Interactions between Social Media and E-service Quality of Online Travel Agencies in Nigeria

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ABSTRACT

The objective of this study is to examine in what way and to what extent does social media influence the quality of electronic services online travel agencies offer, from the consumer's perception. A few e-service dimensions have been introduced in past researchers. Only a few of these investigated the influence social media have on the quality of e-service, especially now that advancement in technology has allowed for interfaces between personnel and consumers as well as amongst consumers. These interfaces have been said to have considerable influences on e-service quality.

Gleaning from dimensions of e-service quality already identified by scholars, dimensions were put together to examine how reviews on online travel agencies' websites could influence quality of services provided. Parasuraman et al., (2005) established that perceived value is enhanced by service quality which subsequently enhances the customer's loyalty intention. Thus, dimensions of e-service quality were used to investigate online reviews on online travel agencies' websites and the influence it has on perceived quality and loyalty intention. Findings from the investigation suggested that information and content quality dimension of online travel reviews drives e-service quality. This was the result following a multiple regression analysis. The import of this is that when an online travel agency increases the information and content quality of the reviews on its website, the website user's perceived value increases and this subsequently heightens the user's loyalty intention.

Keywords: Online Travel Agencies, Social Media, E-service Quality

ÖZ

Bu çalışma sosyal medyanın elektronik seyahat hizmetleri nin kalitesine ne ölçüde etki ettiğini araştırmaktadır. Elektronik hizmet boyutları daha önce araştırılmış olmakla birlikte sosyal medya etkinliklerinin elektronik hizmet kalitesi üzerindeki etkileri henüz bilinmemektedir. Teknolojik gelişmeler sayesinde müşteri ile şirket arasındaki iletişim kanalları zenginleşmiş ve bu arayüzlerin elektronik hizmet kalitesi üzerinde ciddi etkileri oluşmuştur.

Parasuraman ve arkadaşlarının yaptığı bir çalışmaya göre (2005), hizmet kalitesi müşteri sadakatini artırmaktadır. O yüzden, elektronik hizmet kalitesinin elektronik seyahat müşteri lerinin sadakati üzerindeki etkisi de çalışılmıştır. Çalışmanın sonuçları elektronik seyahat hizmetlerinin kalitesi için iki boyutun önemini işaret etmiştir; bunlar bilgi ve içerik olmaktadır. Ayrıca sosyal medya etkinliklerinin müşteri sadakatini artırdığı bulunmuştur.

Anahtar Kelimeler: Çevrimiçi seyahat acenteleri, Sosyal Medya, E-Hizmet Kalitesi

DEDICATION

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LIST OF ABBREVIATIONS

SMR   Social Media Responsiveness

IA   Information Accuracy

EU   Ease of Use (Efficiency)

OTA   Online Travel Agencies

PV   Perceived Value

LI   Loyalty Intention

E-WOM   Electronic Word-of-Mouth

Chapter 1

INTRODUCTION

1.1 Background of Study

The internet as a marketing tool is fast becoming the most convenient and inexpensive medium of global marketing to such a degree that exceeds other marketing mediums even from its inception (Silverstein, 1999). In the simplest terms, the internet can be described as a pool of several hundreds of computer networks connected to one another by way of high-speed cables which makes up the huge global network. Huge amount of text, sound, graphics, data, and videos are transferred at the speed of light from one computer to another which has made the internet the favorite channel of communication by millions of people globally, even in business it has proven to be a well-accepted global, swift and cost-effective way to reach customers (Gonyea & Gonyea, 1996). The internet is now used by millions of people in about 250 countries, who together have created a hive of online activities ranging from news and emails to cyber-crime and social networking. Social media websites where social networking takes place are a group of applications that are based on the internet; built based Web 2.0's conceptual as well as technological foundations that gives room for the exchange in addition to creation of content generated by users. (Kaplan & Haenlein, 2010). In business, marketing on social media is now the trend giving marketing opportunities to all sizes of businesses; small and large alike. While it requires much effort and funding to create and actualize marketing orientations and strategies, social media platforms have well

taken the limits off to give a less expensive and yet more effective channel of connecting with clients irrespective of physical location (Alharbie, 2015).

1.2 Statement of Problem

As social media grew popular, online retailers are now recognizing that online success factors are not simply having social media presence neither is it all about low prices but instead, the offering of e-service quality (Zeithaml et al., 2000). Zeithaml et al (2000) stated that to raise purchases as well as encourage loyalty of customers, businesses have to change the emphasis of electronic business from electronic commerce to electronic service, which includes all of the encounters and cues that ensue prior to business transactions, in the cause of business transactions, and after business transactions. In providing better service quality, businesses with online presence have to know in what way customers perceive and appraise online customer service (Parasuraman, Zeithaml, and Malhotra, 2005). As a result, lots of researchers created different frameworks that seek to explicate how to create e-service quality (Wolfinbarger & Gilly, 2003; Parasuraman et al., 2005; Collier & Bienstock, 2006).

The heightened emphasis quality electronic service draws, applies to online travel agencies. A number of academic papers suggest that the excellence of services offered has become more significant thus; online travel agencies can no longer win in business competition based just on prices.

Regardless of the existing electronic service quality concepts, scholars have come short in fully identifying the way in which web-based interfaces amongst consumers (via the means of social media) impacts the quality of electronic services. Many of the current concepts of electronic service quality focus on the ease of using the

website, with the aim of finalizing purchases efficiently and effectively (Tractinsky & Rao, 2001). Sigala (2009) believed that earlier studies on the quality of electronic service offer a suitable framework to determine the inter-activity and the service offerings provided by websites; however this framework failed to diagnose that electronic service quality goes beyond the interaction of a consumer with a website. As a result, the framework refused to consider the way in which online interactions by humans influence the quality of electronic service.

The social media continues to make it possible for customers to interact with businesses as well as with each other. Particularly within the travel industry, the usage of social media continues to be on a steady increase. Xiang and Gretzel (2010) stated that one big trend influencing tourism is the social media. Websites of social media which represent several kinds of consumer-generated-content site like virtual communities, blogs, social networks, collaborative tagging, wikis, and websites like Flickr and YouTube where media files are shared now have significant popularity on the internet amongst travelers. A lot of these sites make it possible for users to put up and to share their opinions, comments, and personal experiences including those that are travel related, these now becomes valuable info for others (Xiang and Gretzel 2010). It now seems that the fast rise in social media usage has generated a substantial vacuum in the electronic service concept.

1.3 Research Question and Purpose

The objective of this study is to ascertain the influence of social media on the customer's perceived quality electronic service provided when transacting with an online travel agency. By the means of a comprehensive literature review, an investigation shall be carried out to ascertain if the e-service quality dimensions,

designated by several scholars from the 1980s, can be used on the features of social-media on online travel agencies' sites as a driver of quality e-service. Subsequently, a measurement of the possibility and means by which these dimensions impact perceived value of consumers and their loyalty intentions shall be carried out. The principal research question to be answered will be: In what way does social media impacts the perceived quality of the e-service online travel agencies offer?

The answers to this research question will give better clarification concerning the impact social media has on the quality electronic services and the resultant perception of value and loyalty intentions. The findings of this study will be for the most part valuable to travel agencies with web shops, because the study primarily examines the online travel business. Nonetheless, ensuing findings could be relevant to non-travel online businesses as well. Current studies on e-service quality assert that websites with high quality attracts shoppers and browsers when compared to substandard websites (Park et al., 2007). Therefore, understanding in what way social media may possibly increase the quality of e-service remains quite valuable to online travel agencies. Perceived quality of consumers influences the level of satisfaction, loyalty, behavioral intentions, WOM behavior, as well as eventually profits of e-businesses (Park, Gretzel, & Sirakaya-Turk, 2007).

It has been previously indicated, this study would center around the quality of e-service provided by travel agencies with web shops. Online travel agencies for the purpose of the research will mean travel vendors offering travel (flight reservation, hotel booking, vacation packages, travel insurance etc.) services through a website to prospective consumers. Agoda.com, Expedia.com and Booking.com are good examples of online travel agencies.

Chapter 2

LITERATURE REVIEW

2.1 Service Quality

Quality in service remained significantly undefined and unresearched in the 1980s whereas quality in goods had been well-defined and measured (Parasuraman, Zeithmal, & Berry, 1985). Goods quality knowledge is nevertheless inadequate to really understand service quality; for a genuine understanding of service quality, it is of necessity that inseparability, intangibility, and heterogeneity which are services' three well-documented characteristics be acknowledged (Parasuraman *et al* 1985). Services are actions or performances and not objects that can be seen, touched, felt or tasted (Wilson, Zeithmal, Bitner, & Gremler, 2012). This intangibility characteristic of service makes services rather problematic be communicated to consumers or displayed (Wilson *et al.,* 2012). Parasuraman, Zeithmal, and Berry (1985) introduced the inseparability characteristics of services. Services, generally are first sold to the consumer before it is offered and consumed concurrently, which means consumers are usually there while services are produced and as a result, partake in its production. The inseparability of service is further described in the light of customers' frequent interaction with each other whilst service is being produced and its resultant effect on each other's experience (Wilson *et al.,* 2012). Due to this inseparability, quality of service will essentially depend on whatever transpires in 'real-time', which ofcourse takes account of the interactions between employees and consumers, as well as the actions of employees (Wilson *et al.,* 2012). Heterogeneity

which is services' third characteristic describes how two services will not exactly be the same essentially because of human interaction and all the vagaries that come with it (Wilson *et al.,* 2012). Organizations can not guarantee the consistency of the quality of service delivered to its customers as a result of heterogeneity.

Two key concepts of service quality appear now existing papers. One is founded on the idea of a disconfirmation approach, while the second is founded around the performance-only approach (Santos, 2003). Perhaps the earliest to suggest that trust and perception have a connection with service quality remains Gummesson (1979), while Gronroos (1982) made the "total service quality" idea popular. Total service quality is the perception of a customer, in the variance of his expectation of service and the service percieved to have recieved. From the literatur that exists on consumer behavior, Gronroos (1984) proposed that the perceived service quality will be the result of a process of evaluation where a customer assesses his expectation of the service against the service he perceives to have received. Before the "total service quality" idea, service quality conceptualization were founded on the disconfirmation model of Oliver (1980). Nowadays service quality has been described as how close the quality of service provided meets the expectation of the consumer (Gronroos, 1984; Parasuraman *et al.,* 1985; Parasuraman *et al.,* 1988). Using this definition, Parasuraman *et al.,* (1988) introduced SERVQUAL, which is service quality's multi-dimensional tool of evaluation.

Parasuraman *et al.,* (1988) research perspective to service quality which uses characteristics of service encounters to designate service quality into 5-10 dimensions (such as responsiveness, tangibles, reliability, assurances, empathy) is regarded as the United States perspective. Another perspective is that of Nordic

which employs universal terms in describing service in the light of technical and functional quality (Gronroos, 1982, 1984).

The disconfirmational approach has been criticized in recent literature with the argument that a direct-effect model (performance-only measure) is better because it is more defendable and reliable (Page & Spreng, 2002). It has also been suggested that the performance-only measure is more effective and explains more variances than the disconfirmation model (Cronin *et al.,* 1994; Teas, 1994; Dabholkar *et al.,* 2000). This led to designing SERVPERF, a tool for assessing the service quality (Cronin & Taylor, 1994). To further confirm the preference of performance-only approach over the disconfirmation approach, Dabholkar *et al.* (2000) debated in favor of perception measures that it possesses superior descriptive ability in addition to being superior pointers to customer intention as well as evaluation. These point of view conclude that service quality is defined to mean the overall evaluation of service performance and in terms of current study, the idea of performance-only measure is recognized, also quality of service is consequently the total appraisal of superiority and excellence of a service's delivery (Santos, 2003). This unanimity not withstanding, service quality is still regarded as a multi-level, multi-dimensional conception that different people might understand differently (Mersha and Adlakha, 1992; Dabholkar *et al* 1996; Brady and Cronin, 2001).

2.2 E-Service Quality

As more businesses are being done online, the idea of e-service is gathering interests from practitioners and researchers alike. E-service has been described as the part service plays on the World Wide Web (Rust & Lemon, 2001) whereas, Zeithaml et al., (2000) described e-service to be the degree at which effective and well-organized

shopping, purchasing as well as delivery of services and/or products are expedited on a website. A contemporary study suggested that possible web sales worth about £8 billion were forfeited in 2001 as a result of poor e-service (Taylor, 2001). This makes the understanding of e-service critically significant. So significant that 70-75% of e-commerce budget have been recommended to be assigned to the improvement of e-service (Alsop, 2000; Waltner, 2000). This recommendation is the result of understanding that perception of e-service exceeds responsiveness to inquiries, prompt order fulfillment, and active email communication. It rather is the provision of better experiences to consumers by way of interactive information sharing (Santos, 2003). Although in e-commerce, expectations appear to be of reduced significance as a standard of comparison (Zeithaml *et al.,* 2000), experience-based customs (Cadotte *et al.,* 1987) and, brick and mortal service (van Riel *et al.,* 2001) are used by onsumers instead.

There are two major approaches currently used in the study of the e-service. One is the usage of current theories on service quality as foundation aimed at developing additional empirical research (Gronroos *et al.,* 2000; Parasuraman & Grewal, 2000; Zeithaml *et al.,* 2000), and the other approach emphasizes interface of technology as well as the creation of different groups for wide-ranging technology for self-service (Dabholkar, 1996; Meuter *et al.,* 2000; Szymanski & Hise, 2000). In line with this, five components of e-service have been suggested by van Riel *et al.,* (2001) and they are facilitating services; complimentary services; the core service; support services; and the user interface.

It is worthy of note that the more a service depends on equipment and/or technology for its creation and delivery, the less it is branded by inseparability and heterogeneity

(Wilson et al., 2012). Hence, e-service has its own distinctive characteristics such as connectivity issues, server problems with the server, backing up outages and so on (Collier & Bienstock, 2006), hence generally recognized models of service quality like SERVQUAL can hardly be applicable to e-service. Seven criteria of e-service quality (E-QUAL) was proposed by Kaynama & Black (2000). These criteria- accessibility, design/presentation, content, background information, responsiveness/feedback, personalization/customization and navigation- were carefully chosen particularly because of their similarity to the five SERVQUAL dimensions. On the other hand, WebQual a scale with 12 dimensions that rates websites was created by Loiacono, Watson, and Goodhue (2000) and SITEQUAL a scale with nine items which can measure website quality in four different dimensions was developed by Yoo and Donthu (2001). Both SITEQUAL and WebQual are not regarded as a broad assessment of a website's service quality because they really do not encompass all the phases of the process of purchasing. Parasuraman et al, (2005) introduced E-S-QUAL a multi-item scale useful in measuring the quality of service provided online. This E-S-QUAL scale was developed from existing study into e-service quality in addition to a broad theoretical study of e-service's structure and nature. E-RecS-QUAL was also developed as E-S-QUAL's subscale. Its emphases on the quality of services offered in problems and inquiries management (e-recovery service quality). With four basic dimensions (system availability, efficiency, privacy and fulfillment), E-S-QUAL has 22 items also E-RecS-QUAL has three core dimensions (Compensation, Responsiveness as well as Contact) with 11 items. E-RecS-QUAL and E-S-QUAL have been commended as vital steps in conceptualizing the quality of e-services (Collier & Bienstock, 2006).

2.3 Quality-Value-Loyalty Chain

The implications of service quality (as well as that of e-service quality in particular) on business have also been the attention of varieties of studies. The study by Zeithaml *et al* (1996) showed that behavioral intentions of customers were certainly influenced by superior service quality, and Cronin *et al* (2000) stated that service quality not only affects the perception of values and satisfaction, customer's behavioral intention is directly influenced as well. Service quality's popularity among scholarly studies has distinguished it as an important factor in differentiating products and service offered, as well as in gaining competitive advantage (Ennew *et al.*, 1993). Researches into internet marketing and electronic commerce have revealed that the service quality of online businesses has been identified as a major factor responsible for electronic commerce's failure or success (Yang, 2001). Subjective indications and case studies have proposed that in the marketplace, to achieve a sustainable competitive advantage with only better products and reasonable prices will be rather difficult; a business's core offerings notwithstanding, superior service quality is necessary for an enduring and exceptional marketplace performance (Parasuraman & Grewal, 2000). This conclusion has been reached because service quality is certainly difficult to replicate by competitors when compared to price and product quality (Parasuraman & Grewal, 2000).
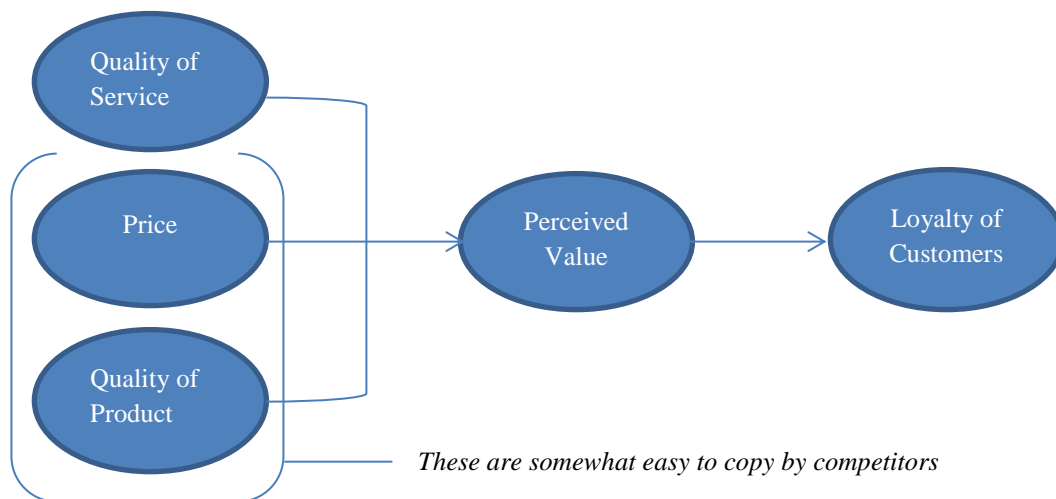
Figure1: Customer Loyalty's Key Drivers (Parasuraman & Grewal, 2000)

Santos (2003) stated that an e-commerce's online competitive advantage can be maximized, its attractiveness and customer retention increased, and its positive word-of-mouth amplified by simply providing superior e-service quality. Furthermore, superior service quality delivery is imperative because rendering Parasuraman and Grewal (2000), it heightens the value perceived and the value perceived enhances loyalty of customers. Cronin & Taylor, 1992; Anderson & Sullivan, 1993 in their studies linked to service quality to behavioral intentions, thus discovering a substantial positive correlation between total customer satisfaction and loyalty intentions.

2.4 Online Travel Agencies

In the travel industry, the internet has revolutionalized the way customers buy goods and services, as the planning and reservation of travels have to turn out to be an activity even more done online. In The Netherlands, 73% of pre-booked domestic vacations in 2013 were performed online whereas 3% were booked at a physical desk and 17% via telephone (NBTC NIPO, 2014a). While online travel agencies (OTAs) earned an advantage over brick and mortal travel agencies because of the convenience as well as the price transparency made possible by the internet (Park et

al., 2007), latest innovations in technology have also allowed more options in online reservations like social travel sites and travel auction sites enter the travel industry which intensifies the competition for online travel agencies (NBTC NIPO, 2014b). As a result of this stern competition, the necessity of delivering superior quality in the online travel industry has been admitted by both practitioners and scholars alike because it has become apparent that having a website and a good price is no longer enough to guarantee success in long run. Kaynama and Black (2000) from their study of OTA's e-service quality, developed an assessment tool to evaluate from the customer's standpoint the quality of service of e-commerce businesses. The assessment tool E-QUAL based on the framework of SERVQUAL is made up of 7 criteria- accessibility, content, navigation, response and feedback, design and presentation, background information, and finally personalization and customization. Being first in the field, this study has received criticism as being ambiguous and brief in content and that the proposed conceptual framework lacks verification (Ho and Lee, 2007). Ki and Lee (2004), identified reputation and security, content and information, usefulness, ease of use and structure, as well as responsiveness and personalization as the quality web service dimensions for both OTAs and online travel suppliers. However of all these dimensions, information content seems to be of equal significance to customers on both OTA's and Suppliers' websites, as other dimensions varied in significance. Hence it's important that both OTAs and Suppliers enhance the quality of the content and information on their websites as this seems to be important to customers. Park et al. (2007) categorized perceived website quality in 6 core dimensions- information/content, visual appeal, responsiveness, fulfillment, ease of use and security/privacy. They insisted that although tourism services and goods are not physically delivered and cannot be returned, fulfillment

still remains an important dimension because online travel agencies still have to make their promise of quality service good.

2.5 Social Media

Social media is significant to online travel agencies, as most of their customers are active on different social media platforms, and increasingly use the social media to get information when spending online. Social media, for the most part, centers on peer-to-peer communication and participation between individuals. The social media websites also offer the platform to create content generated by users in addition to exchanging of comments as well as messages amongst consumers (Chaffey, 2011). As a result, the social media has become a significant source of information when spending online especially when the service or product has some properties like relevance, accessibility, and experience (Brooner & De Hoog, 2013). Relevance means that the information available on social media will assist in making the right buying decision, while accessibility implies the existence of plenty information pertaining to product, and to services on social media. Experience connotes that information supplied speaks of the features of the service/product that cannot be judged before buying the product/service (Brooner & De Hoog, 2013). The extent of information desired before making a buying decision in the tourism and hospitality industry is quite high. This is because the offerings in the industry are not tangible that is these offerings cannot be assessed before consumption; they are therefore regarded as a high-risk purchase. According to Parra-Lopez et al. (2011), even after purchase people use the social media before and during their trips to compare services related to the trip, obtain information about the trip, or share their own experiences on the trip. Hence, hospitality and tourism service offerings are high-involvement services. Pan and Crotts (2012) stated that the social media has become

the place where E-WOM can materialize, be stored and retrieved and such websites like the blogs, review sites, twitter, Snapchat, Facebook etc. allows for people's opinions about services, products, and brands to be shared. This confirms Brooner & De Hoog, (2013) suggestion that information provided by service suppliers of services/products is not the foremost influence in buying decisions anymore.

In general, social media has positive impressions on brands. Several studies have verified that social media has positive impacts on diverse behavioral intentions and an example is Wang, Yu, and Wei (2012). They confirmed that by reinforcing product involvement via social media, buying decisions and customers' attitude towards product are enhanced. Another example is Kim and Ko (2010), who pointed out that the distance between customers and brands can be successfully reduced by social media, this, in turn, motivates customers' intention to buy. Lastly, another study that supports the notion that social media can be an effective instrument in enhancing behavioral intentions of customers was done by Laroche, Habibi, and Marie-Odile (2013). In their study, they found out that brand trust which leads to brand loyalty is positively affected by social media.

It is proposed that on social media, e-service is also delivered by other consumers as well as staffs of an organization. As a result, social media e-service constructs should also take into consideration participation of customers as well as the effect consumer interfaces has on the e-service provided (Sigala, 2009). (Ho & Lee, 2007) formed a distinct dimension of e-service quality in order to assess the impact social-media has on the quality of electronic service. They argued that online communities offer users the platform to interact with other users and website personnel, and this two-way communication enables users to get information, give feedback and make buying

decisions. Their construct thus consists of the existence of a place for experience sharing and the existence of a chat room to visit for further information. In her study, Sigala (2009) with the help of the e-service quality construct of Collier and Bienstock's (2006) centered around the course and outcome of e-service quality submitted that interactions of customers on the internet has an effect on both the quality of e-service process and the quality of e-service output.

Chapter 3

METHODOLOGY

Different studies have endeavored to create a good framework to measure e-service quality. However, Parasuraman et al. (2005) E-RecS-QUAL and E-S-QUAL framework for assessing quality of e-service are probably the most applied and cited, because these two frameworks is the foundation on which new e-service quality models has been developed; even though they have received a lot of criticisms. It is therefore proper that the electronic service quality dimension (Parasuraman, Zeithaml, & Malhotra, 2005) recommended be used as well to ascertain by what means social media impacts the e-service quality perceived. As a result of the critique of Zeithaml et al. (2012) which showed that constituents of e-service quality exists differently across studies, the E-S-QUAL framework has been modified to make it suitable for measuring the features of social-media and the e-service quality offered by OTAs.

3.1 Research Hypothesis

Efficiency is the first e-service quality dimension Parasuraman et al. (2005) identified and it comprises of the speed and ease of using and accessing the website. It deals with the website design (Parasuraman et al., 2005) and it scopes includes website simplicity, ease of finding information and how properly organized the website is (Kim and Lee, 2004; Park et al., 2007). Therefore the hypothesis could be that reviews on the sites of online travel agencies (OTA) be made efficient so as to

certainly impact perceived quality positively. The number one hypothesis therefore is:

H1a: Loyalty intentions is positively influenced by the ease of using online travel reviews

Since Parasuraman and Grewal (2000) propose that perceived quality and loyalty intention is driven by service quality in what they described as a quality-value-loyalty chain, the ensuing hypothesis would then be:

H1b: The relationship between online travel reviews ease of use and loyalty intention is positively mediated by perceived value

Fulfillment, the degree to which item availability and order delivery promises on a website are fulfilled is the next dimension Parasuraman et al. (2005) identified. Accurate product representation, accurate order delivery, and on-time delivery are some of the characteristics of fulfillment (Wolfinbarger & Gilly, 2003). Predictably, the fulfillment dimension and its characteristics do not fit well into the services offered by OTAs. This is because almost all hotel reservations and airline tickets do not really have a need for physical delivery neither are they returnable, as a result, there is a little obvious necessity to measure OTA excellence in service in relations to fulfillment. Nonetheless, OTAs are still required to fulfill promises, and even though the fulfillment characteristics Parasuraman et al. (2005) suggested are properly suited for that achieved by OTAs, the dimension would be added when measuring the quality of e-service delivered by OTAs. The dimension will instead measure information provided about transactions online, order tracking and accuracy

of service promises (Park, Gretzel, & Sirakaya-Turk, 2007). It can, therefore be put forward that online reviews' accuracy in respects to service provided positively impacts quality of e-service, which points to the second hypothesis:

H2a: Online travel reviews' accuracy influences loyalty intentions positively

Again, since Parasuraman and Grewal (2000) recommend that perceived quality and loyalty intention is driven by service quality in what they described as a quality-value-loyalty chain, the resulting hypothesis would then be:

H2b: The relationship between online travel reviews accuracy and loyalty intention is positively mediated using perceived value

The third dimension which is connected to the website's right technical functioning identified by Parasuraman et al. (2005) is System Availability. No connection exists between this dimension and the social-media; hence in this study, this dimension shall not be used.

Lastly from the E-S-QUAL framework is privacy. Privacy evaluates extent of safety and protection customers have on the website especially the protection of their information. This highlights how important it is for OTAs (and other business online) to reassure their customers of their online security and safety through cues and external communications. Kim and Lee (2004); (Ho & Lee, 2007; Park, Gretzel, & Sirakaya-Turk, 2007) all agree that this is a very significant dimension of e-service quality of OTAs. But no connection exists between this dimension and the social-media; hence in this study, this dimension shall not be used. However, Park et al.,

(2007) found that the dimension that is obviously not mentioned in the E-S-QUAL framework and of significant relevance to e-service quality is information/content. Considering that vacation is a high involvement, high risk, intangible product/service, the quality of information delivered definitely has huge bearing on the excellence of service delivered because a lot of information is needed towards making a buying decision for high risk, high involvement, and intangible products. Thus the quality of information/content on OTA reviews seems suitable to include when measuring the e-service quality provided in OTA websites- the 3rd hypothesis is:

H3a: Loyalty intentions is positively influenced by the quality of the online travel review contents

Subsequently, hypothesis 3b would be:

H3b: The relationship between online travel reviews' content quality and loyalty intentions is positively mediated by perceived value

Parasuraman et al. (2005) also created the E-RecS-QUAL scale and it includes compensation, contact and responsiveness. This is the scale used in the measurement of e-recovery services quality. Providers of e-services can exploit the social media as a means to provide excellent e-recovery services, particularly in the contact and responsiveness dimensions. As for the compensation dimension- the reparation by the website especially in financial terms- it has no direct relationship with social media as it concerns the policy of the providers of the e-service. Thus this dimension will not be included in this study.

The effective management of complaints and returns via the website is the Responsiveness dimension which could be made more robust by social media. While OTAs don't have to manage returns because their services are not returnable and do not perish, they still have to respond to requests from customers and be prompt in solving customer's problems (Park et al., 2007). OTAs can heighten their responsiveness and provide better e-service quality by engaging social media as a communication platform. The 4th hypothesis can thus state that:

H4a: Loyalty intentions is positively influenced by the responsiveness of the e-service provider

Subsequently, hypothesis 4b would be:

H4b: The relationship between the e-service provider's responsiveness and loyalty intention is positively mediated using perceived value

Availability of support via online representatives or the telephone is the Contact dimension, and it could well include the prospect of the OTA and other consumers to be reached via social-media sites such as Facebook, Twitter, and so on. The 5th hypothesis therefore is:

H5: Loyalty intentions is positively influenced by the availability of support through social media

Subsequently, hypothesis 5b would be:

H5b: The relationship between availability of support over social media, and loyalty intention is positively mediated using perceived value

For the value perceived to positively mediate the correlation between these variables and the loyalty intention, a relationship should exist between the two (perceived value and loyalty intention). Thus, the sixth hypothesis would be:

H6: Loyalty intentions is positively influenced by the perceived value of the online travel review content

Figure 2 below illustrates the model of these hypotheses explained above:
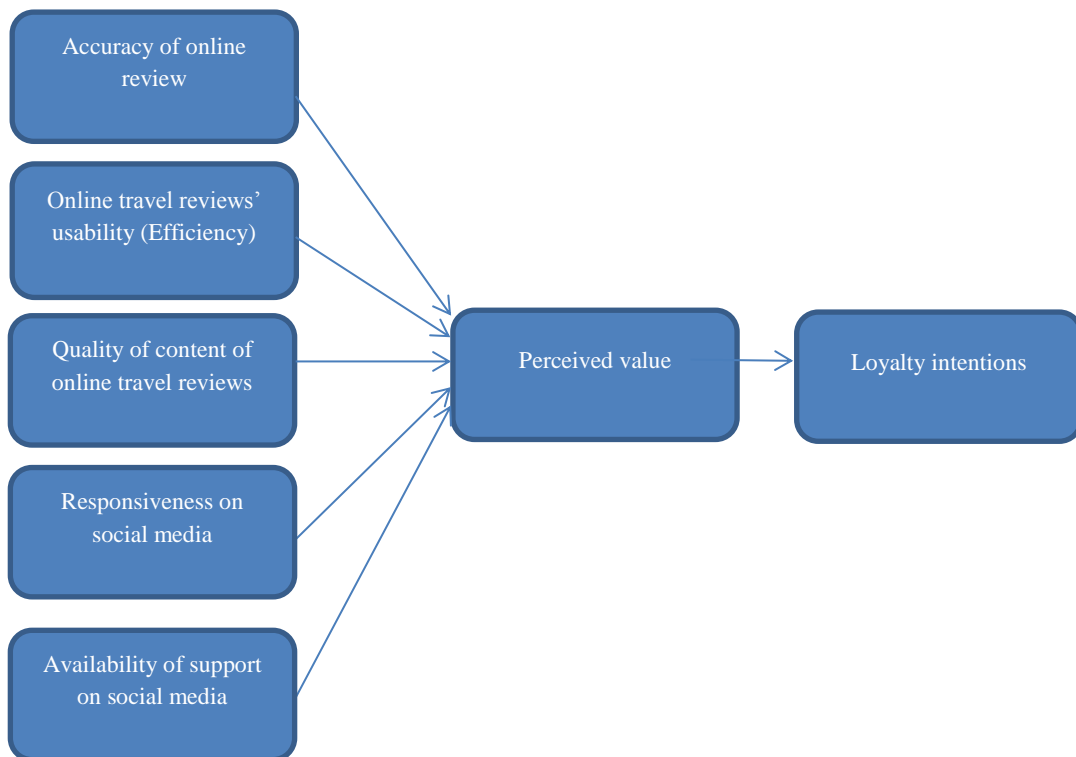

Figure 2: Conceptual Framework

3.2 Research Method

In answering these research questions and in testing these hypotheses, primary data was obtained and the method of collecting was through online questionnaire which is self-administered. This method became ideal since it's easier to answer, and it is time effective. It also greatly reduces the error that might arise from the inconsistencies in the questioning and recording processes. Consequentially this method makes an analysis of the answers not only more convenient, but less time consuming and more accurate as well (Aaker, Kumar, & Day, 2007; Malhotra & Birks, 2007).

All respondents were administered the same questionnaire. The questionnaire contained questions developed from the e-service quality dimensions of various researchers as earlier discussed. These various questions are mostly in a 5-point semantic differential scale with a few multiple choice and short answer questions. In total 10 persons filled out the pilot survey, they helped to identify redundant, difficult and ambiguous questions. After which, the amount of questions were narrowed leaving only questions that are directly connected to social media.

3.3 Design of Questionnaire

The questionnaire was designed primarily from the E-S-QUAL framework developed by Parasuraman et al. (2005). Since what makes up e-service quality is really different across industries, it was proper to augment as well as eliminate elements that match the service provided by OTAs from the E-S-QUAL scale as earlier discussed.

In the efficiency dimension, 3 items from Parasuraman et al. (2005) were restructured so they could effectively evaluate the online travel reviews' ease of use

in place of general website usability. In addition, two items were included to efficiency because previous works advises that reviews as well as ratings might benefit the buying process by decreasing risk and by facilitating comparing alternatives (Gretzel and Yoo 2008). This makes up the total 5 items used to measure the efficiency of OTA websites. For the content/information dimension, to assess reviews as well as ratings' content quality, 10 questions were added to the questionnaire. These items were developed from earlier items used by Zhang and Von Dran (2002), Yang et al (2005) and Gretzel and Yoo (2008). A few of the items were also restructured so respondents can better understand the words. A single item was adapted from Litvin et al. (2008), who discovered that a significant characteristic of online travel reviews is the seeming independence of its source. Generally, items in the fulfillment dimension were improved to make them more suitable for the services delivered by OTAs. From Parasuraman et al. (2005), only one item regarding the reliability of the OTA was retained although it was restructured. From (Wolfinbarger & Gilly, 2003; Gretzel & Yoo, 2008) two other questions were used. Items assessing the responsiveness dimension include one constructed to measure the adequacy of the responsiveness, another item modified from the scale of Parasuraman et al. (2005) as well as the third one from the Wolfinbarger & Gilly, (2003). Thus, a total of 3 items were employed to test for the fulfillment dimension. In the contact dimension, two items were used. One item was constructed on the E-RecS-QUAL framework (Parasuraman et al., 2005) and the other one, on the ideas of Qualman (2013). Finally, in the responsiveness dimension, a total of 3 items were constructed based on the E-RecS-QUAL framework (Parasuraman et al., 2005).

Perceived value of OTA website usage is measured by 4 items also used previously by (Parasuraman et al., 2005); while 5 other items were used to measure loyalty

intentions. Another section of the questionnaire included a question used to ensure respondents were actually thinking of an OTA while filling out the questionnaire and not an actual air carrier. Other questions in this section tested for the information search and travel behavior, and the demographics of the respondents.

Chapter 4

FINDINGS AND DATA ANALYSIS

Using convenience sampling technique, potential respondents were targeted via social media platform; Facebook in particular. Many refused to participate in the study by filling out the questionnaire. This could be because there were no incentives for participating in the study. The questionnaire was sent out to over 1,584 people, but only about 115 people responded by attempting to fill and submit the questionnaire. A total of 10 individuals out of these respondents either did not fill the questionnaire completely or were thinking of a direct supplier whilst filling out the form. These errors reduced the total number of respondents to 105 persons. The response rate was 115/1584.

4.1 Demographic Profile of Respondents

The mean age of respondents is 28.2 years, and it ranged from 21 years to 46 years (see Table 1). Most of the respondents (87.6%) were below 33 years old, and rightly so. This is because the questionnaire could only have been filled out by a group of people who have had experience with online travel reviews and OTAs. The majority in this group of people are millennials who according to Hoffmann (2014) are the ones who adopt technology early and heavily rely on word-of-mouth. Millennials are those born from 1981 to 2000, and they are about 33% of the world's population (Kruz, 2012).

It is also noteworthy that according to Hoffmann (2014), 93% of Millennials also called Generation Y, use reviews before they make purchases and about 97% of the Generation Y trusts only reviews that are anonymous on e-commerce websites. Thus, it is right that 87.6% of the respondents are millennials, as they are the ones that are more likely to satisfy the requirements of the questionnaire.

Male respondents makeup about 74.3% and hence the percentage of female respondents in the sample is 25.7%. Only a little less than half of the respondents read more than 5 reviews before they make a purchase through an OTA. This is much lower than the review carried out by the University of Worms and ITB Berlin (2014) that revealed that relatively 70% of people making a hotel booking online read about 20 different reviews. In the last two years, 93.4% of the respondents have taken at least six trips (or have made at least six bookings) through an online travel agency's website. This means that the sample is made up of frequent travelers and thus, not strangers to OTAs. 53.3% of the respondents are students, 42.9% employed and 3.8% unemployed. Majority of the respondents are Nigerians (94.3%), followed by South Africans at 2.19%, Lebanese at 1.9%, Greek at 1% and Chinese at 1%.

Table 1: Frequencies

Variable	Group	Frequency	Percentage (%)
Age	21-25	37	35.2
	26-30	41	39.1
	31-35	22	20.9
	36-40	2	1.9
	41-46	3	2.9
Gender	Male	78	74.3
	Female	27	25.7
Employment	Student	56	53.3
	Employed	45	42.9
	Unemployed	4	3.8
	Retired	0	0
Nationality	Nigerian	99	94.3
	South African	2	21.9
	Greek	1	1.0
	Chinese	1	1.0
	Lebanese	2	1.9
Number of trips taken in the last two years	None	7	6.7
	1-2 trips	28	26.7
	3-6 trips	63	60.0
	>6 trips	7	6.7
Number of rating read before booking	0-5	56	53.3
	6-10	28	26.7
	11-15	7	6.7
	16-20	7	6.7
	>20	7	6.7

4.2 Evaluation and Reliability of Scales

As earlier mentioned, the questionnaire contained 35 items that were employed to measure the perceived value (PV- 4 items), loyalty intentions (LI- 8 items), Ease of use (EU- 5 items), information accuracy (IA- 10 items), content quality (CQ- 3 items), social media responsiveness and contact dimensions (SMR- 5 items) of OTAs. To confirm the reliability of the constructs, Cronbach's alpha analysis was employed. For most studies, an alpha coefficient value of 0.7 is the acceptable level (Cortina, 1993). In this study, the tests did show that all constructs have Cronbach's

alpha values greater than 0.7, which confirms that all constructs possess good internal consistency. As a result, cleaning the items to boost the reliability of study was not necessary.

Table 2: Reliability Test

	Mean	Std. Deviation	Cronbach's Alpha	Number of Items
Ease Of Use	3.7200	.58612	.735	5
Info Accuracy	3.4400	.66630	.918	10
Content Quality	3.6000	.72560	.895	3
SMR	1.6524	1.48773	.961	5
PV	3.6333	.77759	.895	4
LI	3.7750	.65376	.945	8

Using the Multitrait-Multimethod Matrix; an approach that can be used to determine a set of measurement's validity developed by Campbell and Fiske (1959), it was discovered that the Content Quality items have stronger convergence with the Information Accuracy items than within the Content Quality construct itself. For the reason, the fulfillment construct was dropped in further analysis so that the assumption of multicollinearity can be met (Coakes, 2005; Hair et al., 1998). It was also discovered that the Responsiveness on social media and Availability of assistance on social media constructs were measuring the same thing, therefore they were merged together to make one construct instead of two distinct ones. Subsequently, a new model for the study is described in figure 3 below:
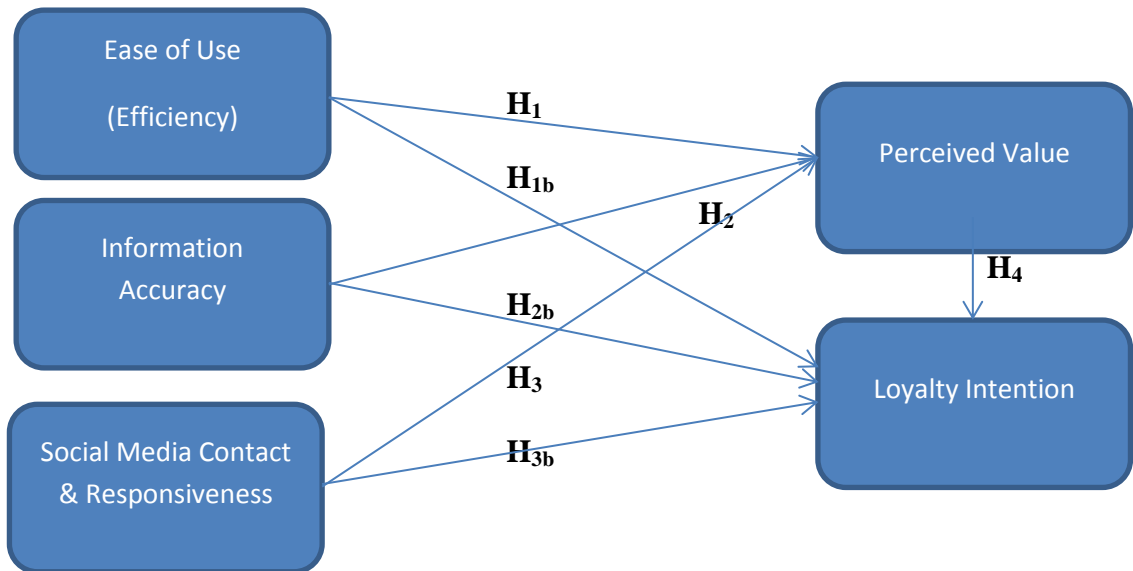
Figure 3: New Model

4.4 Correlation Analysis

To determine the relationship (and its strength) between the independent variables (Ease of use, accuracy and SMR) and the mediator (Perceived value) a correlation test was done (see Table 3). A positive and strong correlation exists between Ease of use and the Perceived value, *(r = .526, p= < .01)*. Perceived value is also positively correlated to Info/Content, *(r = .776, p= < .01)*. The relationship between SMR and PV is a weak negative correlation *(r = -.221, p= < .05).* There is a positive strong relationship between ease of use and the dependent variable; loyalty intention (*r= .602, p=< .01*), and between info/content and loyalty intentions (*r= .610, p= < .01).* However a weak negative and insignificant relationship exist between SMR and loyalty intentions, (*r= -.305).* Finally, a significant relationship exists between the perceived value the mediator and loyalty intentions the dependent variable, (*r= .606, p= < .01).* Using a partial correlation test, the mediator variable (Perceived value)

was controlled for against the independent variable and the dependent variable. It revealed that the relationship between the independent variable and the dependent variable dropped significantly. For ease of use and loyalty intentions, *r = .420, p= < .01* and for Info/Content and loyalty intentions, *r = .279, p= < .05.* However, a weak and insignificant relationship positive relationship exists SMR and loyalty intentions, *r= .128* when perceived value was controlled for. This indicates that PV does influence the relationship between the independent variables (EU, IA and SMR) and dependent variable (Loyalty Intention).

Table 3: Partial Correlation Analysis controlling for Perceived Value

	Control Variables	EU	IC	SMR	LI	PV
	EU		$.587^{***}$	$.358^{***}$	$.602^{***}$	$.526^{***}$
	IA			-.150	$.610^{***}$	$.776^{***}$
	SMR				-.035	-.221
	LI					$.606^{***}$
	EU		$.334^{**}$	$-.291^{**}$	$.420^{***}$	
PV	IA			.036	$.279^{**}$	
	SMR				.128	

4.5 Regression Analysis

Prior to running the regression analysis, the normality of the data's distribution was assumed based on the corresponding Skewness coefficient of the variables which are well within the recognized limit of -2/2 (Pallant, 2011). A multiple regression was

calculated to determine how much variance in loyalty intentions can be explained by the variables; number of ratings read before booking, number of trips taken in the last two years, online reviews ease of use, perceived value, content/info as well as SMR of OTAs. The results show that SMR and number of trips taken in the last two years had no significant correlation to loyalty intention, as a result these two variables were removed and a new regression analysis was done. A significant regression equation was found indicating that the number of ratings read before booking, perceived value, online reviews' ease of use and info/content of OTA websites explain a significant amount of variance in loyalty intentions, *(F(4,100)= 30.539, p< .000, R^2=.550)*. Beta coefficient PV, *β= .279, t =2.602, p<.011;* IA, *β= .147, t = 1.297, p< .198;* EU, *β= .280, t = 3.267, p<.001;* Ratings, *β= .259, t = 3.582, p<.001).*

Table 4: Hierarchical Regression analysis controlling for the mediating effect of Perceived Value

	Dependent Variable		Loyalty Intention
	Independent Variable	β	Significance
Model 1	EU	.310	.001
	IA	.347	.000
	Ratings	.256	.000
	Dependent Variable		Loyalty Intention
	Independent Variable	β	Significance
Model 2	EU	.280	.001
	IA	.147	.198
	Ratings	.259	.001
	PV	.279	.011

According to Baron & Kenny (1986), to ascertain that the value perceived truly has a mediating influence on loyalty intention, some three pre-conditions have to be met. First condition is that ease of use, info/content and ratings read before booking must have the direct effect on loyalty intentions. The second is that these three must also influence perceived value and lastly, the significant influence of these three on loyalty intention should disappear or else shrink once the effect of PV is controlled for. When perceived value's mediating influence was tested, ease of use shrunk in influence, the significance of info/content disappeared and ratings remained positively significant with a slight increase in strength. *(F (3,101) = 36.382, p< .000, R^2=.519).* Beta coefficient IA, *β= .347, t = 4.025, p< .000;* EU, *β= .310, t = 3.561, p<.001;* Ratings, *β= .256, t = 3.439, p<.001).*

The assumption that perceived value has a strong significant positive relationship with loyalty intentions was also confirm true; *(F (1, 103) = 59.697, p< .000, R^2=.367).* Beta coefficient perceived value, *β= .606, t =7.860, p<.000.*

4.6 Hypothesis Testing

Table 5: Hypothesis Testing

	A	B
Hypothesis 1	Not Rejected	Not Rejected
Hypothesis 2	Not Rejected	Not Rejected
Hypothesis 3	Rejected	Rejected
Hypothesis 4	Not Rejected	

Chapter 5

DISCUSSION

The objective of this study is to examine in what way the perceived value of OTAs in Nigeria is impacted by the attendance of social-media on their websites. Most notable of the previous studies on the dimensions of e-service quality is Parasuraman et al., (2005). The current e-service quality dimensions from several scholars (Parasuraman, Zeithaml, & Malhotra, 2005; Park, Gretzel, & Sirakaya-Turk, 2007; Wolfinbarger & Gilly, 2003) was applied to decide exactly in what way social-media impacts perceived quality and value. These elements were modified so as to fit peculiarities of social-media as well as the services offered by OTAs. While the objective was to assess the influence of e-recovery service dimension as well as electronic service quality dimension on loyalty intention, most of the respondents from the questionnaire indicated that the questions on service recovery in the questionnaire does not apply to them. The reason for this could be that the OTAs they patronize do not have a service recovery channel online. Nevertheless, based on Parasuraman & Grewal (2000)'s chain of quality-value-loyalty, excellent quality of service boosts the value perceived, which subsequently, increases loyalty of the customer. Thus, this study applied e-service quality dimensions to test the influence of OTAs on perceived value, and on loyalty intentions.

5.1 Theoretical Contribution

Accuracy of the information provided by the reviews and ratings on the website of OTAs plays a significant influence on the perceived value as well as on loyalty

intention is one principal finding from this study. It is thus suggested that accuracy of the reviews and ratings on the website of OTAs is certainly driving the quality of e-service. This definitely suggests that by improving content quality (the level a user thinks all information he/she needs is found in the online travel reviews submitted by a trusted reviewer), an OTA can enhance the e-service quality delivered. Parasuraman et al., (1988) established that the employees' courtesy and knowledge coupled with their aptitude to enthuse confidence as well as trust, wields substantial impact on service. The ability to inspire confidence as well as trust by an online reviewer is somewhat like the assurance dimension of service quality. This semblance supports the assumption that the content quality of online travel reviews drives the quality of e-service then subsequently perceived value as well as loyalty. A number of scholars had similar results too. Flavían, Guinalíu and Gurrea's (2006) research examined whether perceived website's trust, ease of use and satisfaction has an impact on the internet user's loyalty. Their findings revealed that if the content on the website could show higher levels of benevolence, honesty and perceived competence, it will definitely have a positive significant effect on the loyalty of users.

Another finding of this study was that the absence of social media responsiveness and contact negatively influences perceived value although it is very low and not significant. This is definitely because most respondents indicated that social media responsiveness and contact does not apply to their OTAs. This shows that these OTAs do not have a contact for service recovery on social media and subsequently cannot be responsive on social media. This is similar to the findings of Wesselman (2008), who found out that only 8% of respondents indicated that social media contact was applicable to their OTAs. Ease of using OTA websites was surprisingly

found to be not significant to perceived value although it is found to be significant in the study conducted by Parasuraman et al., (2005) and Park et al., (2007). One good likely reason for this could be that OTAs often use the same designs, which have led to the standardization of the online reviews and as a result, it has lost it 'wow-effect', and influence on e-service quality and perceived value.

5.2 Implication for Managers

Asides from the theoretical contribution to e-service quality, this study also has some relevant implications for managers of OTAs and probably other similar service providers. Since mere web presence and low prices cannot guarantee competitive advantage in the market place, superior service quality has become essential in other to guarantee excellent performance in the market place on a long term (Zeithaml et al., 2000 & Parasuraman & Grewal, 2000). This study has shown that accuracy of information of online travel reviews is an important contributor to quality of e-service provided. Thus managers of OTAs should ensure that the reviews on their website accurately provide the information their consumers are looking for. They should also ensure that these reviews are honest by providing the information of the reviewer so it can be corroborated that the reviewer is a real person not affiliated to the OTA, and so that their expertise and credibility can be verified by the consumer as suggested by Yoo et al., 2009.

Although the negative influence of the absence of social media responsiveness and contact on perceived value is very low and not significant, it is enough to inspire managers to ensure that they set up service recovery channels on social media.

5.3 Limitations and Future Research

Quite a few limitations were faced during the course of this research work which needs to be accounted for. First, the convenience sampling method through which the sample was collected has grave limitations although it is the most affordable and least time consuming (Malhotra & Birks, 2007). Also, respondents don't represent a defined population as a result; meaningful theoretical generalization of the results of the study is not right (Malhotra & Birks, 2007). In addition, the respondents are made up majorly of Nigerians in addition to an insignificant number of few non-Nigerians. Future studies have to examine the impact of social-media with working samples from various nationalities, because impact of e-service quality dimensions may differ from culture to culture (Sigala & Sakellaridis, 2004). Reason being that there are a large number of foreign nationals in Nigeria and hospitality and tourism websites often target multicultural and multinational consumers by developing effectively localized gateways of their web stores. Also the sample only made up of 105 respondents. While that is adequate for factor analysis and multiple linear regression (Brace et al., 2009), for a reliable analysis this is the actual minimum of a number of respondents. In the future, so as to get reliable results, a considerably larger size of sample is best. This probably can be done by work together with an online travel agency so as to send the questionnaire out to their clients.

5.4 Conclusion

The objective of this study is to examine the influence of social media on the website of online travel agencies on the perceived e-service quality of their consumers. It was proposed by means of extensive literature that a number of dimensions could be used also to features of social-media on OTA sites. The study particularly examined the influence reviews and ratings on the sites of OTAs have on perceived e-service

quality which in turn impacts loyalty intention based on the chain of quality-value-loyalty. An example of social media is online travel reviews.

The findings of a number of multiple regression analyses indicated that the accuracy of information given in the OTA online reviews significantly influences perceived value and loyalty intention positively. Information accuracy of OTA reviews was described the extent a user considers the info given on the OTA reviews are honest and of quality.

Since it has suggested by Parasuraman and Grewal (2000) that service quality drives loyalty intention and perceived value, the research questions answered that the social-media positively impacts quality of e-service as consumers perceive that the content generated by other users in online reviews are accurate and honest. This study did not indicate that the ease of using OTA reviews have a significant impact on the value perceived by users. Neither has this study shown that the absence of social media responsiveness and contact have a significant impact on perceived value although it indicated that perceived value successfully mediated the relationship between accuracy of information on OTA reviews and loyalty intention of consumers.

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APPENDIX

Appendix A: Questionnaire

This survey examines the interactions between social media and the e-service quality of online travel agencies in Nigeria, and the impact of these interactions on customer loyalty intentions. Please answer all the questions. When answering the following questions, please think back to the last time you booked a flight ticket, vacation package or hotel room on the website of an online travel agency.

An online travel agency is not a direct supplier (e.g. a hotel or an airline company), but an intermediary between you and the supplier(s). Examples of online travel agencies with operations in Nigeria include: Wakaanow.com, hotels.ng, Booking.com, Travelstart, Holloway, Ajala.ng, Travelbeta, cheapflights.com.ng etc. Traditional travel agencies with a web shop can also be considered as an online travel agency. Thank you for your time.

1. Please indicate which online travel agency you used/booked in your last experience: _____

2. When was the last time you made a booking on this website?

3. How often do you use this website?

- o Weekly
- o Once in 2 weeks
- o Monthly
- o Once in 2 months
- o Others _____

4. Which of these Social Media sites does the online travel agency () maintain an active account?

YouTube	Twitter	Snapchat
Facebook	Google+	Pinterest
WhatsApp	Skype	LinkedIn
Instagram	Viber	Others_____

5. On which of these Social Media platforms do you follow the travel agencies?

6. How many ratings did you read before booking?

7. *Please rate the website's performance on each item using a 5-point scale (1 = strongly disagree, 5 = strongly agree).*

Efficiency/Ease of Use	1	2	3	4	5
The online travel agency website makes it easy for me to find ratings and reviews from other customers.					
The ratings and reviews on the online travel agency website make the booking decision easier for me.					
The ratings and reviews on the online travel agency website help me evaluate alternatives.					
I think that the ratings and reviews on the online travel agency website are well organized.					
I think that the ratings and reviews on the online travel agency website are simple to use					

Information Accuracy	1	2	3	4	5
I think that the ratings and reviews on the online travel agency website are useful					

I think that the number of ratings and reviews on the online travel agency website is sufficient					
I think that the ratings and reviews on the online travel agency website are informative					
I think that the ratings and reviews on the online travel agency website are up-to-date					
I think that the ratings and reviews on the online travel agency website are accurate					
I think that the ratings and reviews on the online travel agency website are relevant					
I think that the ratings and reviews on the online travel agency website are believable					
I think that the ratings and reviews on the online travel agency website are trustworthy					
The ratings and reviews on the online travel agency website come from an independent source (the reviewer is not paid to write review/does not benefit from writing a review)					
I can easily identify the profile of the reviewer					

Fulfillment	1	2	3	4	5
I think that the ratings and reviews improve the truthfulness of the online travel agency website					
The ratings and reviews on the online travel agency website reduce the uncertainty I feel when I make a booking decision.					
The service that I received was described accurately by the ratings and reviews on					

the online travel agency website.					

Social Responsiveness	1	2	3	4	5	N / A
The online travel agency takes care of my problems on social media promptly (e.g. via Facebook, Twitter, WhatsApp, Instagram etc.)						
The online travel agency is ready and willing to respond to my needs/problems through social media (e.g. via Facebook, Twitter, WhatsApp, Instagram etc.)						
The online travel agency responds adequately to my needs through social media (e.g. via Facebook, Twitter, WhatsApp, Instagram etc.)						
The site has customer service representatives available through social media (e.g. via Facebook, Twitter, WhatsApp, Instagram etc.)						
The site enables me to communicate with other customers on social media (e.g. via Facebook, Twitter, WhatsApp, Instagram etc.)						

6. Indicate your likelihood of engaging in each behavior on a 5-point scale (1 = very unlikely, 5 = very likely).

Loyalty Intentions How likely are you to . . .	1	2	3	4	5
Say positive things about this online travel agency to other people?					
Recommend this online travel agency to someone					

who seeks your advice?					
Encourage friends and others to do business with this online travel agency?					
Consider this online travel agency to be your first choice for future transactions?					
Do more business with this online travel agency in the future?					
Say positive things about the online travel agency through social media?					
Recommend this online travel agency to other consumers through social media?					
Encourage other consumers through social media to do business with this online travel agency?					

6. What is your age?

7. What is your gender?

- o Male
- o Female

8. What is your employment state? Are you currently …

- o A student
- o Employed
- o Out of work and looking for work
- o Out of work but not looking for work
- o Retired
- o Unable to work
- o Other

9. What is your nationality?

10. What is the number of trips you took in the past two years?

- o None
- o 1 – 2 trips
- o 3 – 6 trips
- o More than 7 trips