



Article Title

Impact of hotel website quality on online booking intentions: e-Trust as a mediator.

Citation

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Abstract

Growing competitiveness in the marketplace pushes hoteliers to fully take advantage of their websites as a marketing tool. This study proposed that a trusting relationship with customers could be developed by investing in hotel website development. A research model that incorporates hotel website quality, e-Trust, and online booking intentions was put forward. The software AMOS 20.0 was adopted to analyze the proposed inter-variable relationships. Statistical results demonstrated that hotel website quality is a strong predictor of e-Trust which then also mediates the relationship between website quality and consumers' online booking intentions.

Methods

A field survey approach was adopted to achieve the stated research objectives. A questionnaire consisting of three sections was used.

Results

The relationship between hotel website quality and e-Trust ([Hypothesis 1](#)) was supported by the corresponding estimate. The finding indicates that e-Trust is a significant predictor of online booking intention. [Hypothesis 3](#) is also supported by a statistically significant estimate, positively linking hotel website quality to online booking intention.

Conclusion

This study suggests hotel practitioners to work to improve the navigational structure of their websites, quickly and easily directing web browsers to their intended destinations to increase perceived e-Trust levels. The saying that "content is king" also applies here. Functionality, or information quality, constitutes an important dimension of website quality. This dimension is more critical in selling service products on the Internet because consumers cannot touch and feel items for sale and therefore need to rely on detailed and clear information to make purchase decisions. Accordingly, more resources should be devoted to the provision of accurate, current, and complete information on their official websites to increase consumer trust in online transactions. Moreover, privacy and security were crucial elements which could lead to online sales. As consumers become more technologically savvy, they partake more in online purchase and have higher requirements for hotels' online presence. Therefore, to

capture the lucrative online business, hoteliers should allocate more resources to develop websites into multifunctional platforms that would meet consumer needs for information, design, and relationship.