012. Hotel operators have been concerned about rising threats from online travel agents, as they are losing control over room inventory and pricing to online travel agents (Deloitte, 2010). Due to the fat commission hoteliers are paying to online travel agents, hotel managers are trying to make tourists book from the hotel websites rather than online travel agents. Hence, main focus and priority for all hoteliers should be to sell as much inventory via the hotel official website as possible (Hotel Marketing, 2013).

There is a scarcity of more comprehensive studies on leisure tourists’ online buying behaviours despite the increasingly important role of information technology in the hotel industry (Kim, & Kim, 2004). According to Lim et al (2010) internet purchases is moderate in Malaysia and found in his research the Malaysian online shopping intentions will increase in following years.

As such, there is a need for hotelier to identify possible factors that influence consumers’ online purchasing intentions of travel products. Because of by passing third-party companies and relying mostly on direct distribution channels, the cost of distribution can be reduced (Moroson, & Jeong, 2008). Study of consumers’ behaviours via online shopping is still limited number in Malaysia (Huang, & Lin, 2006). The purpose of this research is to identify
the antecedents of leisure tourists’ hotel room buying intentions via hotel official websites in the context of Malaysia.

This research investigates the antecedents of current leisure tourists’ buying intentions via hotel official websites in context of Malaysia. Investigating and understanding the consumers buying intentions via hotel official website can assist hotels to build a successful website and increase the hotel’s room revenues. Hence, the results of this study can help hotels and to retain existing consumers and also attract potential consumers to compete with the strong threats from online travel agents. Hoteliers and local tourism government office can use the recommendations of this research to carry out several effective strategies for meeting today’s tourists’ needs and wants in order to achieve hotel operational goals and national tourism goals.

LITERATURE REVIEW

Website quality has commonly been recognized as a significant antecedence to drive online business (Bai, Law, & Wen, 2008). E-service quality is consumers’ perceptions or evaluations for their online shopping experiences via electronic. According to Parasuraman et al. (2005), E-service quality websites facilitate consumers efficiently and effectively obtain product’s information for shopping, purchasing and delivery. In order to improve websites’ qualities to stimulate consumers’ buying interests. Service provider must understand how consumers perceived on online service quality when identifying the causes (Parasuraman, Zeithaml, & Malhotra, 2005).

Core e-SERVQUAL scale that used to measure the service quality delivered by online retailers in consumers’ perceptions including of 5 dimensions: tangible (efficiency), reliability, responsiveness, assurance, and empathy (Kuruuzum, Ayse & Koksal, 2010). Tangibility or efficiency is associated with consumers finding out the products, information (Wang, Beatty, & Mothersbaugh, 2009) and fulfilling transactions (Marimon, Vidgen, Barnes, & Cristobal, 2010) on website without effort. Reliability incorporates technical functioning of the website allow consumers efficiently and safely fulfill transaction to secure consumers’ personal information and credit information. Responsiveness means respond consumers’ inquiries promptly. Assurance refers the ability to fulfill service promise. Empathy relates to online problems encountered by consumers which require that e-retailers to give appropriate information or solutions when problems occurs (Nusair & Kandampully, 2008).

Website design and website quality are significant for hotel products to access and attract potential tourists to visit, which is an important factor for online tourists’ buying intentions. Hence, E-service quality should present by web site design to achieve competitive advantage. Full information, user friendly, accessibility, intractability dimensions are the elements for a good web site design (Marimon, Vidgen, Barnes, & Cristobal, 2010) and (Noone, & Mattila, 2009).

In this research, items in service quality of web site design are mainly adopted past researches of (Zeithaml, Parasuraman, & Malhotra, 2002) and (Kuruuzum & Koksal, 2010). Since web site design e-SERVQUAL concept covers all the significant elements should represent via web site design that influence the tourists’ buying intentions.

Interaction with all kind of web activities associated with its products, services, and suppliers for web browsing is called tourists’ web experiences. Positive word of mouth and buying intention are undertaken to measure tourists’ behavioural intentions. Behavioural intention signifies the buying intention (Ozdemir, & Hewett, 2010). According to Vijayadurai, 2008, tourists’ experiences associated with behavioural intentions. The more positive tourists’ purchase experiences will lead the more possibility of repurchasing the products. In the context of business marketing environment, product, price, place, and promotion influence consumers’ buying intentions (Kotler, & Armstrong, 2009). Besides that, Kotler (2009) also pointed out web experience is another variable factor influence online tourists’ buying intentions, which is the overall perception that tourists perceived on online retailers and their products.

Consumer experience has significant effect for online companies as it not only add value to the companies, but also attract more potential tourists to visit and purchase. Positive past web experience on time delivery of products to fulfill tourists’ requirements can establish to a positive image of companies and its service quality. Individual’s buying intention resulted from positive attitude towards the attitude object. Nambisan and Watt (2011) in their research indicated four core factors of consumers’ web experiences which are pragmatic, usability, hedonic and sociability.

The second antecedent of the research is tourists’ past web experiences are mainly adopted on studies from Nambisannd & Watt (2011); Preece (2000) and Mummalanenin (2005). As the past experience dimensions identified in Nambisannnd & Watt (2011) have significant influences on tourists’ buying intentions toward online service provider’s product, service company and service quality expectation. Preece (2000) and Mummalanenin
further interpreted specifically to the elements for each point of Nambrisand and Watt (2011), which are the tourists’ experiences of pragmatic, usability, hedonic and sociability dimensions.

In the context of hospitality industry, the internet enables prospective hotel tourists to shop around, do price comparison and then only choose which hotel to book (Purnawan, 2011). In order to avoid overpaying to retailers in market condition, consumers normally do extensively search before making decisions to purchase particular products and services online (Kim & Kim, 2004).

According to the 2011 Annual PhoCusWright Travel Consumer Trends Survey (2011) in Asia Pacific region, almost 60% of online consumers mentioned price as the main reason to buy travel-related products online. On the other hand, 43% of consumers chose not to purchase online, due to price of products and services being expensive. The primary reason for E-consumers in Malaysia to buy online is because internet retailers are able to offer cheaper prices and consumers can check out the product information without effort (Kok & Teoh, 2013).

The third antecedent price in this research is mainly adopted from studies of Purnawan, (2011) and Santoma and O’Connor (2006), as most of tourists who book hotel rooms online are price sensitive. As for the dependent variable, behavioural intention signifies the buying intention. Consumers’ behavioural intentions can be conceived as either like or dislike (Zeithaml, Parasuraman, & Malhotra, 2002). Consious of an individual’s plan to exert effort to bring out a specific behaviour with several intentions being formed from both an individual’s evaluative and normative construct before a purchase of a specific product online named online buying intension (Pavlou, 2003). Online buying intention is the strength of tourists’ intentions to carry out a particular buying behaviour of using Internet. Tourists’ experiences associated with behavioural intentions. The more positive tourists’ purchase experiences will lead the more possibility of repurchasing the products.

THEORITICAL FRAMEWORK

According to theory of planned behaviour, an individual’s performance of a real behaviour is determined by individual’s intent to carry out that behaviour (Ajzen, 1991). Intent is itself informed by individual’s attitude toward the belief, subjective norm about engaging of the behaviour whether the individual will be able to really carry out the target real behaviour. Based on the theory of planned behaviours, consumers’ perceptions normally linked with their available knowledge, resources and a level of opportunity sense on whether necessary to shop online is called consumers’ perceived behaviour control (Lin, 2007). Consumers’ real behaviours will be influenced by consumers’ intentions and perceptions. Consumers’ beliefs on particular opportunities and resources can stimulate consumers’ online buying behaviour.

This study’s model was to explain the antecedents of the buying intentions of leisure tourists.

FIGURE 1. RESEARCH FRAMEWORK

The hypotheses of this study which set based on the research model are as follow:

H1: There is a significant relationship between service quality of web site design and leisure tourists’ hotel room buying intentions via hotel official websites.

H2: There is a significant relationship between leisure tourists’ past web experiences and their hotel room buying intentions via hotel official websites.

H3: There is a significant relationship between price and leisure tourists’ hotel room buying intentions via hotel official websites.
METHODOLOGY

Purposive sampling using mall intercept was employed in this research. Survey was conducted in the Klang Valley such as golden triangle area, Mid Valley and Sunway Pyramid shopping malls. This is because these areas have the highest internet users in Malaysia which makes up 54.4% of the total internet users. 384 sample sizes were required when the population reach 1,000,000 in order to attain confidence interval of 95% with ±5% of error (Krejcie, & Morgan, 1970). In this research 400 questionnaire surveys were distributed, and a total of 341 were collected back. Nesbary (2000) explained the process to gather representative of sample data in grander populations and the populations’ attribute to be inferred by the samples is defined as data gathering method. This study is looking on the antecedents of consumers’ online buying intentions via hotel official websites. Thus, quantitative method through self-administered questionnaire was employed for data gathering.

RESULTS

TABLE 1. PROFILE OF RESPONDENTS

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Frequency</th>
<th>Valid Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>156</td>
<td>45.7</td>
</tr>
<tr>
<td>Female</td>
<td>185</td>
<td>54.3</td>
</tr>
<tr>
<td>Age</td>
<td></td>
<td></td>
</tr>
<tr>
<td>20 and below</td>
<td>66</td>
<td>19.4</td>
</tr>
<tr>
<td>21-30</td>
<td>144</td>
<td>42.2</td>
</tr>
<tr>
<td>31-40</td>
<td>70</td>
<td>20.5</td>
</tr>
<tr>
<td>Above 40</td>
<td>61</td>
<td>17.9</td>
</tr>
<tr>
<td>Education level</td>
<td></td>
<td></td>
</tr>
<tr>
<td>High school or equivalent</td>
<td>84</td>
<td>24.6</td>
</tr>
<tr>
<td>Diploma</td>
<td>64</td>
<td>18.8</td>
</tr>
<tr>
<td>Bachelor’s degree</td>
<td>142</td>
<td>41.6</td>
</tr>
<tr>
<td>Post graduate</td>
<td>27</td>
<td>7.9</td>
</tr>
<tr>
<td>Others</td>
<td>24</td>
<td>7.0</td>
</tr>
<tr>
<td>Current occupation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Student</td>
<td>109</td>
<td>32.0</td>
</tr>
<tr>
<td>Self-employed</td>
<td>38</td>
<td>11.1</td>
</tr>
<tr>
<td>Employed for wages</td>
<td>177</td>
<td>51.9</td>
</tr>
<tr>
<td>Retired</td>
<td>4</td>
<td>1.2</td>
</tr>
<tr>
<td>Others</td>
<td>13</td>
<td>3.8</td>
</tr>
<tr>
<td>Income/Allowance</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RM1500 and below</td>
<td>113</td>
<td>33.1</td>
</tr>
<tr>
<td>RM1500-RM3000</td>
<td>58</td>
<td>17.0</td>
</tr>
<tr>
<td>RM30001-RM4500</td>
<td>49</td>
<td>14.4</td>
</tr>
<tr>
<td>Above RM4500</td>
<td>67</td>
<td>19.6</td>
</tr>
</tbody>
</table>

A total of 341 respondents participated in this survey. More than half of respondents are females, 54.3% of and the rest 45.7% are males. To be more accurately, there are 185 females respondents in selected simple size. Besides that, there are 156 males respondents in selected simple size. The rest of descriptive statistics is found in table 1 above.

Reliability test was carried out to test the content consistency for all 19 items. The value of alpha is presented as a number between 0 and 1. Alpha ranging more than 0.9 means excellent testing, ranging from 0.7 to 0.9 are indicates as excellent measures, ranging at least 0.7 is acceptable, ranging between 0.5 to 0.6 indicates poor...
measures and small than 0.5 is unacceptable (Moroson, & Jeong, 2008). Overall, Cronbach’s alpha recorded value of 0.879 and Cronbach’s alpha based on standardized items of 0.880. This indicated that the set of questionnaire have high content validity and consistent to produce reliable results for evaluating consumer behaviour on online hotel booking from aspects: service quality of website design, customers’ past web experiences, price and perception toward hotel official websites.

Kaiser-Meyer-Olkin (KMO) & Bartlett’s Test of Sphericity is a measure of sampling adequacy used to check the case to variable ratio for the analysis. KMO ranges from 0 to 1, KMO values which are greater than 0.5 as acceptable measure for sampling adequacy (Kaiser, 1974) whereas Bartlett’s Test of Sphericity relates to the significance of the study and show the validity and suitability of the responses collected to the problem being addressed through the study. In short, these two tests indicate the suitability of data for structure detection. Hence, in this study, KMO =0.849 > 0.6 and smaller p-value of Bartlett’s Test of Sphericity=0.000 <0.05, presents that the sampling is adequate, valid and suitable.

In this data analysis, number of factors have fixed as three as discussed in the literature. According to Kaiser's rule of retaining factors with eigenvalues are larger than 1.00. The total variance explained table lists the eigenvalues associated with each linear component before extraction, after extraction and after rotation. Before extraction, 15 linear components within the dataset are identified. The eigenvectors associated with each factor represent the variance explained by that particular linear component. As the eigenvalues for the first three principal components (no distinction is made in deciding dimensionality by SPSS in the principal component and common factor analysis) with eigenvalues of 4.937, 1.616 and 1.211 were retained.

By looking at the content of questions that load onto the same factor, three factors were identified. There are nine items load highly on factor 1, all seem related to experience using hotel online booking websites and websites features, Therefore, we might label this factor as consumers’ consumers’ past web experiences on hotel official website online booking. Whereas there are four questions that load highly on factor 2, all seem related to price related, questions stating. Therefore, we might label this factor as price antecedent on hotel official website online booking. Finally, there are only two questions that load highly on factor 3, related to latest information and expectation.

Therefore, we might label this factor as service quality of web site design on hotel official website online booking. This analysis seems to reveal that the initial questionnaire, in reality, is composed of three subscales: tourists’ past experiences on hotel official website online booking, price factor and service quality of web site design.

<table>
<thead>
<tr>
<th>Factor Analysis</th>
<th>Code</th>
<th>Antecedents (Scale Items)</th>
<th>Factor Analysis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service Quality</td>
<td>S2</td>
<td>Hotel official websites is simple and pleasant.</td>
<td>0.772</td>
</tr>
<tr>
<td>of Web Site</td>
<td>S3</td>
<td>Offer an excellent customer service: questions or problems can</td>
<td>0.689</td>
</tr>
<tr>
<td>Design</td>
<td></td>
<td>be solved very fast</td>
<td></td>
</tr>
<tr>
<td></td>
<td>S4</td>
<td>User friendly as well organized lay out</td>
<td>0.640</td>
</tr>
<tr>
<td></td>
<td></td>
<td>past experience influence buying intention to book again</td>
<td>0.572</td>
</tr>
<tr>
<td></td>
<td>C2</td>
<td>Lifestyle influence buying intention</td>
<td>0.549</td>
</tr>
<tr>
<td></td>
<td></td>
<td>load very fast during booking and transaction</td>
<td>0.527</td>
</tr>
<tr>
<td></td>
<td>S1</td>
<td>I am attracted by hotels’ websites design</td>
<td>0.475</td>
</tr>
</tbody>
</table>
After factor analysis, further analysis for the factors obtained was carried out estimating the factor scores. A factor can be described in terms of the variables measured and the relative importance of each variable for that factor. Therefore, an individual’s buying intention score on a factor was calculated. Multiple regression analysis was conducted for these factor scores.

Findings from the multiple regression analysis of the relationship between antecedents and tourists’ buying intentions toward hotel official website online booking are summarised in the following table.

<table>
<thead>
<tr>
<th>Step</th>
<th>Variable</th>
<th>R square</th>
<th>Adjusted R Square</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>F-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Consumers’ past web experiences</td>
<td>.557</td>
<td>.310</td>
<td>1.793</td>
<td>.557</td>
<td>148.883*</td>
</tr>
<tr>
<td>2</td>
<td>Price</td>
<td>.558</td>
<td>.312</td>
<td>.119</td>
<td>.037</td>
<td>74.690*</td>
</tr>
<tr>
<td>3</td>
<td>Service quality of web site design</td>
<td>.642</td>
<td>.412</td>
<td>1.019</td>
<td>.316</td>
<td>76.756*</td>
</tr>
</tbody>
</table>

When all three antecedents included in the analysis were conducted simultaneously, all of them significantly entered the multiple regression equation. The third column is R, indicates the correlation between the dependent and independent variables, in terms of strength and direction. All three variables have moderate positive relationships between each variable and consumers’ buying intensions toward hotel official website online booking. All variables are at acceptable level.

As stated in the table above, tourists’ past web experiences on hotel official website online booking appears first in regression, contributed on tourists’ online buying intensions toward hotel official website online booking. The contribution of this factor to $R^2$ was 0.310. This indicates that there is about 31% of the variation in tourists’ buying intentions toward hotel official website online booking can be explained by consumers’ past web experiences on hotel official website online booking solely.

However, when the second factor, price has entered, the $R^2$ become 0.312, suggesting that this variable added 0.02 (0.312-0.310) to $R^2$. It is relatively small a contribution. Finally, service quality of web site design factor contributed a further 0.1 (0.412-0.312) to the explanation of the variance in consumers’ online buying intentions.
toward hotel official website online booking, indicating that about 41.2% of the variation in tourists’ buying intentions toward hotel official website online booking was explained by these three factors.

The table below reveals the relationship between the independent variables. Based on the B values: Consumers’ past web experiences=0.557, Price = 0.037, Service quality of web site design=0.316. B-value stands in positive value range indicate there are positive relationships between dependent variable. The results of that the three independent variables were found to be the major significant antecedents of consumers’ online buying intentions via hotel official websites.

Variance Inflation Factor (VIF) is measured to carry out for identifying whether there is multicollinearity in the collected data. Multicollinearity occurs when there is a linear relationship among the independent variables. The multicollinearity of VIF value above10 is acceptable. But VIF bigger than 10 indicates a multicollinearity problem (O’Brien, 2007). The VIF in this research is 1.00, which is way smaller than 10. Henceforth, there is no multicollinearity within the data.

In summary, the model for consumers’ buying intentions toward hotel official website online booking is as follow:

\[ \text{Buying intentions} = 13.459 + 1.793 \text{ Consumers’ past web experiences} + 0.119 \text{ Price} + 1.019 \text{ Service quality of web site design} . \]

### TABLE 4. COEFFICIENTS

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>Collinearity Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
</tr>
<tr>
<td>(Constant)</td>
<td>13.459</td>
<td>.136</td>
<td></td>
</tr>
<tr>
<td>REGR factor score 1 for consumers’ past web experience</td>
<td>1.793</td>
<td>.136</td>
<td>.557</td>
</tr>
<tr>
<td>REGR factor score 2 for analysis for price</td>
<td>.119</td>
<td>.136</td>
<td>.037</td>
</tr>
<tr>
<td>REGR factor score 3 for analysis for service quality of web site design</td>
<td>1.019</td>
<td>.136</td>
<td>.316</td>
</tr>
</tbody>
</table>

### TABLE 5. MODEL SUMMARY

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.642 ( ^a )</td>
<td>.412</td>
<td>.406</td>
<td>2.48035</td>
</tr>
</tbody>
</table>

H1: There is a relationship between service quality of web site design and consumers’ hotel room buying intentions via hotel official websites. \( \alpha = 0.05, t=7.483, p\text{-value}=0.000 \). Since p-value <0.05, there is sufficient evidence conclude that there is a relationship between service quality of web site design and consumers’ hotel room buying intentions via hotel official websites.

H2: There is a relationship between consumers’ past web experiences on hotel official website online booking and consumers’ hotel rooms buying intentions via hotel official websites. \( \alpha = 0.05, t=13.172, p\text{-value}=0.000 \). Since p-value <0.05, there is sufficient evidence conclude that there is a relationship between consumers’ past web experiences on hotel official website online booking and consumers’ hotel rooms buying intentions via hotel official websites.

H3: There is a relationship between price and consumers’ hotel rooms buying intentions via hotel official websites. \( \alpha = 0.05, t=0.873, p\text{-value}=0.383 \). Since p-value > 0.05, there is insufficient evidence conclude that there is a relationship between price and consumers’ hotel room buying intentions via hotel official websites.
The results revealed that two factors have significant relationship with consumers’ hotel room buying intentions via hotel official websites. Consumers’ past web experiences on hotel official website online booking and service quality of web site design will significantly influence consumers’ hotel room buying intentions via hotel official websites.

**DISCUSSIONS**

In summary, tourists’ past web experiences and service quality of web site design are statistically showed significant influencing tourists’ online buying intentions via hotel official websites. Based on the results, the two antecedents that employed in this study have significantly positive relationship on tourists’ online buying intentions via hotel official websites. Henceforth the most important concern of majority tourists is their past web experiences, followed by service quality of web site design. However, result of price antecedent showed insufficient evidence to conclude that a relationship between price and tourists’ hotel room buying intentions via hotel official websites.

Hotel websites presentation in terms of accurate information of the products and services provided on a website is the most significant concern for consumers in online purchase (Pauline, 2012) and (Law & Bai, 2008) Although item C3 “I booked hotel rooms via online hotel official websites more than other online sources in my past booking experiences” has low correlation value, yet it is acceptable in this case as it supported by previous studies. Research statistical results argue that although online travel sites are important distribution channels. Total 70 percent of tourist use online sites to gather travel information, with 58 percent booking their accommodations via travel agent sites, yet 52 percent still prefer booking their accommodations via hotel official websites due to security concern. Besides that, almost two in five online tourists believe that there has no single site provide the lowest prices all the time that results consumer always do price comparison by visiting multiple websites before booking hotel rooms. However, the educated consumers prefer booking hotel rooms on fast transaction in terms of price and security regulated for the intentions of hotel online reservations (Rahim, & Fariza, 2008). Hence, this may be one reason affected the respondents’ answers for C3. As majority of respondents are students and employed for wages with salary & allowance about RM1500 or below which results that they more likely to choose third party websites to make their hotel rooms booking.

The better tourists’ past web experiences will result in higher possibility to purchase the products again from the same service provider (Vijayadurai, 2008). Tourists’ satisfaction of web experiences are significant website features to maintain a strong relationship with tourists (Wen, 2009).

Therefore, tourists are more likely to book again via hotel websites when tourists had good past web experiences with hotel websites. Besides that, electronic word of mouth sources play an increasingly important role in the tourists decision making process, so hotel marketers should utilizing the emerging trends to capture more online booking market shares (Livin, Goldsmith, & Pan, 2008). Hotel websites should add positive tourist comments and reviews in order to improve trustworthiness for booking hotel rooms via online hotel official websites rather than booking from other resources.

The result of service quality of web site design proposed that the S2 “hotel official website is simple and pleasant” and S4 “hotel official website is user-friendly as there is well organized lay out” in service quality of website design have high influence on tourists’ online booking via hotel website. Service quality is very important for hotel websites in terms of tourists search hotel rooms online can easily find out the information of products and services, purchasing and delivery in efficient and effective processes. Several studies also found that overall service quality of web site design is directly influence of tourists’ online buying intentions via hotel official websites (Pauline, 2012) and (Mousavi, 2012). These studies believed that in order to enhance tourists’ buying intentions, hotel websites are required to improve service quality of web site design.

Tangible (efficiency), reliability, responsiveness, assurance; and empathy are the five dimensions employed to measure service quality of web site design, which represent in several websites futures like easy to use, available intractability, efficient transaction, trustworthy (Kuruuzum, Ayse & Koksal, 2010) and (Zeithaml, Parasuraman & Malhotra, 2002). The same findings also highlighted in several previous studies, by using E-service quality: well website’s design, rich information, accessibility, intractability, accessibility, well lay out, fast and safe transaction,
and easy to use are the desired features which support tourism organizations to increase customer satisfaction throughout hotel official websites (Ho & Lee, 2007), (Zeithaml, Parasuraman, Malhotra, A, 2002) and (Law, & Bai, 2008). Aziz et al (2010) supported that tourists prefer booking hotel rooms via hotel official websites due to the reason of saving time. Based on result of service quality of web site design antecedent suggested that the S2 “hotel official website is simple and pleasant” and S4 “hotel official website is user-friendly as there is well organized layout” have significant relationship on tourists’ online buying intentions via hotel official website.

E- Service quality is the common criteria on tourists’ perceptions or evaluations for their online shopping experiences via online resources. S1 “I am attracted by hotel’s website design” has slightly low influence of consumers’ online buying intentions via hotel official websites booking. The findings of numerous studies displayed that one of the important elements of perceived service quality websites is aesthetic design, which helps enhance the appearance and visualize of the website in tourists’ buying intentions (Yang, Cai, Zhou & Zhou, 2005) and (Hausman, & Siekpe, 2009). Baloglu & Pekcan (2006), claimed that hotel official websites should continuously redesign in order for easy and convenience as well as to upgrade their web technology to be more personalized for consumers. Hence, by using high quality photos, aesthetic design and continuously upgrade of hotel website positively influence tourists’ online buying intentions via hotel official websites.

Lastly, the findings showed that price antecedent is insufficient evidence to conclude that a relationship between price and tourists’ hotel room buying intentions via hotel official websites. P2 “I normally do price comparison by visiting several hotel official websites before booking hotel rooms for my travel room arrangement” and P1 “Price is a key exterminating factor to influence my buying intention to purchase online for my travel hotel room arrangement” presented relatively high impact on tourists’ online buying intentions via hotel official websites.

The findings of Shankar et al (1999) noted that price is not a significant factor when purchasing online. As in tourists’ perception if they perceive certain web site provides rich, accurate and trustable information, the result of that helps reduce tourists’ tendency to only use price as the decision criterion (Shankar, Rangaswamy, & Pusateri, 1999). Nevertheless, price is the primary reason why tourists purchasing online (Law & Hsu, 2006) and price are significant for stimulating tourists’ interests to shop (O’Connor & Frew, 2004). However, this study was carried out in almost 8 to 10 years ago. However, tourists can have different perceptions towards same products as people have the tendency to interpret information on a way that will support their beliefs. It can be concluded that tourists’ buying behaviours can change over time and also different tourists buying perceptions are vary from each other that leads to price is not a significant factor when tourists’ booking their hotel rooms online.

As discussed earlier that P2 and P1 demonstrations consumers do care of online hotel room price and do price comparison by visiting several hotel official websites. Surprisingly, tourists do not aware now several hotel official websites provide cheaper price as low as online third party websites for hotel rooms. It implied that the ultimate purposes for those tourists may not about purchasing via hotel website but do information comparison, which means they have more trustworthy on hotel websites compared third party websites. Quality of information is a significant element provided by hotel websites (Bhatti, Bouch & Kuchinsky, 2000). Trust is tourists who search hotels online attempt to look out for in terms of accuracy of the information content, hotel prices, services offered. Trust refers to belief, confidence or an expectation towards hotel official websites. Besides that, tourists tend to visit several websites to collect information and compare prices before making their decisions is because of the inconsistent room rates offered online (Law & Huang, 2006).

P5 “I realized that nowadays international hotels’ official websites do offer lower hotel room rates online” has relatively low influence of consumers’ online buying intensions via hotel official websites. There is increasing numbers of international hotel chains do offer room rates guarantee aiming to increase online market share of selling their rooms. Yet, based on the result of this study tourists actually have not aware about that. Hence, the study presents an implication like there is insufficient and ineffective online advertisements for price promotion distribute from hotel aspect. Schmidt et al. (2008) noted that hoteliers’ generally were not keen in enhance the effectiveness of selling rooms on their websites due to online travel agents were doing works and can generate revenue from that so far. The result of that creates a perception for tourists’ that hotels’ room pricing online are always higher than online travel agents. So tourists visit hotel websites are more because of the other reasons like hotel official information and trustworthy rather than price. Tourists satisfactions with hotels are vary when booking hotels. Five-star hotels target high income consumers those tourists do not really concern much on price but much care about high service quality. Yet tourists who prefer to stay in budget hotels are more in economical concern (Jing & Zhao, 2009). Based on this it can be seen that tourists’ buying intensions when booking hotels vary because of the different priced-categories of the products.
The results revealed that this multiple regression model is reasonable and acceptable fit model in this study. A $R^2$ value of 0.412, proposed almost half of variation in consumers’ online buying intentions via hotel official websites can be explained by variation in service quality of web site design, consumers’ past web experiences and price, the remained was explained by other variables which not include in this study. The Coefficients also proposed that these three independent variables have significant relationship on the dependent variable of consumers’ online buying intentions via hotel official websites. However, this model could be improved in future by adding additional important variables which is not covered in this study.

The two hypotheses testing of H1 and H2 were supported that the antecedents of service quality of web site design and consumers’ past web experiences are found to be the critical cues that influence tourists’ buying intentions when booking hotel rooms via hotel official websites. It is due to the antecedents like well website’s design, rich information, accessibility, intractability, accessibility, well lay out, fast and safe transaction, and easy to use is the desired features supported tourism organizations to increase tourist satisfaction throughout hotel official websites. However, H3 price antecedent showed insignificant influence of tourists’ online buying intentions when booking hotel rooms. It is because of the different consumers’ characteristics with different perceptions towards the same products, different priced-product categories, tourists buying behaviours changed and also depends on hotels’ efforts on online websites.

CONCLUSION

In conclusion, E-commerce force changes in the shopping habit of leisure tourists. Tourists no longer solely rely on physical cue for their buying intentions and decisions. This study provides a basic understanding of tourists’ online buying intentions when booking hotel rooms via hotel official websites.

The findings and data analysis with application via online hotel official websites’ reservation theories are applied by the literature review and analysis. The Internet provides valuable opportunities for identifying and targeting profitable segments. It is also essential for the hotel management to focus on searching as much as possible up-to-date tourists buying intentions. Based on that, hoteliers can come out with good official hotel websites with feasible features particularly in service quality of web site design, as it helps create best tourists’ past web experiences that leads to consumers’ satisfactions. Other than that several methods to enhance hotel official website target to gain more market shares were discuss in several previous studies. For instance, electronic forms for customer completion can be included in hotel official websites and directly via electronic mail can be used also. Such as E-bulletins, newsletters, delivered via e-mail can keep the hotel customers informed about new features or promotion (Sands, 2003). Hotel industry is no longer just price war to gain market share, but to determine the pricing strategy of online booking rooms scientifically is important. Price is not a main factor when determining of tourists’ buying intentions via hotel official websites. Hoteliers should understand the means of yield management and strategically implement this concept to their hotel rooms’ sales online (Xia, Monroe & Cox, 2004). The Internet provides valuable opportunities for identifying and targeting profitable segments. It is also essential for the hotel industry to focus on pursuing customer loyalty on the Internet by using E-Consumer Relationship Management strategy to maintain two-way relationship to increase tourists’ online buying intentions (Mohd & Hayati, 2006).

It is recommended that others factors which were not included should study in future researches. Factors hotel branding, customer reviews and personal perceive value, safety and trust should be studied in future (Aziz, Radzi, Zahari, & Ahmad, 2010), (Hausman & Siekpe, 2009), (Keisidou, Sarigiannidis & Maditinos, 2011) and Kvikne, 2013). According to previous research those antecedents also contribute to influence of leisure tourists’ online buying intentions via hotel official websites.

REFERENCES


