

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

I. INTRODUCTION

The introduction of digital technology has greatly influenced how consumers interact with the travel sector. Travel websites online have emerged as vital tools for customers to search, compare, and make bookings for travel services like flights, accommodations, and vacation packages. With rising competition among travel service providers, the quality of the website becomes a key factor in attracting and maintaining customers. Important website quality elements such as ease of use, information fidelity, visual satisfaction, responsiveness, and functionality have a direct influence on the overall user experience. These characteristics, executed well, add up to higher customer satisfaction, frequently a robust intention for purchase.

Customer satisfaction in the digital space not only drives repeat visits but also constructs confidence in the site, prompting users to finalize bookings and suggest the service to others. In addition, users tend to spread their experiences via online reviews or eWOM, which will subsequently have an effect on the purchasing decision of prospective consumers. The main focus of this study is to investigate the connection between website quality of travel websites and customer satisfaction, and how this satisfaction will, in turn, affect the user's purchase intention. It also looks into the mediating function of trust and draws useful conclusions for companies aiming to maximize customer involvement in the online travel industry.



Statement of the Problem

In the current competitive online world, websites for travel are central to shaping customer behavior in searching and purchasing travel services. Although most sites provide comparable services, the website quality tends to influence customer satisfaction and whether they complete a booking. Even with advancements in technology, customers often find themselves experiencing problems like poor navigation, incorrect information, slow loading speeds, or distrust of payment methods. These failures can result in dissatisfaction, trust loss, and eventually, abandonment of the site. Customer satisfaction, although it is extensively recognized as a driving force behind consumer behavior, is not yet clearly understood in the mediating role it may play between website quality and purchase intent, particularly in the context of travel bookings. Hence, one must look into the ways in which some features of a website determine customer satisfaction and how satisfaction affects their purchase intention. This research fills this void by analyzing the drivers of online travel purchase intentions.

II. LITERATURE REVIEW

Customer satisfaction in the travel sector is greatly dependent on the general quality of travel websites, which are the main interface between service providers and users. The success of the website depends on critical factors such as navigation ease, pleasing design, correct and informative content, and responsiveness. These are major factors in having a good user experience. Almakayeel (2023) underscored that highly usable and clear websites significantly improve customer satisfaction since they enable users to quickly locate information and easily navigate the site. Martínez-González and Álvarez-Albelo (2021) also presented the idea that custom experiences and strong first impressions attribute to emotional engagement, which not only boosts user satisfaction but also the establishment of long-term loyalty. Trust comes forth as a critical mediating variable in the connection between perceived site quality and purchase intentions of users. Relating to Lee and Min (2021), supplying credible, timely, and relevant information generates a feeling of security and confidence among users, which is crucial for translating browsing behavior into purchasing action. Aiding this, Albayrak et al. (2023) discovered that both mobile travel app service quality and system quality contribute to building brand trust, which notably raises the probability of repeat reservations. In present times, in digital surroundings, social media presence and electronic word of mouth (eWOM) have emerged as influential drivers of travel-related choices. Irfan et al. (2022) found that online traveler-generated content, particularly travel vlogs on online platforms such as YouTube and Instagram, plays a direct role in consumers' travel intentions, especially when combined with a positive image of the destination. Similarly, Anubha and Shome (2020) noted that millennials, being a core segment in online travel services, are highly dependent on credibility, details, and trustworthiness of online reviews prior to making any travel purchase. In addition, real-time support systems like live chat functionalities are also an important aspect of enhancing customer confidence. Todorova et al. (2022) emphasized that live communication tools not only resolve user queries in time but also enhance trust and satisfaction by providing instant help, ultimately leading users to go ahead with their bookings. All in all, these elements highlight the necessity of a highly quality, credible, and interactive web presence for travel websites in determining user behavior and improving purchase intention.

Objectives of the study

- To examine the relationship between travel website quality and customer satisfaction, focusing on key dimensions such as usability, information accuracy, responsiveness, and design appeal.
- To evaluate the mediating role of trust between website quality and purchase intention among online travel users.

Research Gap

Although the existing literature discusses the effects of travel site quality on purchase intention and satisfaction, some main gaps exist. The majority only addresses general factors like trust and usability without considering other upcoming digital features such as mobile experiences, AI chatbots, and recommendations. Few comparative studies are conducted across platforms, and also very little research involves user factors such as location, age, and digital literacy. Long-term



post-COVID behavioral changes and technology trust are also less researched. Secondly, few use primary data or include regional perspectives. These deficiencies underscore the necessity for in-depth, data-backed research into changing technologies, user segmentation, and platform specific effects.

III. RESEARCH METHODOLOGY

This research employs a quantitative research method to analyze the interaction between the quality of travel websites, customer satisfaction, and purchase intent. The study seeks to determine how certain aspects of websites like usability, design, responsiveness, and information accuracy contribute to user satisfaction and how such satisfaction also impacts their intent to book a trip. The research also tests the mediating role played by trust in this interaction. A total of 123 individuals responded to the questionnaire, providing a varied sample for analysis. Data collection was done through a Google Forms survey, which included multiple-choice and rating-scale questions.

The survey link was promoted via social media, email and word of mouth over the period of two weeks. All participants were informed concerning the study nature and provided their consent before making their contribution. To guarantee accurate responses and privacy, the responses were obtained anonymously.

IV. DATA ANALYSIS AND INTERPRETATION

TABLE 1 – Demographic Factors

Basis	Particulars	Frequency	Percentage
Age	18-20	69	56.0
	20 - 35	20	16.2
	35-40	24	19.5
	40 and above	10	8.1
	Total	123	100
Gender	Male	70	57
	Female	30	24.3
		23	18.6
	Total	123	100
Occupation	Employed	24	19.5
	Self employed	27	22
	Student	65	52.8
	Others	7	5.6
	Total	116	100

Majority (56%) are between 18–20 years, indicating that the sample is predominantly young.

This suggests the responses may reflect the views and preferences of **Gen Z or late teens**, likely students or recent school-leavers.

Only a **small proportion (8.1%) are over 40**, so the data may not strongly represent older age groups.

57% of respondents are male, followed by **24.3% female**, and **18.6% others or undisclosed**

This shows a **gender imbalance**, with a stronger male representation.

The notable percentage (18.6%) of others/undisclosed suggests the sample is **either inclusive** or that gender was **optional or skipped by many**.

The majority (52.8%) are **students**, confirming that the survey largely captures the youth or academic population.

41.5% are economically active (employed or self-employed), while a small 5.6% fall into the “Others” category.

The dominance of students implies that **education-related, digital, or youth-oriented trends and behaviours** are likely reflected in the responses.



TABLE 2- Would you prefer the same travel website?

Response Option	Percentage	Count
Strongly agree	29.3%	36
Agree	30.9%	38
Neutral	13%	16
Disagree	17.1%	21
Strongly disagree	9.8%	12
Total Responses	100%	123

A combined **60.2%** (Strongly Agree + Agree) **positively agree** with the statement.

(This indicates **majority support** or favourable perception towards the topic in question.)

Only **26.9%** (Disagree + Strongly Disagree) expressed **disagreement**, which is comparatively low.

13% remained Neutral, suggesting a **small portion is undecided** or indifferent

TABLE 3 - Would you refer this website to friends or family?

Response Option	Percentage	Count
Strongly agree	30.1%	37
Agree	30.9%	38
Neutral	13%	16
Disagree	15.4%	19
Strongly disagree	10.6%	13
Total Responses	100%	123

67.0% of respondents (Strongly Agree + Agree) **expressed a positive response**, suggesting **strong support or satisfaction** with the given statement.

Only **26.0%** (Disagree + Strongly Disagree) showed **opposition or dissatisfaction**.

A small group (13%) remained **neutral**, which may indicate **indifference or lack of clarity** about the issue

V. CONCLUSION

The rapid digitization of the travel industry has significantly transformed how consumers plan, evaluate, and book their holidays. This research aimed to explore the effect of travel website quality on customer satisfaction and how that satisfaction, in turn, influences users' intention to make a purchase. Furthermore, the study investigated the mediating role of trust in this relationship, offering important insights into online consumer behaviour in the travel domain.

One of the most significant findings is that website quality has a direct and strong impact on customer satisfaction. Consumers are more likely to be satisfied when they interact with travel websites that are visually appealing, easy to navigate, responsive, and provide accurate and concise information. Among these, usability, responsiveness, and reliability emerged as the most influential drivers of satisfaction. In the highly competitive online travel market, these factors are essential in ensuring positive user experiences that translate into customer loyalty and retention.

Importantly, the study confirmed that customer satisfaction strongly influences purchase intention. Users who report a positive experience on a travel site are more likely to complete a booking, return to the site for future use, and recommend it to others. Satisfaction, therefore, is not just a result of good service but a crucial driver of repeat business and word-of-mouth marketing. For travel service providers, understanding this relationship is key to improving conversion rates and ensuring long-term profitability.

Another major aspect uncovered by the study is the critical role of trust in the online travel booking process. While a well-designed website can create a favourable first impression, trust ultimately determines whether a user proceeds to make a purchase. This trust is shaped by several elements, including secure payment systems, clear and transparent terms and conditions, responsive customer service, and authentic user reviews. If users perceive a site as untrustworthy or insecure, even the best-designed platforms may fail to convert interest into action. Therefore, building trust deliberately—through design, policy, and brand reputation— is essential.



The study also highlighted the growing importance of real-time support features, such as live chat and instant messaging. These functionalities play a pivotal role in enhancing user confidence by offering immediate assistance, resolving doubts quickly, and reinforcing the reliability of the site. Their presence can significantly elevate both satisfaction levels and purchase intention, making them valuable tools for online travel platforms.

In conclusion, this research emphasizes the need for travel websites to focus not only on aesthetic and functional aspects but also on building trust and offering real-time support. Customer satisfaction acts as a bridge between website quality and purchase behaviour, and trust strengthens that bridge. For travel operators aiming to increase bookings, encourage repeat usage, and foster brand loyalty, investing in high-quality, trustworthy, and user-centric platforms is not optional—it's imperative

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