Relationship Among Information Quality, Perceived Interactivity, Safety and Privacy and Decision Making Towards Reserving Hotel Online
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Abstract

This research aims to examine the relationship between information quality, perceived interactivity, safety and privacy and decision making towards reserving hotel online. Questionnaire was selected as the instrument to collect data from 200 sample and Pearson's correlation was selected as analysis method. The result found the overall of factors had a positive relationship with decision making towards reserving hotel online, and when considers each of variable found that only the interactive tools indicated a positive relationship significantly.

Keywords: Hotel Reservation, Online Reservation, Tourists

บทคัดย่อ

การวิจัยครั้งนี้มีวัตถุประสงค์เพื่อศึกษารูปแบบความสัมพันธ์ระหว่างคุณภาพของข้อมูล การรับรู้การมีปฏิสัมพันธ์ ความปลอดภัย ความเป็นส่วนตัว และการตัดสินใจต่อการจองห้องพักออนไลน์ ในการศึกษาครั้งนี้ได้ใช้แบบสอบถามในการสำรวจกลุ่มตัวอย่างที่เป็นนักท่องเที่ยวจำนวน 200 คน และทำการใช้วิธีสหสัมพันธ์ของเพียร์สันในการวิเคราะห์ความสัมพันธ์ระหว่างตัวแปร จากผลการศึกษาพบว่าปัจจัยทั้งหมดในภาพรวมมีความสัมพันธ์กับการจองที่พักออนไลน์ของนักท่องเที่ยวอย่างมีนัยสำคัญในเชิงบวก และเมื่อพิจารณาเป็นรายปัจจัยพบว่า เครื่องมือปฏิสัมพันธ์เป็นเพียงปัจจัยเดียวที่มีนัยสำคัญในเชิงบวกกับการจองที่พักออนไลน์ของนักท่องเที่ยว

คำสำคัญ : การจองที่พัก การจองที่พักออนไลน์ นักท่องเที่ยว

Introduction

As in the digital age, people are using more online transactions where they can process all bills, shopping, and others easily through mobiles or tablets. Therefore, it's competitive for many organizations to create digital platform services to support consumers' lifestyles. In the hotel and tourism industry, tourists used to book hotel through travel agencies which sometimes cost higher than expected or sometimes lower than expected depending on the seasons (Dabas&Manaktola, 2007). However, as technologies grow so fast, hotels have to provide their information on websites for tourists to search through as well as providing reservation booking through the website for convenience (Law, 2003). This strategy drops the revenues for traditional travel agencies because tourists are able to negotiate or search for promotions easily through hotel's websites because every year around 148.3 million online bookings were made and the main channel of booking hotels were official site of the hotel and online travel agent website (Statistic Brain, 2016). Then, hotels should be well-known to promote themselves without any help from agencies. As information is easily accessed through websites, smart data should be required for tourists to compare and know more about each hotel. There are many online agencies that allow tourists to reserve the hotels by comparing the prices, rating the hotel, and posting feedback from past customers. These websites become main digital marketing for hotels to aware and read through feedback for future development. However, there are still some tourists who are afraid of reserving hotel through websites.

Therefore, this research will investigate the factors that influence tourists to reserve hotel online to see how hotel industry can develop their marketing strategies to increase their sales

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in the future. In this paper, there are five main factors that influence tourists reserving hotel online, including, information quality, perceived interactivity, safety and privacy, price and promotion, and e-WOM

Objective

To study the relationship among information quality, perceived interactivity, safety and privacy and decision making towards reserving hotel online.

Scope of Research

This research investigates the relationship among information quality, perceived interactivity, safety and privacy and decision making towards reserving hotel online. 200 tourists and analyzed by Pearson correlation coefficient to study the relationship between factors and decision making towards reserving hotel online in the digital era.

Literature Review

Information Quality

Several researchers defined the website quality to represent the perception of customers that perceived and judged the precision of information and easy to use (Bai, Law, & Wen, 2008; Chang & Chen, 2008). Furthermore, this factor related to customer expect to see clear and accurate information on website because the customers expected to see the differences between each type of room, facilities, and other significant information about the hotel (Tan, 2015). Besides, Wong and Law (2005) implied the five components to represent the information quality includes hotel web characteristics, connection to other sites, useful of content, visual appearance, and rating information. Hence, website quality can be represented the information quality to demonstrate the general information, picture, and facilities of hotel that influenced towards the perception and expectation of customers in the positive perspective.

Perceived Interactivity

Perceived interactivity creates great impact on one-to-one marketing where hotel can communicate by supporting to individual customer which build long-term business relation with outstanding customer service to increases customer's trust and customers have higher intention to engagement with the media content when they trust it (Gilbert, Powell-Perry & Widijoso, 1999). For instance, Gilbert et al. (1999) implied that the hotel website can be computerized for any personal information such as customer's expectation which allow hotel

the key to accomplish by reply directly to the customer. Furthermore, this determinant provided customer to access inclusive aspect of hotel information which consists of facilities, hotel room, service, brochure and booking online for 24 hours a day. Also, perceived interactivity website influences repurchase intention. Accordingly, the hotel website can be set specific target customer by tracking the customer's performance where hotel apply the communication media to contribute any update advertisement to make the product and service more attractive. Cohen, MacWhinney, Flatt and Provost (1993) claimed that the interactive graphic system also increases impression to the customer as a user as well, this system provides diversity of experience to understand how to interact with the hotel service by using technology to create a good product and good visual design. Besides, hotel can be also shown as the social proof and gain trustworthy from customer by applying graphic design on hotel website that allows customer to edit or share the review of their stay in the hotel. Hence, the interactive graphic brings great impact to develop the hotel website in terms of producing innumerable elements to edit or customize script, content, dialogue and graphic design directly to attract the customer interest. This system contributes convenience and available to variety type of user that share multiples experience. Furthermore, the interactive graphic brings great impact to develop the hotel website in terms of producing innumerable elements to edit or customize script, content, dialogue and graphic design directly to attract the customer interest and this system contributes convenience and available to variety type of user that share multiples experience. The interactive tool makes good marketing communication which growing a new media, more expert device and wireless communication device such as application on mobile phone, commercial on television and internet that accommodate worldwide communication. Therefore, a tool of further understanding using two-way communication system between customer and hotel in which focus on customer desires, lifestyle and attitude toward booking online (Peltier, Schibrowsky & Schultz, 2003). Thus, marketing communication benefit hotel by tracking website on specific target customer behavior via electronic device which allow hotel to concentrate on customer demand. Electronic word-of-mouth (e-WOM), this is the most significant factor, as the customers are able to read the rates and review online, it helps them to consider easier of which hotel they should book, the positive and negative comments are the main impacts to customers' decision making for booking hotel online (Tsao et al., 2015). Therefore, maintenance the connection with
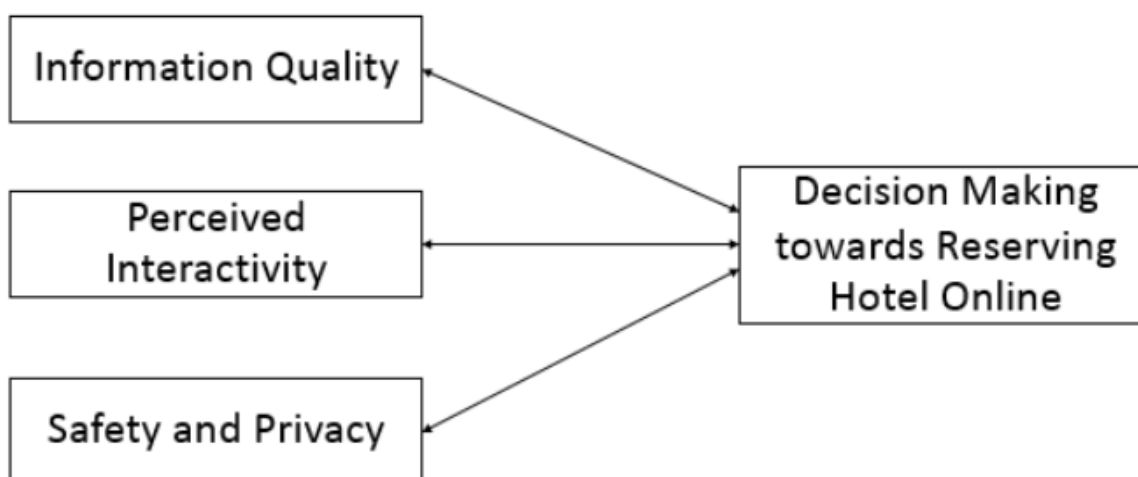
individual-level customer and seek to promote customer interest to maximize the sale. Conceptually, marketing communication tool have the ability to file personal customer database and build predictive customer behavior marketing concept through electronic media. Advertising can be influenced the customer's decision making on booking online where hotel have the new opportunity to publicize hotel benefits in detail yet, delivering a message to customer in order to gain attention in online and social media marketing, for example, given the opportunity to search countless information, entertainment and customer service which work more efficient along with simpler procedure (Pavlou & Stewart, 2000). Thereby, this factor can be improved a better technical support to customer's expectation from the feedback. In additions, the advertisement has huge potential to build a customer engagement activities that create a useful content and easy to execute. price and promotion, these factors have the important roles to attract website customer's attention and turn into online booking intention, the price offered by the hotel should be suitable with the room quality and facility provided in the hotel (Law, 2003). So, the most suitable it is, the higher the customer satisfaction, and hotels should consider promotion for off season and peal season according to customers' needs.

Safety and Privacy

The global standard security for payment is a system that also support customer by offering the customer perform alternative payment, as well as Pay Pass an innovative technology payment to make it more convenient to customer experience. Besides, the growth of online payment channels provide world wide of option via standard credit card such as Visa or MasterCard which increase the possibilities of purchasing in online from multiple devices like mobile device by application (Pasquet, Reynaud & Rosenberger, 2008). Hence, the online payment is uncomplicated to apply and riskless that require a strong authentication before booking online. Although, online payment is convenient but some customer refuse to share personal information directly to the hotel because of concerning privacy matter. However, safety and privacy, these factors referred to safety related to customer's personal information, such as name, credit card number, personal financial position, and social insurance or social security while making online booking through hotel websites (Phelps, Nowak & Ferrell, 2000). Accordingly, the websites owners have to make sure that they have high standard cyber security to protect their customers' privacy because this process has to deal with the significant information, for instance, individual customer's expectation, names, addresses, characteristic

and interest. Therefore, the hotel must be guaranteed to protect sensitive data and privacy in order to maintain customer relationship. By using application for payment like PayPal would be another convenient application which allow to achieve online payment for goods and services. Furthermore, the PayPal system activate security by connecting SSL (Secure Socket Layer) which is to ensure that the communication is safe across public network (Peláez & Novella, 2006). Thence, the advantage of PayPal is to secure the identity and privacy concern as much as possible which allow customer continuously trust towards payment on booking online.

Conceptual Framework

Research Method

For this study, quantitative analysis was used. The questionnaires were separated into 3 parts, including demographic factors, influence factors, and decision making. The samples are foreign students in private institution in Bangkok with the total of 200 respondents. Demographic factors will include personal information in general, such as age, gender, and continent they come from. Influence factors part will ask the respondent to rate the level of importance for each statement related to the factors which are information quality, perceived interactivity, and safety and privacy. Decision making part will ask the respondent to rate the agreement level whether the mentioned factors have relationship with decision making towards hotel online booking or not.

Result

After distributing the questionnaires to 200 respondents, the results were analyzed into different statistical data, including frequency, percentage, mean, standard deviation, and Pearson correlation. Frequency and percentage will explain the demographic details about the respondents. Mean and standard deviation will describe the importance of each factor in the study. Pearson correlation will show the relationship between each factor and decision making.

Table 1. Pearson Correlation for Factors and Decision Making

		Decision Making
Information Quality	Pearson Correlation	0.039
	Sig. (2-tailed)	0.582
	N	200
Perceived Interactivity	Pearson Correlation	0.160
	Sig. (2-tailed)	0.024
	N	200
Safety and Privacy	Pearson Correlation	0.028
	Sig. (2-tailed)	0.694
	N	200
Overall	Pearson Correlation	0.235
	Sig. (2-tailed)	0.001
	N	200

*Significant at or below 0.05 level

Conclusion and Discussion

The results from table 1 showed that the significant value for the relationship between interactive tools and decision making is 0.024 which is lower than 0.05. This means that there is a significant relationship between interactive tools and decision making. Moreover, for the overall of the factors, it shows the significant relationship as the significant value is 0.001. This means that all factors together have significant relationship with decision making. However, for other factors individually, standard and clear & accurate information have no significant relationship with decision making. However, considering the r value (Pearson correlation), it's definitely stated that there was a positive relationship between interactive tools and decision making as the r value is 0.160.

As in the digital age, electronic businesses are used in human's daily lives, therefore, it's normal for people to perform any task online through different websites. Electronic commerce is the most common online shopping platform for physical shops to transform themselves into electronic commerce to gather more number of customers both nationally and internationally. As hospitality is an important factor for making profits to countries, therefore, convenience is the main aspect to attract tourists to come to countries. So, it's important for each country to provide tourist attraction information on websites for tourists from other countries to search for places to visit.

In this case, hotels are so important for tourists to look for. Online booking becomes so popular for tourists to book hotel online before traveling to the country to make sure that they have place to stay over a night time. There are many factors that could be considered as influential factors for consumers before making decision towards booking hotel online. From the research, there are three main factors that use to consider decision making including clear and accurate information, interactive tools, and standard security.

The results showed that it's important for the hotel to consider all three factors to promote their hotels online. However, the most important factor was interactive tools which showed that it is important to consider interesting marketing tools to promote hotels for consumers both in social media and its own website. This is because consumers would like to make sure that the hotels they are looking for is real and still available for service, therefore, it's important to provide marketing continuously for consumers to feel familiar with the hotel name and reputation.

Accurate information is also important because those information will be the consumers' expectations. If it's beyond expectation, there's a chance for consumers to re-take the services again. However, if it's below expectation, there will be no chance for those consumers to come back and it could lead to bad reputation as consumers might rate or comment about the hotel in negative ways. So, it's important for the hotel to mention the facts about the hotel online. Last but not least, the result of this investigation implied the opposite direction of previous scholars when considered only one factor because majority of literature and empirical study based on the Western context rather than Asian context.

Recommendation

Recommendation of this research

According to the result of this investigation suggested the entrepreneur or stakeholders who interacted with customers directly and indirectly should be considered the interactive tools (i.e., application on a smartphone or website). Because of the interactive tools can be transferred the degree of involvement from high involvement to low involvement, in other words, the interactive tools can be reduced the process of decision making towards reserving hotel online.

Recommendation of this research

Although this finding indicated only one factor has a relationship with decision making towards reserving hotel online positively and significantly, further study should be investigated in other context to compare the consistency of result.

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