

A Study on Travel Website Quality Towards Customer Satisfaction Influencing Purchase Intention

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Abstract: *The phenomenal growth of the online travel industry has revolutionized the way consumers search, plan, and purchase travel services. This research "A Study on Travel Website Quality Towards Customer Satisfaction Influencing Purchase Intention" examines the contribution of travel website quality towards influencing customer satisfaction and how customer satisfaction affects purchase intention. The study is based on critical aspects of website quality, such as usability, information accuracy, responsiveness, and appeal in design. Furthermore, the research analyzes the mediating effect of trust between website quality and customer intent to purchase. A questionnaire with a structured format was given to users of travel websites who use them on a regular basis, and data analysis was carried out using quantitative approaches. The results are anticipated to establish that increased website quality contributes to higher levels of customer satisfaction, hence leading to user booking of travels. In addition, trust is expected to have a substantial impact on the relationship between website quality and buying behavior. The findings of this research will provide online travel agency managers, website designers, and marketers with useful insights for providing an improved user experience and customer retention. This study adds to the body of knowledge on digital consumer behavior in the online travel industry.*

Keywords: Quality of the travel website, purchase intention, customer satisfaction, usability, trust, online booking, consumer behavior, user experience

