

# Modelling the Effect of Website Quality and Perceived Information Value on Tourist Satisfaction: A Survey of Hotels in Phuket, Thailand

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## Abstract

This paper presents the investigation of the effect of website quality on tourist satisfaction. It focuses on an issue of the hotel industry in Phuket Province, Thailand: Does the website quality of hotels affect the relationship between the perceived value and tourist satisfaction? The results indicate that only the service quality aspect of website quality was affect positively associated with tourist satisfaction, whereas the service quality and information quality of hotel websites were not affect associated with the perceived information value. The perceived information value was affect strongly positively associated with tourist satisfaction.

**Keywords:** Website quality; Perceived value; Tourist satisfaction.



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## 1. Introduction

The evolution of internet technology and Web 2.0 has affected and altered the forms of communication between customers and businesses. Business transactions with online technology support effective interactions between customers and businesses. Furthermore, technology helps increase the opportunity for businesses to reach customers and is able to improve good service via the website.

The tourism industry in Thailand had been using digital technology to support the operation and expansion of the tourism industry. The National strategy Thailand 4.0 officially of the government aims to increase the business shift to the online world. Furthermore, the infrastructure development and facilities are in accordance with the lifestyle of the new generation of tourists that use more information to make decisions regarding product purchases and to verify information from the recommendations of others on social media.

Online travel agency (OTA) websites, such as Traveloka, Booking, Expedia, and Agoda, are popular for online reservations. Customers are able to make reservations via the internet, and it is easy for customers to change or cancel online reservations on the website. The OTA websites have an advantage over hotels websites in terms of data collection and integration for tourism. Moreover, OTA websites also allow customers to compare prices, check hotel ratings, and read comments written by previous customers. These information-seeking behaviours have helped reduce the uncertainty in online purchasing (Xu, 2017). However, hotel websites are still important for authentication and the reliability of hotels.

Regarding the hotel industry in Thailand, we could not find any study that examined website quality in hotels and how website quality affects the relationship between the perceived information value and tourist satisfaction. Thus, with this paper, we hope to contribute to the literature on website quality, perceived information value, and satisfaction.

## 2. Literature Review

### 2.1. Website Quality

Website quality is defined as the perception of the measurement and user evaluation that meets customer needs (Aladwani and Palvia, 2002). It includes the technical opinions on the features of the website (Hasan and Abuelrub, 2011). A recent study reported that the majority of the studies have focused on functional quality (service-delivery process), not technical quality (outcome of the service process; (Ladhari, 2010). Some previous studies measured website quality by focusing on the usability attribute (Teo et al., 2003), whereas others investigated website quality from an outcome perspective.

Furthermore, most studies have examined the dimensionality of website quality from the information systems (IS) perspective, which includes usability, accessibility, navigability, and information quality, whereas the marketing perspective examines dimensions such as advertising, promotion, online transactions, customer service, and order confirmation to assess the quality of the website. Loiacono et al. (2007), suggested that approaching the combined perspective of IS and marketing is important in evaluating website quality because technology continues to change, and new forms of applications are created for development of online channels. A number of researchers have also suggested ways to improve website design. It was found that, in studies that evaluated websites from the IS perspective, consumer satisfaction was driven by the information and system quality. However, in studies that were

driven from the marketing perspective, consumer satisfaction was influenced by the retail experience (Chiou *et al.*, 2010). For this study, we assess the website quality using the IS success model by DeLone and McLean (2003), that includes three dimensions: system quality, information quality, and service quality.

### 2.1.1. System Quality

DeLone and McLean (2003), described system quality as ‘the desired characteristics of an e-commerce system’, including the availability of the website, the ability to move through the website, and the download speed. In addition to the functionality of the website, the style and appearance of the website are included in system quality (Chang *et al.*, 2005).

### 2.1.2. Information Quality

Information quality includes the content presented on a website and can be assessed regarding the informativeness and security dimensions (DeLone and McLean, 2003). Businesses should focus on aspects of information quality in the website design (Kim and Niehm, 2009) because the website design is a strategy to create value for customer satisfaction and to contribute to the goal of selling products. Therefore, the information presented on the website should be useful information for the customer. Dholakia and Zhao (2010), found that clear product information and the ease of finding information are two key factors of information quality. Hence, a good website design will help build credibility and convince customers to contact the business.

### 2.1.3. Service Quality

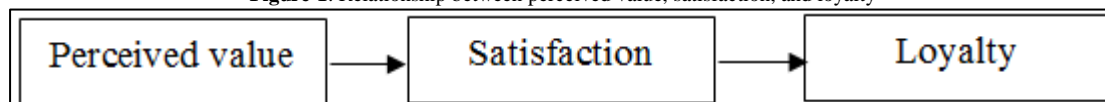
Parasuraman *et al.* (1988), defined service quality as phases of customer interaction with a website that encourage effective online purchasing and delivery. DeLone and McLean (2003), suggested that system quality includes all of the support that is delivered to the customer during the purchase and post-purchase process.

The SERVQUAL model by Parasuraman *et al.* (2005), which is used in the assessment for this study, includes dimensions specific to the internet. The E-S-QUAL scale is used to assess the website quality for both services and products. Many studies have employed the five dimensions identified in SERVQUAL (e.g. tangibility, reliability, responsiveness, assurance, and empathy), but not all five dimensions are applicable. Based on the limitations of products and situations, it is necessary to consider post-purchase activities. In this study, service quality consists of two dimensions: reliability and responsiveness in the hotel website context.

## 2.2. Perceived Information Value

Perceived value is the in-depth study of the behaviour of the consumer to understand the real needs and user experience of using products and services in different situations. Woodruff (1997), said that the perceived value is a critical marketing tool for ensuring customer loyalty and is an important factor that provides a competitive advantage. Stahl *et al.* (2003), confirmed that the perceived value as an important driver of development and customer loyalty. The theory of perceived value is closely related to the theory of satisfaction and customer loyalty (Grönroos, 1997) to describe customer behaviour under conditions of risk and uncertainty (Gupta and Kim, 2010).

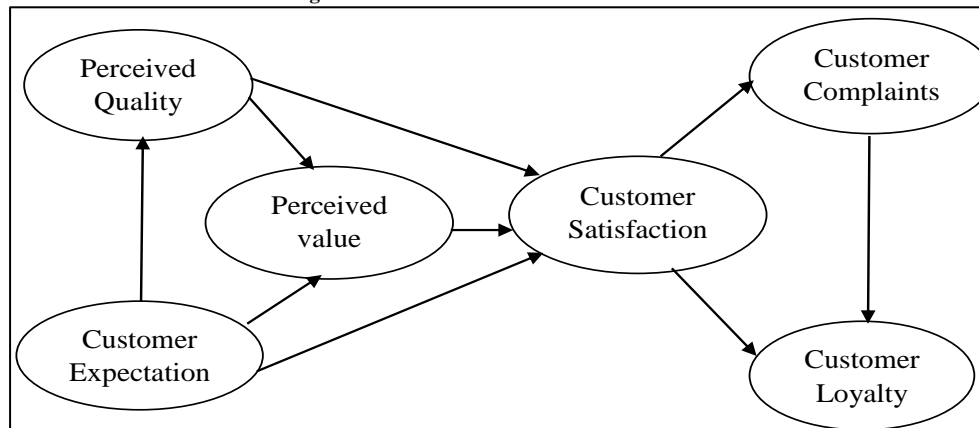
Figure-1. Relationship between perceived value, satisfaction, and loyalty



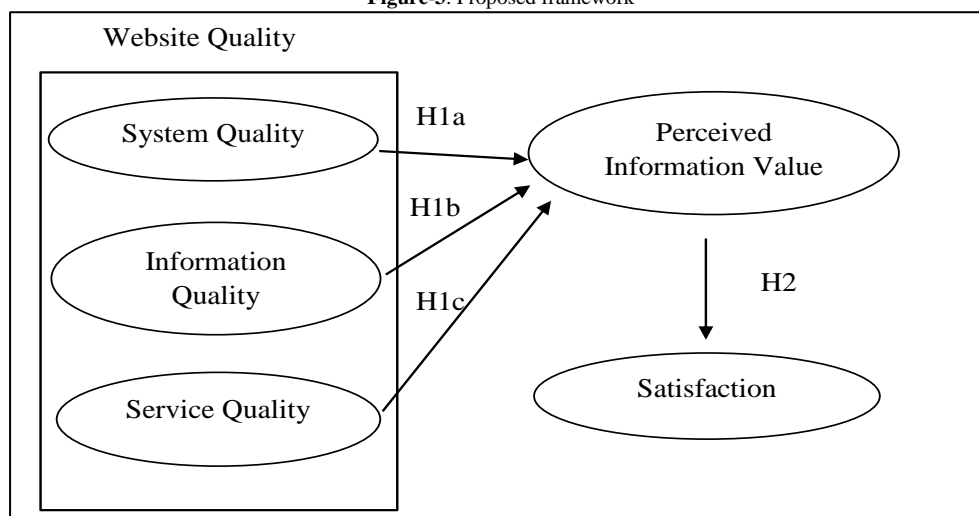
Kotler and Keller (2009), defined the meaning of perceived value as the difference between the value that customers receive from using goods or services and the total cost. Customers will buy from organisations that they perceive as offering the most value. Research studies about perceived value in the online context have found the estimated perceived value in various dimensions: information value, social value, and hedonic value (Alshibly, 2015; Yen, 2013). This study focuses on the perceived information value from hotel websites.

## 2.3. Satisfaction

Customer satisfaction is the key to building a competitive advantage and influencing customer repurchase intentions (Lin and Lekhawipat, 2014; Marinkovic *et al.*, 2014). Most studies examining customer satisfaction creation have often identified two variables: perceived value and product/service quality, which are antecedents of satisfaction. Furthermore, the American Customer Satisfaction Index (ACSI) is a cause-and-effect model with indices for drivers of satisfaction (customer expectations, perceived quality, perceived value, satisfaction, customer complaints, and customer loyalty) that are often also used to study customer satisfaction. The ACSI consists of six components, and the indices are shown in Figure 2.

**Figure-2.** American Customer Satisfaction Index

Source: (Fornell *et al.*, 1996).

**Figure-3.** Proposed framework

Therefore, the following hypotheses were tested:

Hypothesis 1: The effect of the website quality on the perceived information value.

Hypothesis 1a: The effect of the system quality on the perceived information value.

Hypothesis 1b: The effect of the information quality on the perceived information value.

Hypothesis 1c: The effect of the service quality on the perceived information value.

Hypothesis 2: The effect of the perceived information value on tourist satisfaction.

### 3. Methodology

The researcher used the descriptive research method to assess the construct validity of the website quality of hotels in Phuket Province, Thailand, regarding the perceived information value and tourist satisfaction. The research tools included questionnaires that consisted of 38 items from the literature review. All variables were measured using a 5-point Likert-type scale by testing the tools that consist of the content validity by assessing the Item-Objective Congruence Index: IOC value, considering 3 expert items and the reliability (coefficient value of Cronbach). Cronbach's alpha is equal to .970, which passes the criteria because its value should be higher than 0.6 (Hair *et al.*, 2010).

#### 3.1. Sampling

The populations in this research included 1,184,049 Thai and 3,041,042 foreign tourists who travelled and stayed at hotels in Phuket province in 2017, which totalled 4,225,073 persons. The sampling frame identified tourists who travelled and stayed at the hotels in Phuket Province, Thailand and who used the website of the hotels directly to reserve rooms or search for information for travel plans. Regarding the sample group appropriateness, the researcher chose the structural equation modelling (SEM) technique and used the method of determining the sample size according to Hair *et al.* (2010), who recommended that the sample sizes used in this research should be between 10 and 20 times of the observed variables in the research. For this study, the researcher used 38 observed variables. Hence, the sample sizes that are appropriate and sufficient for the research should be at least 380-760 at minimum. According to such calculations, for analysing the structural equation, there were 400 samples regarding the examination of validity in this study.

Concerning the sampling, quota sampling was used by considering the statistical data of Thai and foreign tourists who travelled to Phuket Province between 2016 and 2018 to construct the categorised tendency of the samples. The samples were divided into groups according to the quota proportions of both groups.

**Table-1.** Thai and foreign tourists in Phuket Province

Tourists	2015	2016	2017	Percentage
Thai	1,123,039	1,145,113	1,184,049	28.00
Foreigners	2,912,549	2,945,007	3,041,024	72.00
Total	4,035,558	4,090,120	4,225,073	100.00

Source: (Tourism Authority of Thailand Intelligence Centre, 2017)

**Table-2.** Sample categorisation per quota proportion

Tourists	Sample Proportion (%)	Number
Thai	28.00	112
Foreigners	72.00	288
Total	100.00	400

Source: (Tourism Authority of Thailand Intelligence Centre, 2017)

### 3.2. Data Collection

The data were collected by questionnaires from 400 tourists who travelled and stayed in hotels in Phuket Province, resulting in a response rate of 100%. After collecting the data according to the required targets, the researcher entered the data into the SPSS package software to assess the statistical results.

**Table-3.** Summary of sample characteristics

General Information	Number	Percentage
1. Gender	<b>400</b>	<b>100.00</b>
Male	224	56.00
Female	176	44.00
2. Age	<b>400</b>	<b>100.00</b>
Less than 20 years old	9	2.30
20-29 years old	166	41.50
30-39 years old	173	43.30
40-49 years old	44	11.00
50-59 years old	5	1.30
60 years old or more	3	0.80
3. Hometown/Nationality	<b>400</b>	<b>100.00</b>
Thai	112	28.00
Foreigners	288	72.00
(1) Asia	102	25.50
(2) Oceania	13	3.25
(3) Africa	7	1.75
(4) North America	20	5.00
(5) South America	4	1.00
(6) Europe	142	35.50
4. Education Level	<b>400</b>	<b>100.00</b>
Lower than bachelor's degree	224	56.00
Bachelor's degree	129	32.25
Higher than bachelor's degree	47	11.75
5. Monthly Salary	<b>400</b>	<b>100.00</b>
Lower than 10,000 baht	8	2.00
10,000-19,999 baht	25	6.30
20,000-29,999 baht	80	20.00
30,000-39,999 baht	69	17.30
40,000-49,999 baht	131	32.80
50,000 baht or more	87	21.80
6. Have you ever used a booking service or bought products or services via hotel websites directly?	<b>400</b>	<b>100.00</b>
Ever used the service	400	100.00
Never used the service	-	0.00
7. Have you ever used social media, such as Facebook, Twitter, or YouTube, to search for the information about the products and services of the hotel?	<b>400</b>	<b>100.00</b>
Ever used it	400	100.00

Never used it	-	0.00
8. Visited the hotel website directly	<b>400</b>	<b>100.00</b>
No more than 30 days	275	68.75
1-2 months ago	44	11.00
3-4 months ago	31	7.75
5-6 months ago	26	6.50
Around 1 year	24	6.00
9. Hotel Standard	<b>400</b>	<b>100.00</b>
1 Star	3	0.75
2 Star	52	13.00
3 Star	345	86.25

Notes: n=400

### 3.3. Questionnaire Development

The questionnaire included the website quality, perceived information value, and tourist satisfaction scales. Moreover, it included other background questions about tourist characteristics.

#### 3.3.1. Website Quality

We developed a 31-item scale for website quality by adopting the scales from Aladwani and Palvia (2002), Kim and Stoel (2004); Parasuraman *et al.* (2005); and Egelin (2015). All items were separated to three groups: system quality (14 items), information quality (9 items), and service quality (8 items). A 5-point Likert scale was used to obtain responses for the 31 statements.

#### 3.3.2. Perceived Information Value

The perceived information value was measured using three items. We adopted the scale by Yen (2013). These three items were rated by tourists on a 5-point Likert scale.

#### 3.3.3. Satisfaction

We developed a four-item scale for tourist satisfaction by adopting all scales from Alshibly (2015), about information services on websites. These four items were rated by tourists on a 5-point Likert scale.

### 3.4. Measurement Variables

This study included several variables in the analysis, which are summarised in Table 4.

Table-4. Summarised measurement of variables

Variables	Measurement	Reference
Website Quality: System Quality		Adapted from Aladwani and Palvia (2002); Kim and Stoel (2004); Parasuraman <i>et al.</i> (2005); and Egelin (2015).
WQAPR1	1. The website organises the sections in an orderly way.	
WQAPR2	2. The website is attractive for the service use.	
WQAPR3	3. The page display is easy to read.	
WQINTA1	4. The website is safe for transactions (for example, it provides a mark and safety standard, such as Secure Sockets Layer: SSL, etc.)	
WQINTA2	5. The website is easy to use.	
WQINTA3	6. The website provides efficient searching.	
WQINTA4	7. The website is easy to use.	
WQINTA5	8. The website provides efficient searching.	
WQINTA6	9. The website is ready for consistent service.	
WQINTA7	10. The website connects all links correctly.	
WQINTA8	11. The website can display in accordance with your requirements.	
WQINTA9	12. The webpage can be loaded quickly.	
WQINTA10	13. The website is accessible (the name of the registered domain is acceptable and easy to remember.)	
WQINTA11	14. The transactions on the website can be done easily and quickly.	
Website Quality: Information Quality		
WQINFE1	15. The website is a good information resource for the products and services of the hotel.	
WQINFE2	16. The content on the website is compact and understandable.	
WQINFE3	17. The content on the website is correct.	
WQINFE4	18. The website allows users to give their recommendations for improving and adjusting the services further.	

WQINFE5	19. The website can respond to the needs of the users sufficiently.	
WQTRANS1	20. Private information is protected by the website.	
WQTRANS2	21. Transactions on the website can be done safely.	
WQTRANS3	22. The website sufficiently has the characteristic of safety.	
WQTRANS4	23. The website can protect the credit card information safely.	
Website Quality: Service Quality		
WQRELY1	24. The details of services are correct.	
WQRELY2	25. When one books/buys the products or services of the hotel, an acknowledgement of the order from the website is provided for confirmation.	
WQRELY3	26. The recommendations on the website are true.	
WQRESP1	27. One can search the information to contact the hotel on the website quickly, such as address, email, telephone number, Facebook, and line, etc.	
WQRESP2	28. One can search for the information about the policies for customers on the website easily.	
WQRESP3	29. One can search for the information about the customer services on the website easily.	
WQRESP4	30. The authorities are ready to answer questions via the website quickly.	
WQRESP5	31. The hotel facilitates the cancellation of reservations or the purchase of products and services via the website conveniently.	
Perceived information value: PIV		
PIV1	32. One can perceive the information of products and services easily from the website of the hotel.	Modified from Yen (2013)
PIV2	33. The information on the products and services received is from the website of the hotel.	
PIV3	34. One can perceive the information of the products and services easily from the hotel website.	
Satisfaction: SAT		
SAT1	35. The hotel website provides services in accordance with expectations.	Modified from Alshibly (2015)
SAT2	36. The hotel website offers information that one requires.	
SAT3	37. The user has a good experience using the hotel website.	
SAT4	38. Overall, the user feels satisfied with the services of the hotel via the hotel website and social media.	

Table-5. Mean, standard deviation, and standard error.

Questions	Mean	SD	SE
<b>1. Website quality</b>			
<b>1.1 System quality</b>	<b>3.79</b>	<b>.624</b>	<b>.031</b>
1.1.1 The website organises the sections in an orderly way.	3.54	.878	.044
1.1.2 The website is attractive for the service use.	3.76	.937	.046
1.1.3 The page display is easy to read.	3.81	.823	.041
1.1.4 The website is safe for transactions (for example, it provides a mark and safety standard, such as SSL, etc.)	3.79	.810	.040
1.1.5 The website is easy to use.	3.92	.859	.043
1.1.6 The website provides efficient searching.	3.87	.824	.041
1.1.7 The website is ready for the consistent service.	3.85	.831	.042
1.1.8 The website connects all of the links correctly.	3.80	.860	.043
1.1.9 The website can display in accordance with your requirement.	3.67	.854	.043
1.1.10 The website page can be loaded quickly.	3.76	.916	.046
1.1.11 The website is accessible (the name of the registered domain is acceptable and easy to remember.)	3.73	.863	.043
1.1.12 The transaction on the website can be done easily and quickly	3.85	.867	.043
1.1.13 The website is a good alternative for contacting the customer service or sales service.	3.83	.835	.042
1.1.14 The website can be opened and used immediately.	3.90	.842	.042
<b>1.2 Information Quality</b>	<b>3.76</b>	<b>.646</b>	<b>.032</b>
1.2.1 The website is a good information resource for the products and services of the hotel.	3.82	.842	.042
1.2.2 The content on the website is compact and understandable.	3.83	.837	.042
1.2.3 The content on the website is correct.	3.82	.861	.043
1.2.4 The website allows users to give their recommendations for improving and	3.74	.839	.040



adjusting the services further.			
1.2.5 The website can respond to the needs of the users sufficiently.	3.52	.912	.046
1.2.6 Private information is protected by the website.	3.76	.832	.042
1.2.7 The transactions on the website can be done safely.	3.83	.869	.043
1.2.8 The website sufficiently has the characteristic of safety.	3.72	.937	.047
1.2.9 The website can protect credit card information safely.	3.77	.928	.046
<b>1.3 Service Quality</b>	<b>3.79</b>	<b>.628</b>	<b>.031</b>
1.3.1 The details on services are correct.	3.85	.816	.041
1.3.2 When one books/buys the products or services of the hotel, an acknowledgement of the order is received from the website for confirmation.	3.88	.863	.043
1.3.3 The recommendations on the website are true.	3.85	.816	.041
1.3.4 One can search for information to contact the hotel on the website quickly, such as address, email, telephone number, Facebook, and line, etc.	3.78	.858	.043
1.3.5 One can search for information about the policies for customers on the website easily.	3.74	.849	.042
1.3.6 One can search for information about customer services on the website easily.	3.74	.872	.044
1.3.7 The authorities are ready to answer questions via the website quickly.	3.71	.890	.044
1.3.8 The hotel facilitates the cancellation of reservations or the purchase of products and services via the website conveniently.	3.76	.887	.044
<b>2. Perceived information value: PIV</b>	<b>3.72</b>	<b>0.70</b>	<b>0.03</b>
2.1 One can perceive the information on products and services easily from the hotel website.	3.65	0.78	0.03
2.2 The information of products and services is from the website of the hotel.	3.75	0.88	0.04
2.3 One can perceive information on the products and services easily from the hotel social media.	3.75	0.86	0.04
<b>3. Satisfaction: SAT</b>	3.74	0.63	0.03
3.1 The hotel website provides services in accordance with your expectations.	3.79	0.72	0.04
3.2 The hotel website can offer the information required.	3.66	0.87	0.04
3.3 On has a good experience using the hotel website.	3.74	0.86	0.04
3.4 Overall, the user feels satisfied with the services of the hotel via the website of the hotel.	3.78	0.78	0.04

Note: n=400

### 3.5. Measurement Models: Validity and Reliability of the Scales

The measurement validity and reliability were assessed with a confirmatory factor analysis: CFA carried out on 38 items. In the process of assessing convergent validity, items with factor loadings less than 0.40 (Nunnally and Bernstein, 1994), were deleted. In addition, items contributing to low reliability were deleted. None of the website quality, perceived information value, and tourist's satisfaction items were dropped. The overall fit for the measurement model without any modifications was good based on the fit indices, such as the chi-square  $\chi^2 = 1555.67$ , root mean square error of approximation (RMSEA) = 0.058, normed fit index (NFI) = 0.97, goodness-of-fit index (GFI) = 0.83, comparative fit index (CFI) = 0.99, incremental fit index (IFI) = 0.99, and standardised root mean square residual (SRMR) = 0.040. The convergent validity of the measures is evidenced by the large and significant factor loadings shown in Table 6, and the discrimination validity is indicated by the relatively high correlations between the dimensions of the same construct (shown in Table 7).

Table-6. Measurement model

Construct	Factor loading ( $\lambda_i$ )	SE	t	R <sup>2</sup>
	System Quality (SYAQUA)			
WQAPR1	0.74	0.04	17.14**	0.55
WQAPR2	0.73	0.04	16.84**	0.54
WQAPR3	0.72	0.04	16.41**	0.52
WQINTA1	0.64	0.05	13.99**	0.41
WQINTA2	0.75	0.04	17.44**	0.57
WQINTA3	0.74	0.04	17.03**	0.55
WQINTA4	0.67	0.04	15.00**	0.45
WQINTA5	0.67	0.04	14.82**	0.44
WQINTA6	0.73	0.04	16.71**	0.53
WQINTA7	0.72	0.04	16.57**	0.53
WQINTA8	0.68	0.04	15.36**	0.47
WQINTA9	0.70	0.04	15.85**	0.49
WQINTA10	0.64	0.05	14.08**	0.41
WQINTA11	0.71	0.04	16.27**	0.51

	Construct Reliability: $CR = 0.93$ ; Average Variance Extracted: $AVE = 0.50$			
	<i>Information Quality (INFQUA)</i>			
WQINFE1	0.64	0.05	14.15**	0.42
WQINFE2	0.73	0.04	16.56**	0.53
WQINFE3	0.76	0.04	17.52**	0.57
WQINFE4	0.68	0.04	15.26**	0.47
WQINFE5	0.65	0.05	14.25**	0.42
WQTRANS1	0.71	0.04	15.94**	0.50
WQTRANS2	0.71	0.04	16.14**	0.51
WQTRANS3	0.73	0.04	16.79**	0.54
WQTRANS4	0.71	0.04	16.12**	0.51
	Construct Reliability: $CR = 0.90$ ; Average Variance Extracted: $AVE = 0.49$			
	<i>Service Quality (SERVQUA)</i>			
WQRELY1	0.65	0.05	14.15**	0.42
WQRELY2	0.68	0.05	15.16**	0.47
WQRELY3	0.72	0.04	16.25**	0.52
WQRESP1	0.66	0.05	14.54**	0.44
WQRESP2	0.69	0.04	15.32**	0.47
WQRESP3	0.70	0.04	15.65**	0.49
WQRESP4	0.68	0.05	14.96**	0.46
WQRESP5	0.72	0.04	16.38**	0.52
	Construct Reliability: $CR = 0.88$ ; Average Variance Extracted: $AVE = 0.47$			
	<i>Perceived information value: PIV</i>			
PIV1	0.63	-	-	0.39
PIV2	0.81	0.06	13.17**	0.66
PIV3	0.68	0.06	11.52**	0.46
	Construct Reliability: $CR = 0.75$ ; Average Variance Extracted: $AVE = 0.51$			
	<i>Satisfaction: SAT</i>			
SAT1	0.60	-	-	0.36
SAT2	0.76	0.07	11.66**	0.58
SAT3	0.77	0.07	11.78**	0.60
SAT4	0.65	0.06	10.43**	0.42
	Construct Reliability: $CR = 0.79$ ; Average Variance Extracted: $AVE = 0.49$			
	$\chi^2 = 1555.67$ , RMSEA = 0.058, NNFI = 0.98, GFI = 0.83, CFI = 0.99, IFI = 0.99, SRMR = 0.040.			

Notes: \*\*  $p < .01$  or  $|t| > 2.58$  and \*  $p < .05$  or  $|t| > 1.96$

Table-7. Data summary and correlations among constructs

Construct	PIV	SAT	SYSQUA	INFQUA	SERVQUAL
PIV	1.00				
SAT	0.91	1.00			
SYSQUA	0.91	0.83	1.00		
INFQUA	0.91	0.83	0.94	1.00	
SERVQUAL	0.91	0.84	0.93	0.95	1.00

Note: The correlations among constructs indicate relatively high correlations.

Table-8. Path analysis

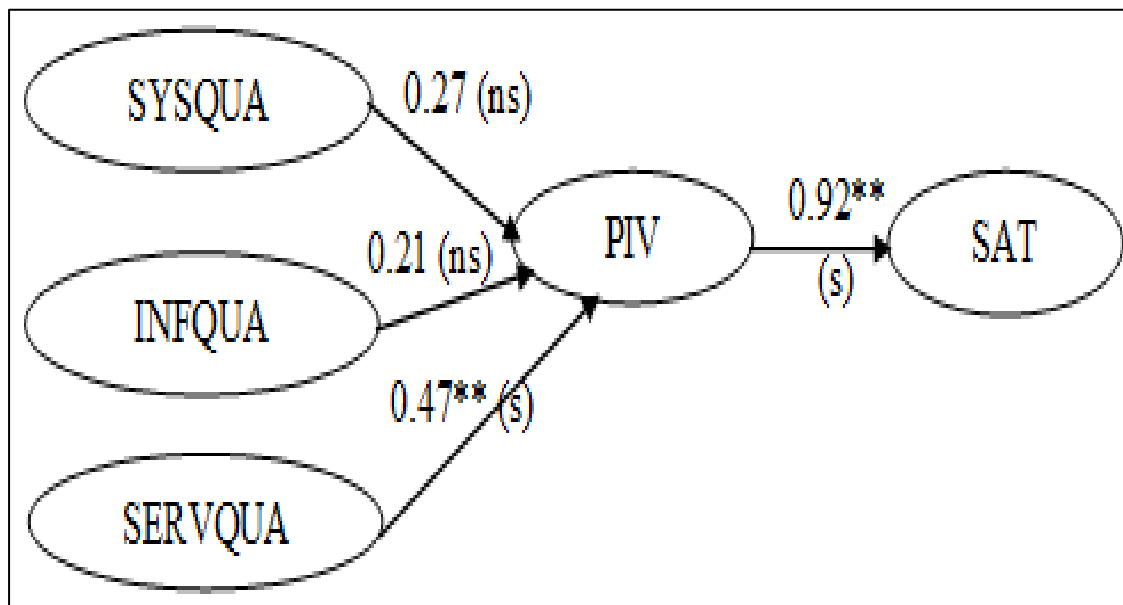
Y Variables	Effect Type	X Variables			Y Variables	
		SYSQUA	INFQUA	SERVQUAL	PIV	SAT
PIV	DE	0.27 (0.14)	0.21 (0.19)	0.46** (0.18)	-	-
	IE	-	-	-	-	-
	TE	0.27 (0.14)	0.21 (0.19)	0.46** (0.18)	-	-
SAT	DE	-	-	-	0.92** (0.09)	-
	IE	0.25 (0.14)	0.20 (0.18)	0.43** (0.16)	-	-
	TE	0.25 (0.14)	0.20 (0.18)	0.43** (0.16)	0.92** (0.09)	-

Notes: \*Significant at the 5% level, \*\* Significant at the 1% level

DE= Direct Effect, IE= Indirect Effect, TE= Total Effect

Figure-4. Result of path analysis





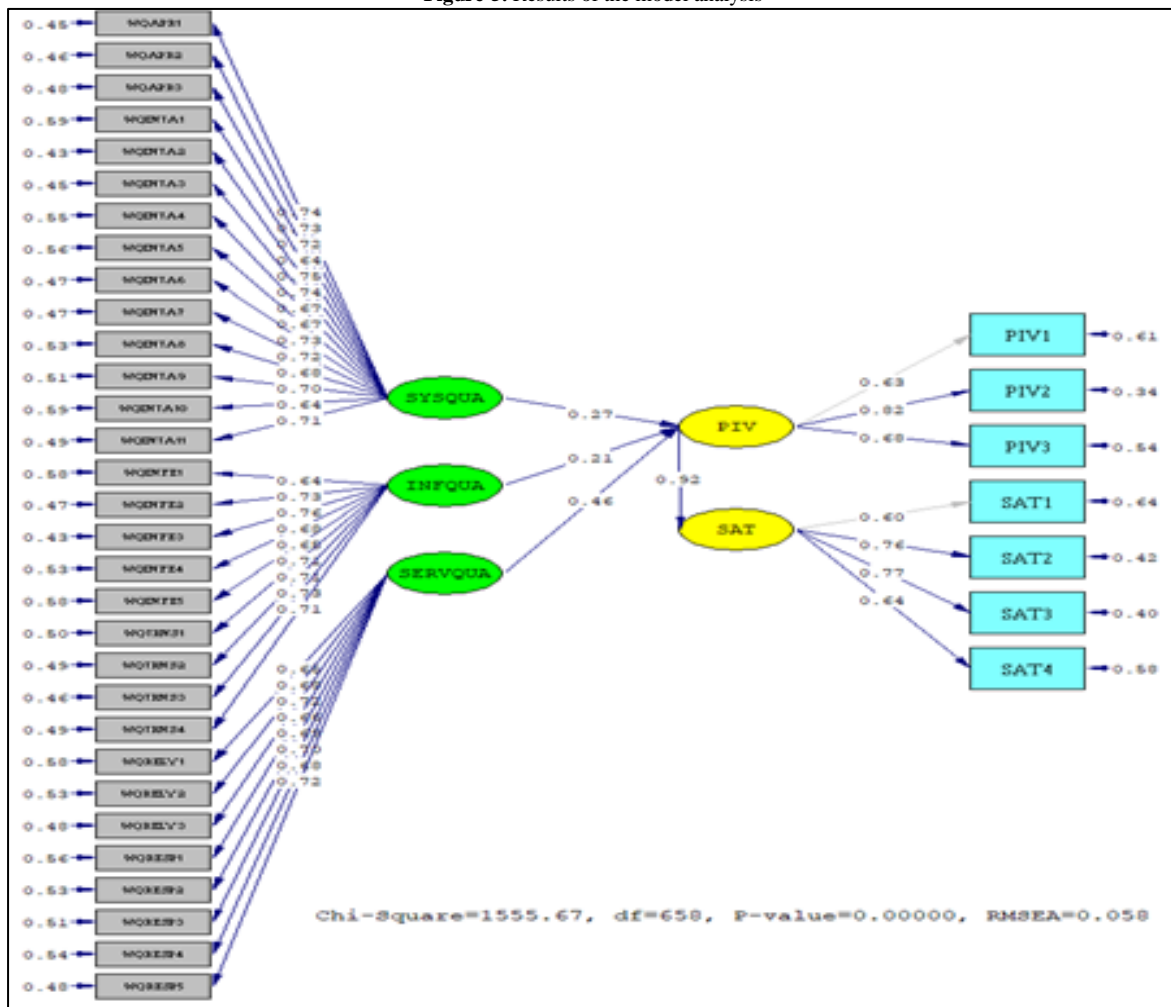
Note: ns = not significant

\*\* Significant at the 1% level

Table-9. Hypothesis results

Hypothesis Testing	Result
H1: Website quality affects the perceived information value:	
H1a: System Quality → PIV	Not Supported
H1b: Information Quality → PIV	Not Supported
H1c: Service Quality → PIV	Supported
H2: Perceived information value → Satisfaction	Supported

Figure-5. Results of the model analysis



## 4. Results

The hypotheses were tested by estimating the SEM using LISREL 8.7.2, with system quality, information quality, and service quality as the three endogenous variables, and satisfaction as the exogenous variable. After assessing the overall fit of the model, the fit statistics were  $\chi^2 = 1555.67$ ,  $p = 0.00$ , with  $df = 658$ ,  $GFI = 0.83$ ,  $CFI = 0.99$ ,  $NNFI = 0.98$ ,  $RMSEA = 0.058$ ,  $IFI = 0.99$ , and  $SRMR = 0.040$ . Thus, the model was appropriate for the empirical data and indicates that the model had a concordance at a very good fit level. All items in the measurement model were statistically significant for each factor, and all standardised factor loadings are greater than the 0.50 cut-off. It mostly passed the consideration criteria, which should be greater than 0.5 (Hair *et al.*, 2010); see Table 6.

As shown in Table 8, the results indicate that the effect of service quality is statistically significant ( $p < .01$ ). Therefore, Hypothesis 1c is supported. However, the effects of the system quality and information quality are not statistically significant. Thus, Hypotheses 1a and 1b are not supported. For Hypothesis 2, we found that the effect of the perceived information value is statistically significant ( $p < .01$ ). To summarise, our results indicate that the effect of website quality is only supported for service quality, whereas system quality and information quality are not supported. Moreover, the effect of the perceived information value is supported.

## 5. Conclusion

This study contributes to research on website quality, perceived value, and satisfaction by examining (1) the effect of website quality on the perceived information value and (2) the effect of the perceived information value on satisfaction. Some results in this study that should be addressed are as follows:

- 1) We find that the website quality of hotels located in Phuket, Thailand include system quality, information quality, and service quality, but only service quality is positively associated (.46) with the perceived information value.
- 2) The perceived information value is strongly positively associated (.92) with tourist satisfaction.

The limitations of this study are related to the samples. Our target respondents were tourists who visited a 1-3 stars hotel, which does not cover all hotel standard levels, and this study is limited to one setting: Phuket Province. Replications of this study done should be more study with samples from other provinces in the south of Thailand, such as Krabi, Trang, Surat Thani, and so on. Thus, we identify the limitations of this study to develop suggestions for future research. Moreover, our study can be expanded by including additional constructs, such as 'trust in the website' and 'loyalty to the website' or the need for purchase intention. We believe that our results can facilitate a better understanding of the effect of website quality of hotels in Phuket, Thailand regarding satisfaction and can be used to improve the website design in terms service quality to have more positive effects on satisfaction. For future research, we could compare the effect of website quality for hotels with 4-5 stars in order to apply more accuracy, leading to considering various result dimensions.

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