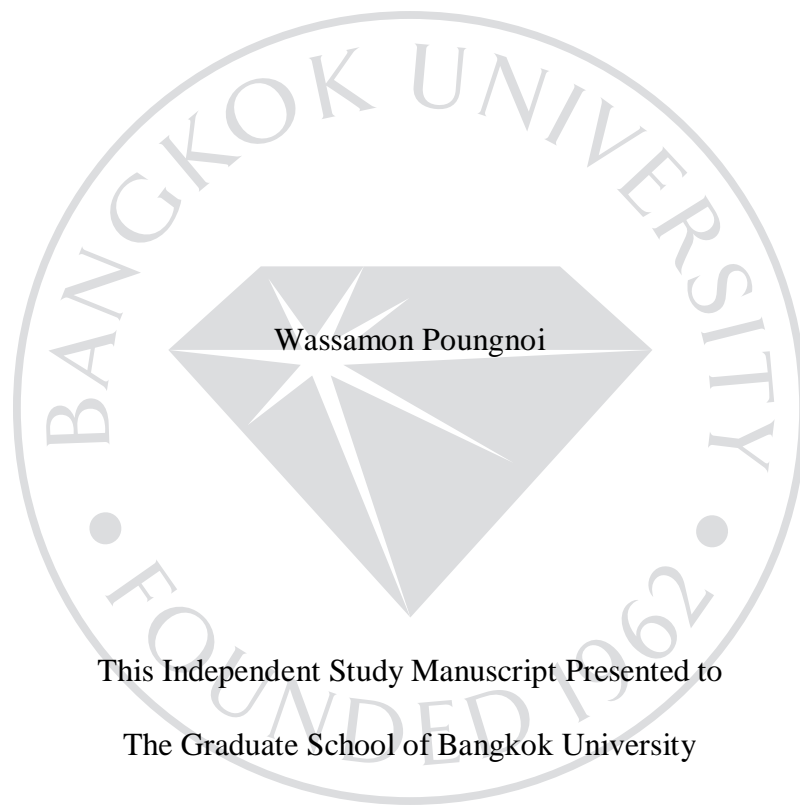THE EFFECT OF APPLICATION FEATURES AND COMMITMENT

ON TRUST AND E-LOYALTY OF CONSUMERS USING

ONLINE HOTEL AND FLIGHT BOOKING

THE EFFECT OF APPLICATION FEATURES AND COMMITMENT

ON TRUST AND E-LOYALTY OF CONSUMERS USING

ONLINE HOTEL AND FLIGHT BOOKING

Wassamon Poungnoi

This Independent Study Manuscript Presented to

The Graduate School of Bangkok University

In Partial Fulfillment

of the Requirements for the Degree

Master of Business Administration

2019

**This Independent Study has been approved by**
**the Graduate School**
**Bangkok University**


Title:   THE EFFECT OF APPLICATION FEATURES AND COMMITMENT ON

TRUST AND E-LOYALTY OF CONSUMERS USING ONLINE HOTEL AND

FLIGHT BOOKING

Author:    Miss Wassamon Poungnoi


Independent Study Committee:


Advisor

........................................................
(Asst. Prof. Dr. Lokweepun Suprawan)


Field Specialist

........................................................
(Dr. Sumas Wongsunopparat)


........................................................
(Suchada Chareanpunsirikul, D.B.A.)

Dean of the Graduate School

February 26, 2019

Wassamon, P., M.B.A., January 2019, Graduate School, Bangkok University.

The Effect of Application Features and Commitment on Trust and E-Loyalty of

Consumers Using Online Hotel and Flight Booking (90 pp.)

Advisor : Asst. Prof. Lokweetpun Suprawan, Ph.D.

ABSTRACT

The purpose of this research was to study the effect of application features and commitment on trust and e-loyalty of consumers using online hotel and flight booking. The samples used in the study were collected from 385 respondents through the offline questionnaires. The statistics used in the data analysis were descriptive statistics which are percentage, mean, standard deviation and the inferential statistics used to test the hypothesis are Simple linear regression analysis.

According to the results, it was found that the most of respondents were female between the ages of 26-33 years old with bachelor's degree. Moreover, the most of respondents were the private company employee with the income of 15,000-30,000 Baht. The majority of respondents used the application of hotel and flight booking were Traveloka type of service the application of hotel and flight booking were hotel booking, with being customers for 3 years. The frequency of they visit less than once a month. The majority of respondents spent 1,001-5,000 Baht for each time. In addition, the majority of respondents chose the application of hotel and flight booking because they thought the application had the application has convenience and they knew the application from seeing the advertises.

The results of the hypothesis test showed that the importance of creating loyalty by focusing on both hedonic and utilitarian features which effects to customer loyalty. Affective commitment and calculative commitment are also influenced to trust and e-loyalty of the online hotel and flight booking application and trust is importance of e-loyalty.

*Keywords: Application, E-loyalty., Hotel and Flight booking*
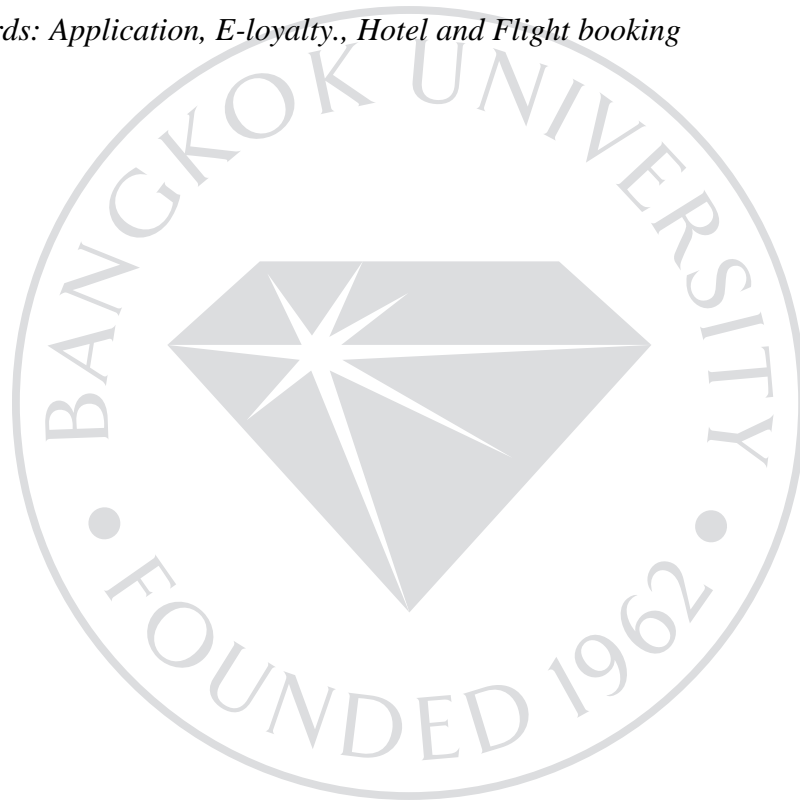
# ACKNOWLEDGEMENT

For this independent study, I appreciate to try my best to present this study. I need to thank my advisor Asst. Prof. Lokweetpun Suprawan, Ph.D. who advised me a lot of information, gave the knowledge, and guidance which was useful for this study to complete. It could not be possible for me to work on my own on this academic work and grateful and thankful for all the valuable discussions which I had with advisors.

Moreover, I need to thank my parents who always supported me to study and stayed beside me in every hard time and my MBA classmates who always gave me encourage and recommendation. Furthermore, I need to thank all my friends, including all respondents who cooperated and took the time to answer the questionnaires.

Finally, if there are any error or misspelling, the researcher would like to apologize, and researcher hopes this study will be the benefit for those who want to study or guideline in the future research.

Wassamon Poungnoi

# TABLE OF CONTENTS

TABLE OF CONTENTS (Continued)

LIST OF TABLES

LIST OF TABLES (Continued)

LIST OF TABLES (Continued)

LIST OF FIGURES

CHAPTER 1

INTRODUCTION

In this chapter will explain background and information of online booking hotel.

1.1     Background of Study and Statement of Problems

The internet is a worldwide network for interact each other and sharing information online. Internet is support popular service such as online socials network, file transfer or file sharing, games, commence and also useful for communication and develops as marketing tool because now consumer has a lot of channels which they can be able to contact with businesses. Nowadays, the shopping online which is the activity of purchasing products and services on the internet is coming more popular for people around the world.

Thailand's online shopping is also very popular right now because in the current situation of Thai's consumer have change, they are mostly like to shopping online. Thai behavior likes to have a simple, comfortable life. The shopping online is help them buy things easily, conveniently and it is not so complicate (Lim, Osman, & Salahudin, 2016).

The main factors that make the online shopping boom because it so convenience, comfort, saving time, saving cost, quick delivery and product are variety so the customer can compare with other stores. Consumers will not be spending much time for purchasing because it takes just a few clicks and it will directly be delivered to you (Adnan, 2014).

The online shopping is not only for customer buying products. There is also a services activity which all of them are in the online service such as booking flight,

travel packages, and the ticket is including the booking of hotel room and the research

from ETDA of Thailand (ETDA, 2017) shown the booking hotel online is 71.9% and

the booking hotel offline is 28.1%. This can describe that in the present the Social

media has become the most important because the big proportion is change lifestyle

from offline to online.

Currently, online business has grown tremendously, and smartphones have

become an important communication device in this time. Especially for

communication, entertainment or mobile transactions. By the research from (KEMP,

2018) their survey about internet usage statistics of Thailand has revealed information

about Thai internet using behavior that Thai people using social media every day and

user select using on mobile device. You can see from the Figure 1 that the figure has

shown that people using mobile connections by type in Thailand.
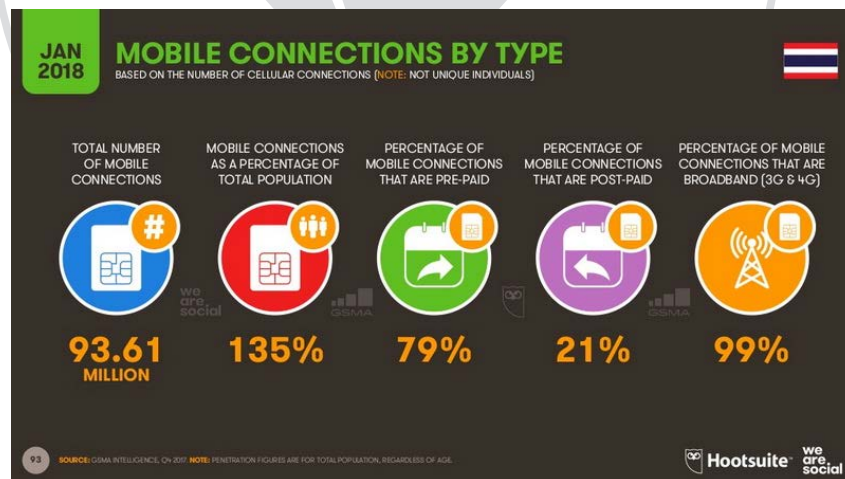


Figure 1.1: Presented of people using mobile connections by type in Thailand


The Figure 1 indicated Thailand has 93.61 million mobile phone users (higher

than Thai population), 79% are pre-paid and 21% are post-paid and 99% of Thai

mobile users Accessible to 3G and 4G.

Figure 1.2: Presented of Consumer Behavior on E-Commerce Purchases

      (during the past 30 days)

    The Figure 2 indicated Thai people 71% Search online for before decision purchases, 70% just visited an online retail shop,62% make a purchase a product or service online, 52% made an online purchase through a laptop or desktop computer and also 52% buy online via a smartphone.



Figure 1.3: Presented of E-Commerce growth by category

The Figure 3 indicated fashion / beauty are growth up 38%, toys and DIY items are growth up 30%, travel (products and services) are growth up 29%, food and personal care products are growth up 23%, furniture and appliance are growth up 23%, electrical and physical media are growth up 14%, Digital Music are growth up 6% and Video Games are growth 10%. So, this can describe that in the present Thai people is not just made an online purchase through a laptop or desktop computer, but customer also purchase online via a smartphone and travel category will growing up 29% and customer trend to increasing of using the online booking hotel and booking the hotel room includes flight ticket online.

The part an application of Travel the figure 4 below show before and after the tourist use since begin with an application that inspires or explores the application before traveling until the end of the application trip.



Figure 1.4: The part an application of Travel

You will see many applications of tourist using for travel since the start until the end of trip but in this research study just application for booking hotel include flight ticket. There are Expredia, Tripadvisor, Traveloka, Booking.com, Skyscanner, KAYAK, tiket.com.

The application will give much potential information to the customer who are interested in that hotel and flight ticket. The customer can check availability room or seat, check the rate price in that day and they can compare the price without contact the hotels or airline. The online booking is not just for booking flight ticket, but it is also answer the customer's question and also ask for the booking hotel room in your trip. The application booking can increase the sales of other packages or even upgrade the room or seat.

The application features can create consumer of purchasing behavior therefore understanding consumer is importance because it is useful for competitive with others competitor and understanding the factors that will influence the consumer to choose, to have trust and coming to buy it again, also it will be the benefit for developing product and improve strategies of business which will make a customer satisfaction. In Addition, all the businesses want to increase customer loyalty in their business.

Moreover, this study about application feature so the researcher select generation X and Y is respondents because generation X was born during the transition between technological changes such as from analog to digital (Gray, et al., 2016) and generation Y is familiar with social media and this generation more responsive to Internet information than others group. The research from ETDA of Thailand (2017) said the generation X and Y also play internet via smartphone. Therefore, this research will study the effect of Application features and Commitment on Trust and

E-Loyalty of Consumers Using Online Hotel and flight Booking. Furthermore, the knowledge of this research can apply to creating better online marketing strategies for hospitality industry and travel industry services.

1.2     Purposes of Study

        1. To study about application features (hedonic and utilitarian features) affect customer trust and loyalty to use online booking application.

        2. To study about the Customer commitment (Affective, Calculation commitment) affect customer trust and loyalty to use online booking application.

1.3     Importance of Study

 The results of the study are useful related persons.

    1. Owner of business or marketing department can understand the customer and can follow the relationship between social media and customers. The result of the study can apply to creating better online marketing strategies for hotels.

    2. The result of the study will be useful for the researcher in the future who study about the customer engagement and for other business such as consumable goods business.

1.4     Limitation Research

        The research study of the application feature which is the factor of commitment, trust and loyalty. the researcher selected the quantitative research using

survey method and collected data by questionnaire that was created, and the research

scope was defined as follows:

1.5    Scope of Sample

1.5.1 The population of this study are people who has experienced in using

online hotel and booking flight. So, the respondents of this study are male and female

customers who are generation X&Y, 24-53 years old or born in 1965-1994 (Gray,

Pattaravanich, Lucktong, & Sangkla, 2016)

1.5.2 Samples were selected from the population by convenient sampling

method. Therefore, the researcher selects the respondents by using the table of W.G.

Cochran which is infinity population size at the confidence level 95% and the

maximum error value is 0.05.

1.5.2.1 Scope of Variable

There are two variables in this research:

1) Independent Variable

1.1) Hedonic feature

1.2) Utilitarian features

1.3) Affective commitment

1.4) Calculative commitment

2) Dependent Variable

3.1)    trust

3.2)    loyalty

1.5.3 Scope of Time

The specific of time is on September 2018.

1.6     Definition of Term

· Engagement behavior

Behavior that customers want to express to the brand or organization such as click like, share and write comments on interest's topics. Suggestion Help or tell friends (Doorn, Lemon, & Mittal, 2010).

· Application

It's a kind of program. These programs are designed to work on specific areas, such as printing documents and images. From the past, these programs only work on computers but when the development use on the Smartphone it can call "application" and popularly call "App" (*What is an Application*, 2014).

· Commitment

The mentality that makes customers have confidence. In the organization or brand which trust. The organization gives the value to the customer (Morgan & Hunt, 1994)

· Trust

Trust is "assured reliance on the character, ability, strength, or truth of someone or something or one in which confidence is placed" (Morgan & Hunt, 1994) as stated by (Gommans, Krishnan, & Scheffold, 2001) trust is connect with security. Consumer cannot see product and salesperson while buying so it is important to build trust.

· Loyalty

The Emotional link between brand and customer that strong relation is

emotional connect that join consumer continuity of buying and consumption

(Oliver, 1999)

CHAPTER 2

LITERATURE REVIEW

The followings theories and related literature support the main conceptual framework of this study. There are 6 categories including

2.1   Application feature

2.2   Customer commitment

2.3   E-Loyalty

2.4   The commitment-Trust Theory

2.5   Conceptual Framework

2.6   Hypothesis

2.1      Application feature

Apariman (2005) has conclusion of Mobile Marketing is use smartphone medium communication and new channel of marketing between company and customer via smart phone. It is a personal channel that directly to the target audience and interacts with the target audience anywhere and anytime. Basically, mobile marketing is the process of planning and executing promotional plans and distribution of product and services through mobile channels. The Mobile marketing is a way to promote and increase potential marketing. Due to the marketing in this type can quick response of the target. Hualmanop (2015) discusses the concept of traditional marketing mix that cannot be adapted to communicate on smartphone. Therefore, they set the concept of part the mobile marketing mix is called an application.

The characteristic of application booking the complement product/service and quality information (picture of hotel's room, hotel or flight information, review) and

the customer (User) purchasing decision the complement include picture, information, promotion and connivance on the application (Ratreechote & Chaiprasit, 2018).

Khalaf (2017) suggested the design mobile application is important that help to increase the number of user and keep user therefor, the application have to develop and update all the time. It is attractive to user to download the application that relate to Huang & Benyoucef, 2013) indicated "e-commerce design as an important concept which highlight online communities"

Previous research that identify (a) hedonic value is based on the emotion and enjoyment experience when they are shopping (looking at the pictures of the hotel room) (Sajal & Kim, 2010). Fischer & Arnold (1990) tried to determine of Hedonic customers seek not only security transaction, privacy and quick access to huge quantity of information, but also the experience by emotional value which increases the pleasure, satisfaction, recreation and entertainments in web based transactions.

(b) Utilitarian value is help the user evaluate and conclude with regard to the use of the source (such as online shopping of a product or service.) which efficient and achieve their goals including the buying product or service such as comparing the prices, packet of hotel and flight, location of hotel, reviewing desired hotel, ability to effectively search for information of the hotel (Fischer & Arnold, 1990), and (Sajal & Kim, 2010)

Poyry (2012) a literature review in online shopping is recommendation that website should be design base on both of hedonic and Utilitarian feature. It is relate to research of Anil and Milos indicated hedonic and utilitarian feature significant effect on customer loyalty and can create positive outcome of shopping experiences

In summarize hedonic and utilitarian that the impact of utilitarian and hedonic to the increase purchases behavior which the positive point of utilitarian and hedonic feature for impulse buying over the social media (Verhagen & Dolen, 2011), (Kim & Eastin, 2011). The customer behavior decision build hedonic and utilitarian value but hedonic and utilitarian high or less value is different it depends on each of customer need and in the content of online hotel and flight booking on the application, the point should be on effective and trust search systems, easy understand and clear presentation of complete and stable information such as location, prices, restaurant, transportation, travel nearby and review comment for fulfilling a customer need.

## 2.2    Customer commitment

Commitment have been a long-term study but the beginning of the concept study with relationship between employees and organizations. The concept is applied to other fields such as education, the advertising industry and marketing (Doorn, et al., 2010). It is depending on the perspective of person which the concept of study. Examples social exchanges (Karen & Richard, 1978). marriage (Thompson & Spanier, 1983) business relationships (Morgan & Hunt, 1994).

In the present, the customers have changed. They have the option of seeking a product or service for their needs. It is only satisfaction that can happen and quickly disappears. It is become short – term relationship. However, we cannot overlook the customer because the satisfaction of customer like step, the first step of the quest for sensationalism or feeling good may be become deep commitment in the future (Siranu Pongtiman, 2010)

As stated by Morgan & Hunt (1994) is the risk and the belief that it will be difficult to find a partner who can give the same value that commitment. Partners can work together to maintain a value relationship. Another definition is that commitment is a significance or an evident agreement that the relationship must continue between the performer in the relationship (Dwyer, Paul, & Oh, 1987). These definitions that commitment is a determination to lost benefit in the short term in order to gain in the long-term benefits.

Mowday, et al., (1982) indicate commitment that is based on attitude or behavior. An attitude commitment involves to the person's intention to commit in a specific relationship, meanwhile the behavior commitment is more concerned with what one truly executes. In the literature of marketing and firm. Attitude commitment is mostly often used.

According to (Meyer, & Allen, 1991) said in the literature the dominant attitude of behavioral science is commitment include at least of an affective and calculative component.

The Affective Commitment

Affective Commitment has received significant attention in marketing literature that is a committed person has emotion for, or the person has a relationship with (Bansal, Irving, & Taylor, 2004), (Fullerton, 2009), (Gruen, Summers, & Acito 2000). In another literature of marketing is affective commitment that approach to involves the concept of loyalty and affective commitment of person does not about the economic and advantages of the relationship (Gilliland, & Bello, 2002). However, if the person feeling right or good experience, it will a strong affective commitment want and become involved in the relationship (Meyer, & Allen, 1991). Relate with

Meyer, Stanley, Herscovitch, & Topolnytsky (2002) "Trust has been found to have a strong impact on development of affective commitment".

Calculative Commitment

Calculative Commitment is the calculation is based on the cost and benefit and not true emotional of the relationship while the new customer is committed to predicting of results. Therefore, the nature of calculative commitment is tied to the quality and availability of alternatives (Meyer, et al., 2002).

Empirical studies of market research indicate that "if the committed person feels that there are locked-in and future values or that there is a lack of alternative relationship partners, this gives rise to calculative commitment" (Bansal, et al., 2004).

## 2.3     E-Loyalty

Caruana (2002) Customer loyalty is mean the willingness of customers to consider a service provider or vendor as the first choice among other vendor and behaviors that do not change to the brand or service from others. Even if there are influential events or incentives with marketing factors.

According to Oliver (1999) is deeply commitment to repurchase a preferred product or services consistently from a vendor. It affects to behavior change in the future.

Under this approach, loyalty is defined that strong relation between consumer and brand. That represents the expression of the emotional links that join consumer continuity and is manifested in situations of purchasing and consumption (Ltifi, & Gharbi, 2012).

Reichheld, & Schefter (2000) were shown three demonstrated in advantage of brand loyalty. The first one which is the most important and so expensive is to gain loyal customer. The second loyal customer consume more than brand switching which signs that they will spend more money in the future than others. The final one is when loyal customers suggest switcher to purchase in a specific store or brand and when loyal consumers are using word of mouth communication.

Srinivasan , Anderson, & Ponnavolu, (2002) E-loyalty is defined as the customer's favorable attitude towards the e-retailer that results in repeated buying behavior.

Ruiz & Lassar (2006) and Solomon, Bamossy, Askegaard, & Hogg. (2009) indicated the behavior of Internet users is different from customer buy retail due to the technological and culture change so fast so it affect to user on internet are more specific than normally customer. The e-loyalty have to revolutionize the traditional marketing concept to the channel and serve a convenience to customer through the technology (Schultz, 2000). Carol & Choon (2003) found that loyal users will feel be engage with the online and behavior is differently from normally customer. They are separate by frequency and volume of purchase including the behavior of the customer. From a Literature review about loyalty online have the element variables as follows.

Online Behavior is mean the behavior show online loyalty is customer come back to buy the same website again

Online loyalty depends on the individual needs and service through a good travel website that must be able to provide advice on products and services tourism, including the promotion of advertising and promotion, meets the needs of users. At the same time the name of the website must be easy to remember including tourist

information are correct and update. The last is facilitates the change or cancellation of reservations. That all under the strong and reliable security policies.

Word of Mouth is a factor in measuring customer loyalty. In previous research Reichheld & Sasser (1990), Srinivasan, et al., (2002) and Zeithaml, Berry, & Parasuraman (1996) found that loyal customers will say protect the brand when hear someone talks about bad way and found that in addition to these behaviors, Loyal customers also suggest to other people.

Willingness to Pay is customer loyalty are not change, although there are get better terms or conditions and this customer are flexibility about price or willing to pay high prices from loyal entrepreneurs (Flavian, Guinalia, & Gurrea, 2006).

Communication means the content displayed on the website. The performance information can be proactively aggressive and invite customers to come back to the see again.

The importance of loyalty to (Pearce, 1997) as stated that customers with high brand loyalty is the most valuable customers for the company including the purchase of large quantities. This will contribute to the long-term profitability of firm. So, they need to realize and compare tools to increase sales volume and expand marketing to bring about a variety of motivations Nevertheless, because when any persons who have loyalty that mean they have to respect, feel confident and feel comfortable to choose and Buy it again and again. Mcalexander, Schouten, & Koenig (2002) as online hotel and flight booking on the application, if they have a repeatedly behavior (Booking the same application again and again) that means that they have a loyalty.

2.4     The Commitment-Trust Theory

Morgan & Hunt (1994) indicated the trust is important to the commitment that shows the relationship between the customer and the organization. The trust is happening when people have confidence in being a participant in the exchange of trust.

Robinson & Stern (1997) explained the trust is the basis of communication relationships to provide services for corporate customers and it is necessary to learn the relational and familiarity theory in order to win and keep customers heart. There are five C.

1. Communication: Self-disclosure and Sympathetic Listening is employees should communicate with customers and make them feel comforted. The Employees also should be exposed and be sincere to help customer so that both parties are willing to share their feelings and ideas together.

2. Caring and Giving: It is become a feature of intimate relationships that include generosity, warmth, and feeling protect. This result is effect to a good customer experience.

3. Commitment: Commitment to the customer. The organization should take some disadvantage of the benefits for maintain a good relationship with customers.

4. Comfort or Compatibility: Make customer connivance and feel comforted.

5. Conflict Resolution and trust: If can make customers feel comforted, It is better for an organization to resolve a conflict with customers. the organization should show responsibility first. If the customer feel hesitation or doubt in the product or service that customers might think they will be disadvantage. So, Employees should

ask customers to hurry up or quickly reply before the customer will get angry or dissatisfied with the goods and services.

Ndubisi (2007) said the trust is a very important factor for loyalty and there is a positive relationship between trust and customer loyalty. The create customer confidence and delivery of quality service that affects the increase of customer trust to the organization.

There are several types of trust study, including psychology and economics. The psychology of the past. The Trust is generally focus on personal characteristics: habits, attitudes, and motives.

The conclusion the customer trust with provider is helps to reduce a risk perception and inability. Therefore, it is the way forward to long-term service relationships (Gefen, 2000) . If customer is high trust on e-commerce, the customer will be intention to buy more produce on online and the trust is the main factor is affected to satisfaction and customer loyalty (Mansour, Askenäs, & Ghazawneh, 2013).

2.5    Conceptual Framework

This part will show a conceptual framework based on the previous discussion of literature of the underlying concepts: hedonic feature, utilitarian features, affective commitment and calculative commitment on trust and e-loyalty of consumer using online hotel and flight booking.

The independent variable is the components of the relationship between social media and customers. Based on the previous literature review, Hedonic feature is based on the emotion and enjoyment experience when they are shopping (looking at

the pictures of the hotel room) (Sajal & Kim, 2010). Utilitarian feature is help the user evaluate and conclude with regard to the use of the source (such as online shopping of a product or service.) (Sajal & Kim, 2010) . Affective Commitment is the emotional relationship of the feelings and emotions of the contact (Meyer & Allen, 1991). Calculative Commitment is the calculation is based on a the cost and benefit (Meyer, et al., 2002).

According to dependent variable, customer trust and e-loyalty in booking application, trust is the important to the commitment that shows the relationship between the customer and the company (Morgan & Hunt, 1994) and trust is the main factor that getting customer loyalty because customer loyalty is deeply commitment to repurchase a preferred product or services consistently from a vendor (Oliver, 1999). Therefore, independent variables, dependent variables, and their relationships are proposed in the following.
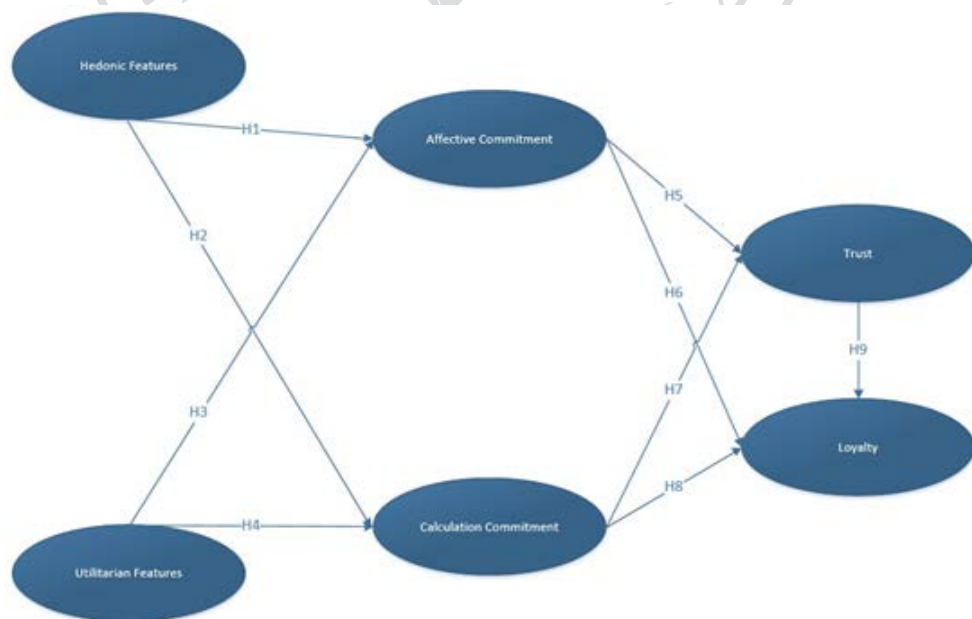


Figure 2.1: Conceptual Framework

2.5.1) Independent Variable

        1) Hedonic feature

        2) Utilitarian features

        3) Affective commitment

        4) Calculative commitment

2.5.2) Dependent Variable

        1)      trust

        2)      E-loyalty

2.6     Hypothesis

H1: the hedonic feature of booking application has an influence on affective commitment on users in Bangkok .

H2: the hedonic feature of booking application has an influence on calculative commitment on users in Bangkok .

H3: the utilitarian features of booking application has an influence on affective commitment on users in Bangkok.

H4:the utilitarian features of booking application has an influence on calculative commitment on users in Bangkok.

H5: the affective commitment of booking application has an influence on trust on users in Bangkok.

H6: the affective commitment of booking application has an influence on loyalty on users in Bangkok.

H7: the calculative commitment of booking application has an influence on trust on users in Bangkok.

H8: the calculative commitment of booking application has an influence on loyalty on users in Bangkok.

H9: the trust of booking application has an influence on loyalty on users in Bangkok.

# CHAPTER 3
# RESEARCH METHODOLOGY

In the study of "the effect of application features and commitment on trust and e-loyalty of consumers using online hotel and flight booking", researcher conducts as follows:

3.1  Population and Sampling to Determine

3.2  Steps to Create a Research Tools

3.3  Creating Tools Used in the Research

3.4  Data Collection

3.5  Analyses and Data Processing

## 3.1  Population and Sampling to Determine

Population

The population of this study are people who has experienced in using online hotel and booking flight. So, the respondents of this study are male and female customers who are generation X&Y, 24-53 years old or born in 1965-1994 (Gray, et al., 2016) because generation X was born during the transition between technological changes such as from analog to digital and generation Y is familiar with social media and this generation more responsive to Internet information than others group (Gray, et al., 2016). The research from ETDA of Thailand (2017) said the generation X and Y also play internet via smartphone. Therefore, the researcher selects the respondents by using the table of W.G. Cochran which is infinity population size at the confidence level 95% and the maximum error value is 0.05.

$$n = \frac{P\ (1-P)\ Z^{2}}{E^{2}}$$

| n | means | Sample size |
|---|-------|-------------|
| P | means | Population at random (0.5) |
| Z | means | Confidence level 95% (1.96) |
| E | means | Maximum error value (0.05) |

$$n = \frac{(0.5)(1-0.5)(1.96)^{2}}{(0.05)^{2}}$$

$$= 384.16$$

Therefore, the sample size should be 385 samples, so the researcher used a sample size of 385 samples.

Sampling

The selection of samples for this research. The researcher used convenience sampling (Non-Probability Sampling) The researcher selected a purposive sampling method which was used to determine whether the sample was consistent or representative. It is possible to study the purpose of the survey. The decision of the researcher in this research 385 questionnaires were distributed through online Google form and social network (Line and Facebook) by the researcher decided distributing the questionnaire to contact and talk to the user.

3.2     Steps to Create a Research Tools

1. Review literature from relevant papers and research on the topic of the study of concept, theory, design method, questionnaire.

2. Study of objective and the conceptual framework on the relationship between application features and commitment on trust and e-loyalty of consumers using online hotel and flight booking.

3. The questionnaire design developed and adapts the questionnaire for related with the theory used in research.

4. The questionnaire that was created for the independent study advisor to obtain guidance and validation of content validity.

5. Take the first tryout questionnaire with 40 non-sample groups to return for testing the reliability and make improvements to complete the questionnaire.

6. Reliability test by the researcher does Pre–test with sample group of 40 respondents to make sure that each question is appropriate and clearly to understand. Then, collect the research through SPSS program to test reliability coefficient with De Vellis'(2003) guidelines were followed for interpreting Cronbach's alpha: between 0.65 and 0.70: acceptable; between 0.70 and 0.80: respectable; between 0.80 and 0.90: very good  and the results are divided into the following:

Table 3.1 : Application features and customer commitment

| Variable | Example samples (n=40) | | Sample (n=385) | |
|---|---|---|---|---|
| | Total of questions | Cronbach's Coefficient Alpha | Total of questions | Cronbach's Coefficient Alpha |
| Hedonic feature | 4 | 0.726 | 4 | 0.832 |
| Utilitarian features | 4 | 0.716 | 4 | 0.832 |
| Affective commitment | 3 | 0.728 | 3 | 0.836 |
| Calculative commitment | 3 | 0.743 | 3 | 0.862 |

Table 3.2 : Trust and e-loyalty of consumers using online hotel and flight booking.

| Variable | Example samples (n=40) | | Sample (n=385) | |
|---|---|---|---|---|
| | Total of questions | Cronbach's Coefficient Alpha | Total of questions | Cronbach's Coefficient Alpha |
| Customer Trust | 5 | 0.888 | 5 | 0.838 |
| Customer E-loyalty | 5 | 0.755 | 5 | 0.835 |

7. Use the complete the questionnaire with 385 samples.

3.3    Creating Tools Used in the Research

The research instrument was a questionnaire constructed in order to study the development of brand e-loyalty in the application features of consumers using online hotel and flight booking. Researcher divide questionnaire into 4 parts.

Table 3.3 : Part 1: Personal information of respondents

| Variables | Level of Measurement | Grouping criteria |
|---|---|---|
| 1. Gender | Nominal | 1 = Male |
| | | 2 = Female |
| 2. Age | Ordinal | 1 = 18 - 25 |
| | | 2 = 26 - 33 |
| | | 3 = 34 - 41 |
| | | 4 = 42 - 49 |
| | | 5= 50 and Above |
| 3. Education | Ordinal | 1 = High School/ Diploma |
| | | 2 = bachelor's degree |
| | | 3 = master's degree or Higher |
| 4. Occupation | Nominal | 1 = Student |
| | | 2 = Government Official |
| | | 3 = Employee |
| | | 4 = Self Employed |
| | | 5 = Other |

Table 3.3 (Continued) : Part 1: Personal information of respondents

| Variables | Level of Measurement | Grouping criteria |
|---|---|---|
| 5. Income | Ordinal | 1 = Under 15,000 Baht |
| | | 2 = 15,000 Baht – 30,000 Baht |
| | | 3 = 30,001 Baht – 50,000 Baht |
| | | 4 = 50,001 Baht – 100,000 Baht |
| | | 5 = 100,001 Baht and more |

Table 3.4 : Part 2: The application of hotel and flight booking Information

| Variables | Level of Measurement | Grouping criteria |
|---|---|---|
| 1. What the applications do of hotel and flight booking you currently be customer and mostly use the service? (Can choose more than one choice) | Nominal | 1 = Traveloka<br>2 = Booking.com<br>3 = Skyscanner<br>4 = Tiket.com<br>5 = Expredia<br>6 = Tripadvisor<br>7 = Others |
| 2. What kind of service did you use on the hotel and flight booking applications? (Can choose more than one choice) | Nominal | 1 = Hotel booking<br>2 = Flight booking<br>3 = Car rental<br>4 = Airport taxi service<br>5 = Other |

(Continued)

Table 3.4 (Continued) : Part 2: The application of hotel and flight booking

Information

| Variables | Level of Measurement | Grouping criteria |
|---|---|---|
| 3. How long have you been using the hotel and flight booking applications? | Ordinal | 1 = Less than 1 year<br>2 = 1-3 Years<br>3 = 3 Years and above |
| 4. The frequency of visit applications hotel and flight booking. | Ordinal | 1 = Everyday<br>2 = 4-6 times/week<br>3 = 1-3 times/week<br>4 = 2-3 times/month<br>5 = Less than once a month |
| 5. How much money do you spent each time when booking hotel and flight | Ordinal | 1 = Less than 1,000 Baht<br>2 = 1,001-5,000 Baht<br>3 = 5,001-10,000 Baht<br>4 = 10,001-15,000 Baht<br>5 = More than 15,001 Baht |

(Continued)

Table 3.4 (Continued) : Part 2: The application of hotel and flight booking

Information

| Variables | Level of Measurement | Grouping criteria |
|---|---|---|
| 4. The frequency of visit applications hotel and flight booking. | Ordinal | 1 = Everyday<br>2 = 4-6 times/week<br>3 = 1-3 times/week<br>4 = 2-3 times/month<br>5 = Less than once a month |
| 5. How much money do you spent each time when booking hotel and flight | Ordinal | 1 = Less than 1,000 Baht<br>2 = 1,001-5,000 Baht<br>3 = 5,001-10,000 Baht<br>4 = 10,001-15,000 Baht<br>5 = More than 15,001 Baht |
| 6. Why do you choose the the applications of hotel and flight booking from your answer of question no.1in part 2? | Nominal | 1 = This application has the best service.<br>2 = This application has more varieties of products.<br>3 = This application has convenience.<br>4 = This application has the trust band and the good image.<br>5 = Other |

Table 3.4 (Continued) : Part 2: The application of hotel and flight booking

Information

| Variables | Level of Measurement | Grouping criteria |
|---|---|---|
| 7. How do you know the applications hotel and flight booking from your answer of question no.1 in part 2? | Nominal | 1 = Friends<br>2 = Family<br>3 = The advertises<br>4 = Other |

It is about Application features and customer commitment in online hotel and
flight booking by the question form is likert scale and the interval scale is divided into
5 levels which are Strongly Agree, Agree, Neutral, Disagree, and Strongly Disagree.

Table 3.5 : Part 3: Application features and customer commitment

| Variables | Level of Measurement | Grouping criteria |
|---|---|---|
| Hedonic feature | Interval | 5 = Strongly Agree |
| Utilitarian features | | 4 = Agree |
| Affective commitment | | 3 = Neutral |
| Calculative commitment | | 2 = Disagree |
| | | 1 = Strongly Disagree |

It is about Customer Trust and Loyalty in hotel and flight booking application.
by the question form is likert scale and the interval scale is divided into 5 levels which
are Strongly Agree, Agree, Neutral, Disagree, and Strongly Disagree

Table 3.6 : Part 4: Trust and Loyalty in hotel and flight booking application

| Variables | Level of Measurement | Grouping criteria |
|-----------|----------------------|-------------------|
| **Trust** | Interval | 5 = Strongly Agree |
| **E-loyalty** | | 4 = Agree |
| | | 3 = Neutral |
| | | 2 = Disagree |
| | | 1 = Strongly Disagree |

The researcher used the method to show the level of mean score, based on the score of the answers and then divided into the class (Kanlaya Vanichbuncha, 2006: 27) following:

$$Intervel\ (I) = \frac{Range\ (R)}{Class\ (C)}$$

$$= \frac{5-1}{5}$$

$$= 0.8$$

Criteria for interpretation of consumer opinion of the effect of application features and commitment on trust and e-loyalty of consumers using online hotel and flight booking.

| | |
|-----------|-------------------|
| 4.21 – 5.00 | Strongly Agree |
| 3.41 – 4.20 | Agree |
| 2.61 – 3.40 | Neutral |
| 1.81 – 2.60 | Disagree |
| 1.00 – 1.80 | Strongly Disagree |

3.4     Data Collection.

The data were collected by the researcher from the 2 main sources.

3.4.1 Primary Data is the information from the questionnaire was collected from a sampling population from user who are generation X&Y, 24-53 years old or born in 1965-1994 (paradorn, 2013) as online survey by using convenience sampling through the application such as Expredia, Tripadvisor, Traveloka, Booking.com, Skyscanner, KAYAK, tiket.com in this research 400 questionnaires were distributed through online via Google form and social network (Line and Facebook). The period of study in October-November 2018.

3.4.2 Secondary data is the data collected from relevant research, academic papers, articles related to relationship between customer and booking hotel and flight applications.

3.5     Analyses and Data Processing.

The researcher has set statistics for the analysis of data describing the variables of this study as follows.

3.5.1. Data analysis using descriptive statistics with computer program. The researcher used descriptive statistics to describe the results of the study as follows:

1 Analysis of the characteristics of the respondents Gender, Age, Education, Occupation, and Income per month (Part1) therefor the describe statistics are frequency, percentage, mean (x), standard deviation (SD).

Additional analyze relationship in the application hotel and flight booking from questionnaire of part 2 also describe statistics are frequency, percentage, mean (x), standard deviation (SD).

3.5.2. Analysis of data using inferential statistics by the researcher used the for inferential statistic describe the results of the study as follows:

1. Simple Linear Regression to examine each of hypothesis. Simple linear regression is a linear regression model with a single explanatory variable, used to summarize and study relationships between two continuous (quantitative) variables to find out that independent and dependent variables can predict or explain the variance of variables (Coraline co. ltd, 2017)
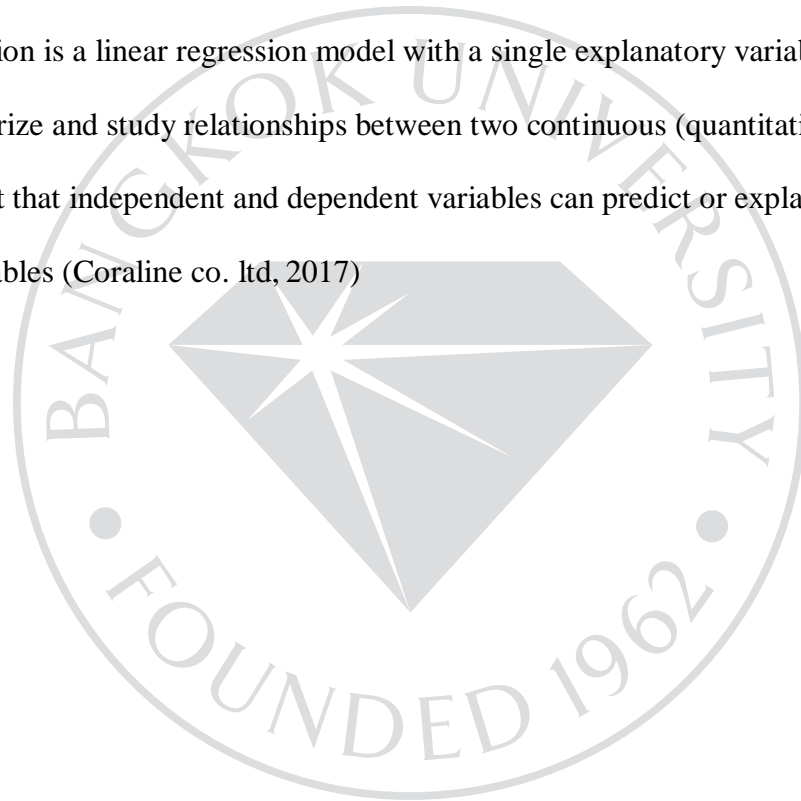
CHAPTER 4

RESEARCH FINDING AND DATA ANALYSIS

In this chapter, researcher presents the result of the research "The Effect of Application Features and Commitment on Trust and E-Loyalty of Consumers Using Online Hotel and flight Booking". The sampling population from user who are generation X&Y and the researcher in this research 385 questionnaires were distributed through online Google form and social network (Line and Facebook). The researcher analysis of statistical data by using the computer program and the researcher divided the analysis into 5 parts:

Part 1: The analysis of respondent's personal information

Part 2: The analysis of respondent's the application of hotel and flight booking information.

Part 3: The analysis of respondent's attitudes about the application features and commitment in online hotel and flight booking

Part 4: The analysis of respondent's attitudes about the trust and e-loyalty in booking hotel and flight application.

Part 5: The analysis of hypothesis Testing

The Researchers have defined the symbols and abbreviations used in the analysis of data as follows.

| | | |
|---|---|---|
| n | = | Sample size |
| X | = | Mean |
| S.D. | = | Standard Deviation |
| Sig. | = | Statistical significance of the test |
| t | = | Student distribution (Student t test) |
| B(beta)= | | Regression coefficient |
| Adjusted R Square = | | Coefficient of Adjusted |
| Std. Error = | | Statistical significance of the test |
| α = | | level of significance [e.g.,0.059Type I error)] |

Part 1: The analysis of respondent's personal information is gender, age, education, occupation, and income. The numbers and percentages are as follows:

Table 4.1 : Number and percentage of the respondent's gender

| Personal information | Number | Percentage |
|---|---|---|
| 1. Gender | | |
| Male | 134 | 34.8 |
| Female | 251 | 65.2 |
| Total | 385 | 100 |

Gender: The samples of the application of hotel and flight booking customers were more female than male that can accounted for 65.2% and 34.8%, respectively.

Table 4.2 : Number and percentage of the respondent's age

| Personal information | Number | Percentage |
|---|---|---|
| 2. Age | | |
| 18 - 25 | 89 | 23.1 |
| 26 - 33 | 237 | 61.6 |
| 34 - 41 | 37 | 9.6 |
| 42 - 49 | 18 | 4.7 |
| 50 up | 4 | 1.0 |
| Total | 385 | 100 |

Age: Based on age was found that most of the respondents were 18 – 25 years old in the total of 89 respondents or 23.1%. The next, 26 - 33 years old were 237 respondents or 61.2%. 34 - 41 years old were 37 respondents or 9.6%. 42- 49 years old were 18 respondents or 4.7%. Lastly, up to 50 years old were 4 respondents or 1.0%.

Table 4.3 : Number and percentage of the respondent's education

| Personal information | Number | Percentage |
|---|---|---|
| 3. Education | | |
| High School/ Diploma | 45 | 11.7 |
| Bachelor Degree | 301 | 78.9 |
| Master Degree or Higher | 39 | 10.1 |
| Total | 385 | 100 |

Education: Most of the respondents had bachelor degree, 301 respondents or 78.9%. High School/ diploma was founded in 45 respondents or 11.7%%. The lowest was master degree or higher that can be counted in 39 respondents or 10.1%.

Table 4.4 :Number and percentage of the respondent's occupation

| Personal information | Number | Percentage |
|---|---|---|
| 4. Occupation | | |
| Student | 17 | 4.4 |
| Government Official | 13 | 3.4 |
| Employee | 278 | 72.2 |
| Self Employed | 48 | 12.5 |
| Others | 29 | 7.5 |
| Total | 385 | 100 |

Occupation: Most of the sample consisted of 278 employees, accounting for 72.2%. Second, self-employed was 48 respondents or 12.5%. Third, others such as wife house were 29 respondents or 7.5%. Fourth student were17 respondents or 4.4%. The lowest of were government official were 13 respondents or 3.4%.

Table 4.5 : Number and percentage of the respondent's income

| Personal information | Number | Percentage |
|---|---|---|
| 5. Income | | |
| Under 15,000 Baht | 55 | 14.3 |
| 15,001 Baht – 30,000 Baht | 226 | 58.7 |
| 30,001 Baht – 50,000 Baht | 82 | 21.3 |
| 50,001 Baht – 100,000 Baht | 16 | 4.2 |
| 100,001 Baht and Above | 6 | 1.6 |
| Total | 385 | 100 |

Income: Under 15,000 Baht was the most samples that were 55 respondents or 14.3%. 15,001 Baht – 30,000 Baht was counted as 226 respondents or 58.7%. 30,001 Baht – 50,000 Baht had 82 respondents or 21.3%. 50,001 Baht – 100,000 Baht was 16 respondents or 4.2%. Lastly, 100,001 Baht and above was 6 respondents or 1.6%.

**Part 2: The analysis of respondent's the application of hotel and flight booking information.**

Table 4.6 : Number and percentage of the respondent's application of hotel and flight

booking information.

| The application of hotel and flight booking information | Number | Percentage |
|---|---|---|
| 1.What the applications do of hotel and flight booking you currently be customer and mostly use the service (Can choose more than one choice) | | |
| Traveloka | 285 | 43.64 |
| Booking | 159 | 24.35 |
| Skyscanner | 44 | 6.74 |
| Tiket.com | 4 | 0.61 |
| Expedia | 70 | 10.72 |
| Tripadvisor | 13 | 1.99 |
| Other | 78 | 11.94 |
| Total | 730 | 100 |

* This question can answers more than one choice.

From table 4.6, the mostly of respondents using The application of hotel and

flight booking were Traveloka which equal to 285 respondents (43.64%), Booking

159 respondents (24.35%), Other such as booking flight direct to the airline

application or  website and booking the via hotel's website did not via agency's

application were 78 respondents (11.94%), Expedia 70 respondents (10.72%),

Skyscanner 44 respondents (6.74%), Tripadvisor 13 respondents (1.99%), Tiket.com

4 respondents (0.61%).

Table 4.7 : Number and percentage of the respondent's application of hotel and flight

booking service.

| The application of hotel and flight booking service | Number | Percentage |
|---|---|---|
| 1. What kind of the hotel and flight booking applications did you use (Can choose more than one choice) | | |
| Hotel booking | 277 | 50 |
| Flight booking | 242 | 43.7 |
| Car rental | 18 | 3.2 |
| Airport taxi service | 4 | 0.7 |
| Other | 13 | 2.3 |
| Total | 944 | 100 |

\* This question can answers more than one choice.

From table 4.7, the majority of respondents Hotel booking which equal to 277

respondents (50%), Flight booking 242 respondents (43.7%), Car rental 18 respondents

(3.2%), other 13 respondent (2.3%) and Airport taxi service 4 respondents (0.7%).

Table 4.8 : Number and percentage of the respondent's duration of the application of

hotel and flight Customer

| Duration of the application of hotel and flight Customer | Number | Percentage |
|---|---|---|
| 1. How long have you been using the hotel and flight booking applications | | |
| Less than 1 year | 152 | 39.5 |
| 1-3 Years | 158 | 49 |
| 3 Years and above | 75 | 19.5 |
| Total | 385 | 100 |

From table 4.8, the mostly of respondents being customers of the hotel and flight

booking applications for 1-3 years which equal to 158 respondents (49%), less than 1

year 152 respondents (39.5%), and 3 years and above75 respondent (19.5%).

Table 4.9 : Number and percentage of the respondent's frequency of visit applications

hotel and flight booking.

| Frequency of visit applications hotel and flight booking | Number | Percentage |
|---|---|---|
| 1. The frequency of visit applications hotel and flight booking. | | |
| Everyday | 2 | 0.5 |
| 4-6 times/week | 11 | 2.9 |
| 1-3 times/week | 38 | 9.9 |
| 2-3 times/month | 129 | 33.5 |
| Less than once a month | 205 | 53.2 |
| Total | 385 | 100 |

From table 4.9, the mostly of respondents visit applications hotel and flight booking for Less than once a month which equal to 205 respondents (53.2%), 2-3 times per month 129 respondents (33.5%), 1-3 times per week 38 respondent (9.9%), 4-6 times per week 11 respondents (2.9%), and everyday 2 respondents (0.5%).

Table 4.10 : Number and percentage of the respondent's spent money each time when booking hotel and flight.

| Customer spent money each time when booking hotel and flight. | Number | Percentage |
|---|---|---|
| 1. How much money you spent each time when booking hotel and flight. | | |
| Less than 1,000 Baht | 20 | 5.2 |
| 1,001-5,000 Baht | 268 | 69.6 |
| 5,001-10,000 Baht | 71 | 18.4 |
| 10,001-15,000 Baht | 20 | 5.2 |
| More than 15,001 Baht | 6 | 1.6 |
| Total | 385 | 100 |

From table 4.10, the mostly of respondents spent money each time when booking hotel and flight which equal to 268 respondents (69.6%), 5,001-10,000 Baht 71 respondents (18.4%).     Less than 1,000 Baht and 10,001-15,000 Baht same number and percentage of respondents were 20 respondents (5.2%). Lastly were More than 15,001 Baht 6 respondents (1.6%).

Table 4.11 : Number and percentage of the respondent's reasons to choose applications

hotel and flight booking.

| Reasons to choose applications hotel and flight booking. | Number | Percentage |
|---|---|---|
| 1. Why do you choose the applications hotel and flight booking from your answer of question no.1 in part 2 | | |
| This application has the best service. | 90 | 14.2 |
| This application has more varieties of products. | 126 | 19.9 |
| This application has convenience. | 326 | 51.4 |
| This application has the trust band and the good image. | 82 | 12.9 |
| Other | 10 | 1.6 |
| Total | 520 | 100 |

* This question can answers more than one choice.

From table 4.11, the mostly of respondents choosing applications hotel and

flight booking because they think the application has the convenience which equal to

326 respondents (51.4%), the application has more varieties of products equal to 126

respondents (19.9%), the application has the best service 90 respondents (14.2%), the

application has the trust band and the good image 82 respondents (12.9%), and other

such as special deal equal to 10 respondent (1.6%).

Table 4.12 : Number and percentage of the respondent knowing the application of hotel

and flight booking.

| Knowing the application of hotel and flight booking | Number | Percentage |
|---|---|---|
| 1. How do you know the applications hotel and flight booking from your answer of question no.1 in part 2 | | |
| From my friends | 168 | 32.3 |
| From my family | 40 | 7.7 |
| From the advertises | 298 | 57.3 |
| Other | 14 | 2.3 |
| Total | 385 | 100 |

From table 4.12, the mostly of respondents knowing the application of hotel

and flight booking from the advertises which equal to 298 respondents (57.36%),

from my friends 168 respondents (32.3%), from my family 40 respondent (7.7%) and

other 14 respondents (2.3%).

**Part 3:Part 3: The analysis of respondent's attitudes about the application features and customer commitment.**

Table 4.13 : Mean and standard deviation of the application features and customer commitment, overall 5 aspects.

| the application features and customer commitment | $\overline{X}$ | S.D. | Level |
|---|---|---|---|
| 1. Hedonic feature | 3.88 | 0.499 | Agree |
| 2. Utilitarian features | 4.11 | 0.517 | Agree |
| 3. Affective commitment | 3.87 | 0.532 | Agree |
| 4 Calculative commitment | 3.68 | 0.649 | Agree |
| Total | 3.87 | 0.549 | Agree |

From table 4.13, the samples had opinions about the application features and customer commitment were at the agree level ($\overline{X}$ = 3.87). The majority of the application features and customer commitment were Utilitarian features ($\overline{X}$ = 4.11), Hedonic feature ($\overline{X}$ = 3.88), Affective commitment ($\overline{X}$ = 3.87) and Calculative commitment ($\overline{X}$ = 3.68).

Table 4.14 : Mean and standard deviation of the application features, Hedonic feature

| Hedonic feature | $\overline{X}$ | S.D. | Level |
|---|---|---|---|
| 1. The hotel and flight booking application experience was truly a joy. | 3.85 | 0.569 | Agree |
| 2. Compared to other things I could have done, the time spent booking was truly enjoyable. | 3.87 | 0.602 | Agree |
| 3. I felt the excitement of hunt when using the hotel and flight booking application. | 3.85 | 0.670 | Agree |
| 4.I like message for flight or hotel price alerts of special offers from this the hotel and flight booking application. | 3.93 | 0.709 | Agree |
| Total | 3.88 | 0.499 | Agree |

From table 4.14, the samples had opinions about Hedonic feature of the application features was at agree level ($\overline{X}$ = 3.88). The majority of Hedonic feature was I like message for flight or hotel price alerts of special offers from this the hotel and flight booking application ($\overline{X}$ = 3.93), Compared to other things I could have done, the time spent booking was truly enjoyable ($\overline{X}$ =3.87) ,The hotel and flight booking application experience was truly a joy and I felt the excitement of hunt when using the hotel and flight booking application were same Mean ($\overline{X}$ = 3.85).

Table 4.15 : Mean and standard deviation of the application features, Utilitarian features

| Utilitarian features | $\overline{X}$ | S.D. | Level |
|---|---|---|---|
| 1. Use this the hotel and flight booking application's for finding the room or flight I want. | 4.23 | 0.551 | Strongly Agree |
| 2. I use this the hotel and flight booking application for product price information. | 4.18 | 0.670 | Agree |
| 3. I feel really smart about this booking experience when using the hotel and flight booking application. | 4.00 | 0.684 | Agree |
| 4. I read the reviews written by other travelers in the hotel and flight booking application. | 3.99 | 0.718 | Agree |
| Total | 4.11 | 0.517 | Agree |

From table 4.15, the samples had opinions about Utilitarian features of the application features was at agree level ($\overline{X}$ = 4.11). The majority of Utilitarian features was use this the hotel and flight booking application's for finding the room or flight I want ($\overline{X}$ = 4.23), I use this the hotel and flight booking application for product price information ($\overline{X}$ =4.18) , I feel really smart about this booking experience when using the hotel and flight booking application. ($\overline{X}$ = 4.00) and I read the reviews written by other travelers in the hotel and flight booking application ($\overline{X}$ = 3.99).

Table 4.16 : Mean and standard deviation of the commitment, Affective commitment

| Affective commitment | $\overline{X}$ | S.D. | Level |
|---|---|---|---|
| 1. I enjoy discussing the good aspects of the hotel and flight booking application with other people. | 3.65 | 0.640 | Agree |
| 2. The hotel and flight booking application is easy to become attached. | 3.93 | 0.630 | Agree |
| 3. The hotel and flight booking application has a great deal of attraction for me. | 4.02 | 0.646 | Agree |
| Total | 3.87 | 0.532 | Agree |

From table 4.16, the samples had opinions about Affective commitment of the commitment was at agree level ($\overline{X}$ = 3.87). The majority of Affective commitment was the hotel and flight booking application has a great deal of attraction for me ($\overline{X}$ = 4.02), The hotel and flight booking application is easy to become attached ($\overline{X}$ =3.92), and I enjoy discussing the good aspects of the hotel and flight booking application with other people ($\overline{X}$ = 3.65).

Table 4.17 : Mean and standard deviation of the commitment, Calculative

      commitment

| Calculative commitment | $\overline{X}$ | S.D. | Level |
|---|---|---|---|
| 1. I am afraid something will be lost if I stop using the hotel and flight booking application. | 3.56 | 0.810 | Agree |
| 2. To stop using the hotel and flight booking application would require considerable personal. | 3.90 | 0.724 | Agree |
| 3. Some aspects of my life would be affected if I stop using of the hotel and flight booking application now. | 3.57 | 0.853 | Agree |
| Total | 3.68 | 0.649 | Agree |

From table 4.17, the samples had opinions about Calculative commitment of the commitment was at agree level ($\overline{X}$ = 3.68). The majority of Calculative commitment was to stop using the hotel and flight booking application would require considerable personal ($\overline{X}$ = 3.90), Some aspects of my life would be affected if I stop using of the hotel and flight booking application now ($\overline{X}$ =3.57), and I am afraid something will be lost if I stop using the hotel and flight booking application ($\overline{X}$ = 3.56).

**Part 4: The analysis of respondent's Trust and Loyalty in hotel and flight booking application.**

Table 4.18 : Mean and standard deviation of respondent's Trust in hotel and flight booking application.

| Trust in hotel and flight booking application. | $\overline{X}$ | S.D. | Level |
|---|---|---|---|
| 1. The hotel and flight booking application can always be trusted. | 3.99 | 0.631 | Agree |
| 2. The hotel and flight booking application can be counted on to do what is right. | 3.97 | 0.676 | Agree |
| 3. The hotel and flight booking application has high integrity. | 3.99 | 0.699 | Agree |
| Total | 3.98 | 0.611 | Agree |

From table 4.18, the samples had the customer of respondent's Trust in hotel and flight booking application was at the agree level ($\overline{X}$ =3.98). The majority of the of respondent's Trust in hotel and flight booking application was the hotel and flight booking application can always be trusted and the hotel and flight booking application has high integrity were ($\overline{X}$ = 3.99) and the hotel and flight booking application can be counted on to do what is right ($\overline{X}$ = 3.97).

Table 4.19 : Mean and standard deviation of respondent's Loyalty in hotel and flight

booking application

| Loyalty in hotel and flight booking application. | $\overline{X}$ | S.D. | Level |
|---|---|---|---|
| 1. Seldom consider switching to another booking hotel and flight application. | 3.51 | 0.767 | Agree |
| 2. You must tell others to use the hotel and flight booking application. | 3.90 | 0.637 | Agree |
| 3. You are proud of the benefits you receive from the hotel and flight booking application. | 3.87 | 0.663 | Agree |
| Total | 3.76 | 0.575 | Agree |

From table 4.19, the samples had the customer of respondent's Loyalty in

hotel and flight booking application was at the agree level ($\overline{X}$ =3.76). The majority of

the of respondent's Loyalty in hotel and flight booking application was You must tell

others to use the hotel and flight booking application ($\overline{X}$ = 3.90), You are proud of the

benefits you receive from the hotel and flight booking application ($\overline{X}$ = 3.87), and

Seldom consider switching to another booking hotel and flight application ($\overline{X}$ = 3.51).

**Part 5:The analysis of hypothesis testing**

For the hypothesis testing of the application features and customer

commitment: 1. Hedonic feature, Utilitarian features, Affective commitment and

Calculative commitment to customer Trust and Loyalty in hotel and flight booking

application. The researcher used Simple linear regression analysis by choosing

independent variables into the equation enter. All analysis were based on level of significance α=0.05.

**Hypothesis**

H1: the hedonic feature of booking application has an influence on affective commitment on users in Bangkok.

Table 4.20 : Hypothesis Testing result H1

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig |
|---|---|---|---|---|---|
| | B | Std. Error | Beta | | |
| (Constant) | 1.151 | 0.160 | | 7.183 | 0.000 |
| Hedonic Feature | 0.701 | 0.041 | 0.658 | 17.119 | 0.000 |
| Adjusted R Square = 0.432 | | | Sig = 0.000 | | |

From table 4.20, The results of the t-test showed that the regression coefficient, $b_0$ is 1.151, The t values were 17.119 which means that the P-value was 0.000, which is less than the significance level 0.05. It can be concluded that can accept hypothesis. Adjusted R Square had the value was 0.432 that means the variation in affective commitment of the application booking hotel and flight that is mean variation in visual hedonic feature is only 43.2%. The coefficient ($b_1$) of 0.701, It can be explained the linear positive and mean the regardless of factor, for increased

by 1 unit each without the influence of other variables involved, samples will have the affective commitment level increased by 0.701 unit.

H2: the hedonic feature of booking application has an influence on calculative commitment on users in Bangkok.

Table 4.21 : Hypothesis Testing result H2

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig |
|---|---|---|---|---|---|
| | B | Std. Error | Beta | | |
| (Constant) | 1.693 | 0.239 | | 7.091 | 0.000 |
| Hedonic Feature | 0.513 | 0.061 | 0.395 | 8.411 | 0.000 |
| Adjusted R Square = 0.154 | | | Sig = 0.000 | | |

From table 4.21, The results of the t-test showed that the regression coefficient, b0 is 1.693, The t values were 8.41 which means that the P-value was 0.000, which is less than the significance level 0.05. It can be concluded that can accept hypothesis. Adjusted R Square had the value was 0.154 that means the variation in calculative commitment of the application booking hotel and flight that is mean variation in visual hedonic feature is only 15.4%. The coefficient (B) of 0.513, It can be explained the linear positive and mean the regardless of factor, for increased by 1 unit each without the influence of other variables involved, samples will have the calculative commitment level increased by 0.513 unit.

H3: the utilitarian features of booking application has an influence on affective commitment on users in Bangkok.

Table 4.22 : Hypothesis Testing result H3

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig |
|---|---|---|---|---|---|
| | B | Std. Error | Beta | | |
| (Constant) | 1.060 | 0.162 | | 6.545 | 0.000 |
| Utilitarian Feature | 0.685 | 0.039 | 0.667 | 17.510 | 0.000 |
| Adjusted R Square = 0.443 | | | Sig = 0.000 | | |

From table 4.22, The results of the t-test showed that the regression coefficient, b0 is 1.060, The t values were 17.510 which means that the P-value was 0.000, which is less than the significance level 0.05. It can be concluded that can accept hypothesis. Adjusted R Square had the value was 0.443 that means the variation in affective commitment of the application booking hotel and flight that is mean variation in visual utilitarian feature is only 44.3%. The coefficient (B) of 0.685, It can be explained the linear positive and mean the regardless of factor, for increased by 1 unit each without the influence of other variables involved, samples will have the affective commitment level increased by 0.685 unit.

H4: the utilitarian features of booking application has an influence on calculative commitment on users in Bangkok.

Table 4.23 : Hypothesis Testing result H4

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig |
|---|---|---|---|---|---|
| | B | Std. Error | Beta | | |
| (Constant) | 1.602 | 0.242 | | 6.605 | 0.000 |
| Utilitarian Feature | 0.507 | 0.059 | 0.405 | 8.660 | 0.000 |
| Adjusted R Square = 0.162 | | | Sig = 0.000 | | |

From table 4.23, The results of the t-test showed that the regression coefficient, b0 is 1.602, The t values were 8.660 which means that the P-value was 0.000, which is less than the significance level 0.05. It can be concluded that can accept hypothesis. Adjusted R Square had the value was 0.162 that means the variation in calculation commitment of the application booking hotel and flight that is mean variation in visual utilitarian feature is only 16.2%. The coefficient (B) of 0.507, It can be explained the linear positive and mean the regardless of factor, for increased by 1 unit each without the influence of other variables involved, samples will have the calculative commitment level increased by 0.685 unit.

H5: the affective commitment of booking application has an influence on trust on users in Bangkok.

Table 4.24 : Hypothesis Testing result H5

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig |
|---|---|---|---|---|---|
| | B | Std. Error | Beta | | |
| (Constant) | 1.901 | 0.203 | | 9.377 | 0.000 |
| Affective Commitment | 0.539 | 0.052 | 0.469 | 10.386 | 0.000 |
| Adjusted R Square = 0.218 | | | Sig = 0.000 | | |

From table 4.24, The results of the t-test showed that the regression coefficient, b0 is 1.901, The t values were 10.386 which means that the P-value was 0.000, which is less than the significance level 0.05. It can be concluded that can accept hypothesis. Adjusted R Square had the value was 0.218 that means the variation in trust of the application booking hotel and flight that is mean variation in visual affective commitment is only 21.8%. The coefficient (B) of 0.539, It can be explained the linear positive and mean the regardless of factor, for increased by 1 unit each without the influence of other variables involved, samples will have the trust level increased by 0.539 unit.

H6: the affective commitment of booking application has an influence on e-loyalty on users in Bangkok.

Table 4.25 : Hypothesis Testing result H6

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig |
|---|---|---|---|---|---|
| | B | Std. Error | Beta | | |
| (Constant) | 1.688 | 0.188 | | 8.992 | 0.000 |
| Affective Commitment | 0.536 | 0.048 | 0.496 | 11.167 | 0.000 |
| Adjusted R Square = 0.244 | | | Sig = 0.000 | | |

From table 4.25, The results of the t-test showed that the regression coefficient, b0 is 1.688, The t values were 11.167 which means that the P-value was 0.000, which is less than the significance level 0.05. It can be concluded that can accept hypothesis. Adjusted R Square had the value was 0.244 that means the variation in e-loyalty of the application booking hotel and flight that is mean variation in visual affective commitment is only 24.4%. The coefficient (B) of 0.536, It can be explained the linear positive and mean the regardless of factor, for increased by 1 unit each without the influence of other variables involved, samples will have the e-loyalty level increased by 0.536 unit.

H7: the calculative commitment of booking application has an influence on trust on users in Bangkok.

Table 4.26 : Hypothesis Testing result H7

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig |
|---|---|---|---|---|---|
| | B | Std. Error | Beta | | |
| (Constant) | 2.302 | 0.157 | | 14.628 | 0.000 |
| Calculative Commitment | 0.457 | 0.042 | 0.486 | 10.877 | 0.000 |
| Adjusted R Square = 0.234 | | | Sig = 0.000 | | |

From table 4.26, The results of the t-test showed that the regression coefficient, b0 is 2.302, The t values were 10.877 which means that the P-value was 0.000, which is less than the significance level 0.05. It can be concluded that can accept hypothesis. Adjusted R Square had the value was 0.234 that means the variation in trust of the application booking hotel and flight that is mean variation in visual calculative commitment is only 23.4%. The coefficient (B) of 0.457, It can be explained the linear positive and mean the regardless of factor, for increased by 1 unit each without the influence of other variables involved, samples will have the trust level increased by 0.457 unit.

H8: the calculative commitment of booking application has an influence on e-loyalty on users in Bangkok.

Table 4.27 : Hypothesis Testing result H8

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig |
|---|---|---|---|---|---|
| | B | Std. Error | Beta | | |
| (Constant) | 2.048 | 0.144 | | 14.201 | 0.000 |
| Calculative Commitment | 0.466 | 0.039 | 0.525 | 12.084 | 0.000 |
| Adjusted R Square = 0.274 | | | Sig = 0.000 | | |

From table 4.27, The results of the t-test showed that the regression coefficient, b0 is 2.048, The t values were 12.084 which means that the P-value was 0.000, which is less than the significance level 0.05. It can be concluded that can accept hypothesis. Adjusted R Square had the value was 0.274 that means the variation in e-loyalty of the application booking hotel and flight that is mean variation in visual calculative commitment is only 27.4%. The coefficient (B) of 0.466, It can be explained the linear positive and mean the regardless of factor, for increased by 1 unit each without the influence of other variables involved, samples will have the e-loyalty level increased by 0.466 unit.

H9: the trust of booking application has an influence on e-loyalty on users in Bangkok.

Table 4.28 : Hypothesis Testing result H9

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig |
|---|---|---|---|---|---|
| | B | Std. Error | Beta | | |
| (Constant) | 1.671 | 0.161 | | 10.374 | 0.000 |
| Trust | 0.525 | 0.040 | 0.558 | 13.144 | 0.000 |
| Adjusted R Square = 0.309 | | | Sig = 0.000 | | |

From table 4.28, The results of the t-test showed that the regression coefficient, b0 is 1.671, The t values were 13.114 which means that the P-value was 0.000, which is less than the significance level 0.05. It can be concluded that can accept hypothesis. Adjusted R Square had the value was 0.309 that means the variation in e-loyalty of the application booking hotel and flight that is mean variation in visual trust is only 30.9%. The coefficient (B) of 0.525, It can be explained the linear positive and mean the regardless of factor, for increased by 1 unit each without the influence of other variables involved, samples will have the e-loyalty level increased by 0.525 unit.

Table 4.29 : Summary of Hypothesis Testing Results

| Hypothesis | Testing Results of Hypothesis |
|---|---|
| H1: the hedonic feature of booking application has an influence on affective commitment on users in Bangkok. | Accept Hypothesis |
| H2: the hedonic feature of booking application has an influence on calculative commitment on users in Bangkok. | Accept Hypothesis |
| H3: the utilitarian features of booking application has an influence on affective commitment on users in Bangkok. | Accept Hypothesis |
| H4: the utilitarian features of booking application has an influence on calculative commitment on users in Bangkok. | Accept Hypothesis |
| H5: the affective commitment of booking application has an influence on trust on users in Bangkok. | Accept Hypothesis |
| H6: the affective commitment of booking application has an influence on loyalty on users in Bangkok. | Accept Hypothesis |
| H7: the calculative commitment of booking application has an influence on trust on users in Bangkok. | Accept Hypothesis |
| H8: the calculative commitment of booking application has an influence on loyalty on users in Bangkok. | Accept Hypothesis |
| H9: the trust of booking application has an influence on loyalty on users in Bangkok. | Accept Hypothesis |

CHAPTER 5

DISCUSSION AND CONCLUSION

The research of this study is "The Effect of Application Features and Commitment on Trust and E-Loyalty of Consumers Using Online Hotel and flight Booking" in this chapter the researcher summarizes from results of hypotheses and discussion related to this research and future researches.

Purposes of Study

1. To study about application features (hedonic and utilitarian features) affect customer trust and loyalty to use online booking application

2. To study about the Customer commitment (Affective, Calculation commitment) affect customer trust and loyalty to use online booking application

5.1     Summary of Data Analysis Results

Based on the analysis of personal information data of the respondent and the effect of application features and commitment on trust and e-loyalty of consumers using online hotel and flight booking, summarize as follows.

5.1.1. The Analysis of Respondent's Personal Information

The majority respondents are those people who are female, who is 26-33 years old, who have bachelor's degree, whose occupation are employee with the income of 15,000- 30,000 Baht.

5.1.2. The analysis of respondent's the application of hotel and flight booking information.

The majority of respondents use the application of hotel and flight booking were Traveloka and type of service the application of hotel and flight booking were hotel booking. They are being customers for 1-3 years and the frequency of they visit less than once a month. The majority of respondents spent 1,001-5,000 Baht for each time. And, the majority of respondents chose the application of hotel and flight booking because they thought the application had the application has convenience and they knew the application from seeing the advertises.

5.1.3. The analysis of respondent's attitudes about the application features and customer commitment.

Respondent's attitude he application features include hedonic feature and utilitarian feature. Customer commitment include at least of an affective and calculative component (Meyer, & Allen, 1991). Affective Commitment has person feeling right or good experience and calculative component based on the cost and benefit and not true emotional (Young, Sharma, & Wilkinson, 2006). The overall attitude of respondents is at agree level.

In hedonic feature, the majority of respondents had opinions about the application of hotel and flight booking were they like message for flight or hotel price alerts of special offers from this the hotel and flight booking application, compared to other things I could have done, the time spent booking was truly enjoyable and same score were the hotel and flight booking application experience was truly a joy, felt the

excitement of hunt when using the hotel and flight booking application. All of respondents is at agree level.

In utilitarian features, the majority of respondents had opinions about the application of hotel and flight booking were  use this the hotel and flight booking application  for finding the room or flight I want were strongly agree and use this the hotel and flight booking application for product price information, use this the hotel and flight booking application for product price information, they read the reviews written by other travelers in the hotel and flight booking application were at agree level.

In customer commitment part of affective commitment, the majority of respondents had opinions about the application of hotel and flight booking were the hotel and flight booking application has a great deal of attraction for me, the hotel and flight booking application is easy to become attached and I enjoy discussing the good aspects of the hotel and flight booking application with other people. All of respondents is at agree level.

In customer commitment part of calculative commitment the majority of respondents had opinions about the application of hotel and flight booking were stop using the hotel and flight booking application would require considerable personal, they afraid something will be lost if I stop using the hotel and flight booking application and some aspects of my life would be affected if I stop using of the hotel and flight booking application now. All of respondents is at agree level.

5.1.4. The analysis of respondent's Trust and Loyalty in hotel and flight booking application.

In Trust, the majority of respondents about the application of hotel and flight booking had similar level were the hotel and flight booking application has high integrity and the hotel and flight booking application can always be trusted at agree level. And the hotel and flight booking application can be counted on to do what is right is at agree level.

In Loyalty, the majority of respondents had opinions about the application of hotel and flight booking were the respondents must tell others to use the hotel and flight booking application and then he respondents proud of the benefits you receive from the hotel and flight booking application and seldom consider switching to another booking hotel and flight application. All of respondents is at agree level.

5.2    The Analysis of Hypothesis Testing

The research is to examine the components of The Application Features and Commitment affect to customer trust and loyalty. Based on the sample size using the formula by W.G. Cochran (1953), 385 respondents were recruited to complete the survey with online questionnaire method. Then analyzed the data by computer program. The result is following:

Hypothesis 1. the hedonic feature of booking application has an influence on affective commitment on users in Bangkok at the 0.05 level of significance.

Hypothesis 2. the hedonic feature of booking application has an influence on calculative commitment on users in Bangkok at the 0.05 level of significance.

Hypothesis 3. the utilitarian features of booking application has an influence on affective commitment on users in Bangkok at the 0.05 level of significance.

Hypothesis 4.the utilitarian features of booking application has an influence on calculative commitment on users in Bangkok at the 0.05 level of significance.

Hypothesis 5. the affective commitment of booking application has an influence on trust on users in Bangkok at the 0.05 level of significance.

Hypothesis 6. the affective commitment of booking application has an influence on loyalty on users in Bangkok at the 0.05 level of significance.

Hypothesis 7. the calculative commitment of booking application has an influence on trust on users in Bangkok at the 0.05 level of significance.

Hypothesis 8. the calculative commitment of booking application has an influence on e-loyalty on users in Bangkok at the 0.05 level of significance.

Hypothesis 9. the trust of booking application has an influence on e-loyalty on users in Bangkok at the 0.05 level of significance.

5.3    Discussion

From the study of "The Effect of Application Features and Commitment on Trust and E-Loyalty of Consumers Using Online Hotel and flight Booking" can discuss the result as follow:

1. The message for flight or hotel price alerts of special offers from this the hotel and flight booking application (hedonic feature) effect to customer attached (affective commitment) that relate to the study of Bilgihan & Okumus (2013) which showed Generation Y travelers' commitment to online social network websites. The study found the designs such as picture and message of hotel in online website that can make customer good impressions.

2. If the customer truly enjoyable and excitement when they using, they will not use other booking application (hedonic feature) because they are afraid something will be lost if they stop using the hotel and flight booking application (calculative commitment) that relate to the study of Mohammad (Larti, Vahabzadeh, & Sheikholeslami, 2016) which showed effect of website features on online relationship marketing in Digikala online store (provider of digital products and home appliances). The study found online store should easy to use and easy to understand for make customer enjoy using it.

3. The reviews written by other travelers and product price information in the hotel and flight booking application (utilitarian features) effect to customer attached (affective commitment) that relate to the study of (Gretzel & Yoo, 2008) which showed effect of use and impact of online travel reviews. The study found travel review is important it like travel guidebook and partnership when customer want to plan for their trip so booking application should efficiency and necessary for create customer commitment (Larti, et al., 2016)

4.The customer will seek information before booking thought hotel and flight booking application such as finding the room or flight they want, product price

information and read the reviews (utilitarian features) effect to the calculative commitment is based on the cost and benefit relate to the study of (Bilgihan & Okumus, 2013) which showed effect of website features in online relationship marketing: A case of online hotel booking. The research found that utilitarian features influence on calculative commitment. It suggested website should create focus on functional, practical and "consumer rationalism is an important precursor of future intentions".

5. The great deal of attraction to customer (affective commitment) effect to customer trust that relate to study of (Bilgihan & Okumus, 2013) which showed effect of website features in online relationship marketing: A case of online hotel booking. The results indicated "affective commitment helps create marketing relationships which are more stable because customers tend to have a positive rapport with the organization, they identify themselves with." (Gundlach, Achrol, & Mentzer, 1995) also said high level of affective commitment is created to involvement, trust and loyalty.

6. The customer receive a great deal (affective commitment) that effect to customer tell other to use and they are proud of the benefits you receive from the hotel and flight booking application (e-loyalty). It is related to study of (Ruyter, Moorman, & Lemmink, 2011) which showed effect of Antecedents of Commitment and Trust in Customer–Supplier Relationships in High Technology Markets. The study found affective commitment such as great deal an important role in customer loyalty by customer purchase decision remain in the good relationship between brand and customer.

7. The calculative commitment is based on the cost and benefit and not true emotional of the relationship effect to trust that relate to the study of (Bilgihan & Okumus, 2013) which showed effect of website features in online relationship marketing: A case of online hotel booking. The research explanations "trust mediates the relationship between calculative commitment and loyalty".

8. The benefit from the hotel and flight booking application make customer afraid something will be lost if they stop using the hotel and flight booking application (calculative commitment)  that effect to customer seldom consider switching to another booking hotel and flight application (e-loyalty) relate to the study of (Ruyter, et al., 2011) which showed effect of Antecedents of Commitment and Trust in Customer–Supplier Relationships in High Technology Markets. The study found an important of product characteristics which benefit to customer that a customer desires has impact on intention to stay.

9.The trust has an influence on loyalty. Similarly the marketing literature indicated If customer is high trust on e-commerce, the customer will be intention to buy more produce on online and the trust is the main factor is affected to satisfaction and customer loyalty (Mansour, 2014).

5.4    Managerial Implications

This study found concludes with the creation of a social media strategy and help the owner of business or marketing department Understand customer behavior and relationship with customer is important for competition in the online media (Bagozzi & Dholakia, 2006) For owner of business or marketing department should focus on show benefit to people visit such as Color on feature, photos make customer feel

good, video, location, information, price and packet which affects the trust and loyalty

to the company.  although customer not often visit the application  hotel  and flight

booking but they like the email or message  for alert about the best deal that invite

them return to visit the application  and if the brand have activity or the best deal ,they

might to often visit for check what update now in application,  Moreover these benefit

the review form the traveler or customer ever used the application is also importance

because can  support customers' purchase decisions and make customer feeling good

with brand and also effect to customer trust and loyalty. Similarly form literature of

(Nitzan & Libai, 2011) that suggested the result of data about relationship between

customer and brand that help companies attract the high relationship with customer by

developing the service.

5.5     Research Limitations and Recommendations for Future Research

     1. This research only collect data from people in generation X and Y who had

used the application of hotel and flight online booking. Therefore, the future research

should also collect data from owner and marketing team for analyze customer

behavior in other view of cost or profit and might get a possible marketing strategy.

     2. This research survey only in Bangkok Thailand therefore future studies if

other researcher would like to use this framework in other area, should adjust this

research for matching with demographics. From studied of (Vasalou, Joinson, &

Courvoisier, 2010) explain the demographic differences of each country effect to user

relationship on social network so if different culture and nationality, its effects to

customer relationship.

3. This research should be study about SEM or Structural Equation Modeling for use to find answer of the true value of a 'factual' variable include social psychological variables and able to answer complex research because Simple linear Regression Analysis or Multiple Regression Analysis that not enough answer of this complex research. Therefor use SEM technique for finding direct or indirect effect and finding Theoretical Latent Variables or Constructs and SEM is a statistical technique used to analyze data from research with a conceptual framework.
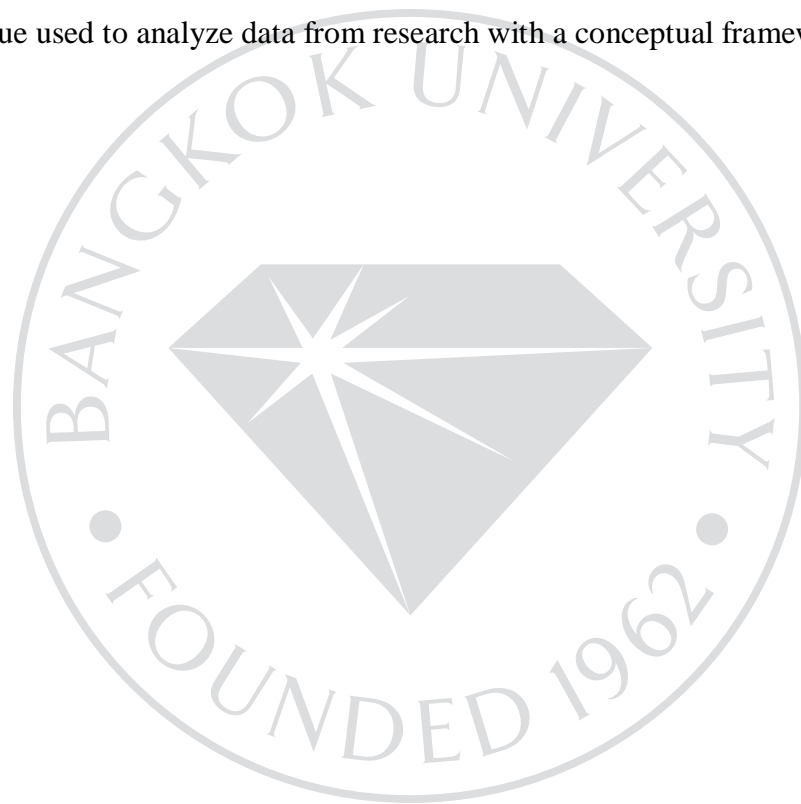
BIBLIOGRAPHY

Fullerton, G. (2009). The Impact of Brand Commitment on Loyalty to Retail Service

    Brands. *Canadian Journal of Administrative Sciences, 22* (2), 97-110.

Gefen, D. (2000). E-commerce: the role of familiarity and trust. *OMEGA, 28* (6), 725-

    737

Hualmanop, W. (2015). *Behavior and satisfaction of K-mobile banking plus*

    *application of Kasikorn Bank Public Company Limited users in Bangkok.*

    Bangkok: Thammasat University.

Larti, M., Vahabzadeh, S., & Sheikholeslami, N. (2016). Effect of Website Features

    on Online Relationship Marketing in Digikala Online Store (Provider of

    Digital Products and Home Appliances). *International Journal of Humanities*

    *and Cultural Studies (IJHCS), 2016,* 1,675-1,693.

Mansour, M. R. (2014). An Oncogenic Super-Enhancer Formed Through Somatic

    Mutation of a Noncoding Intergenic Element. *Science, 346* (6215), 1373–

    1377.

Mansour, O., Askenäs, L., & Ghazawneh, A. (2013). *Social media and organizing -*

    *An empirical analysis of the role of wiki affordances in organizing practices.*

    Paper presented at the Thirty Fourth International Conference on Information

    Systems. Retrieved from https://pure.itu.dk/ws/files/63241549/Social_

    Media_and_Organizing_An_Empirical_Analysis_of_the_Role_o.pdf

Ndubisi, N. O. (2007). Relationship marketing and customer loyalty. *Marketing*

    *Intelligence & Planning, 25* (1), 98-106.

Poyry, E. (2012). *Hedonic and Utilitarian Search for Electronic Word-of-Mouth.*
Paper presented at the Hawaii International Conference on System Sciences.
Retrieved from https://ieeexplore.ieee.org/document/6149104

Vasalou, A., Joinson, A. N., & Courvoisier, D. (2010). *Cultural differences,
experience with social networks and the nature of "true commitment" in
Facebook.* Paper presented at the  International Journal of Human-Computer
Studies. Retrieved from
https://www.researchgate.net/publication/220108641_Cultural_differences_ex
perience_with_social_networks_and_the_nature_of_true_commitment_in_Fac
ebook

Zeithaml, V. A., L Berry, L., & Parasuraman, A. (1996). The Behavioral
Consequences of Service Quality. *Journal of Marketing, 60* (2), 31-46.

*What is an Application.* (2014, February 05). Retrieved from
https://www.ninetechno.com/a/android-apps/1014-what-is-application.html

Khalaf, S. (2017, January 12). *On Their Tenth Anniversary, Mobile Apps Start Eating
Their Own.* Retrieved from
https://flurrymobile.tumblr.com/post/155761509355/on-their-tenth-
anniversary-mobile-apps-start

Adnan, H. (2014). An Analysis of the Factors Affecting Online Purchasing Behavior
of. *International Journal of Marketing Studies, 6* (5), 133-148.

Apariman, S. (2005). *Factors of Customers'Responsiveness to Mobile Marketing.*
Bangkok: Thammasat University.

Bagozzi, R., & Dholakia, U. (2006). Open Source Software User Communities: A

Study of Participation in Linux User Groups. *Management Science, 52* (7),

1,099-1,115.

Bansal, H., Irving, G., & Taylor, S. (2004). A Three-Component Model of Customer

Commitment to Service Providers. *Journal of the Academy of Marketing

Science, 32* (3), 234-250.

Bilgihan, A., & Okumus, F. (2013). Online experiences: flow theory, measuring

online customer experience in e-commerce and managerial implications for

the lodging industry. *Information Technology & Tourism, 14* (1), 49-71.

Carol, X. O., & Choon, S. L. (2003). *Customer Loyalty Strategy in the Internet Era.*

Paper presented at the 7th Pacific Asia Conference on Information Systems

(PACIS). Retrieved from http://www.pacis-

net.org/file/2003/papers/poster/224.pdf

Caruana, A. (2002). The effects of service quality and the mediating role of customer

satisfaction. *European journal of marketing, 36* (7/8), 811-828.

Karen, S. C., & Richard, M. E. (1978). ower, Equity and Commitment in Exchange

Networks. *American Sociological Review, 43* (5), 721-739.

Doorn, J. v., Lemon, K. N., & Mittal, V. (2010). Customer Engagement Behavior:

Theoretical Foundations and Research Directions. *Journal of Service Research

(JSERV RES-US), 13* (3), 253-266 .

Dwyer, F. R., Paul, H. S., & Oh S. (1987). Developing Buyer-Seller Relationships.

*Journal of Marketing, 51* (2), 11-27.

*ETDA Reveals the results of Internet behavior survey and e-commerce value Show

Thai readiness to become an ASEAN e-commerce owner*. (2017, July 27).

Retrieved from www.etda.or.th: https://www.etda.or.th/content/thailand-internet-user-profile-2017-and-value-of-e-commerce-survey-in-thailand-2017l-press-conference.html

Fischer, E., & Arnold, S. J. (1990). More than a Labor of Love: Gender Roles and Christmas Gift Shopping. *Journal of Consumer Research, 17* (3), 333-345.

Flavian, C., Guinalia, M., & Gurrea, R. (2006). The role played by perceived usability,satisfaction, and consumer trust on website loyalty. *Information and Management, 43* (1), 1-14.

Gilliland,, D., & Bello, D. (2002). Two Sides to Attitudinal Commitment: The Effects of Calculative and Loyalty Commitment on Enforcement Mechanisms in Distribution Channels. *ournal of the Academy of Marketing Science, 30* (24), 24-43.

Gommans, M., Krishnan, K. S., & Scheffold, K. B. (2001). From Brand Loyalty to E-Loyalty: A Conceptual Framework. *Journal of Economic and Social Research, 3* (1), 43-58.

Gray, R., Pattaravanich, U., Lucktong , A., & Sangkla, J. (2016). *Quality of Life among Employed Population by Generations.* Bangkok: October Printing Co., Ltd.

Gretzel, U., & Yoo, K.-H. (2008). *Use and Impact of Online Travel Reviews.* Paper presented at Information and Communication Technologies in Tourism 2008. Retrieved from https://www.researchgate.net/publication/221357282_Use_and_Impact_of_Online_Travel_Reviews

Gruen, T., Summers, J., & Acito, F. (2000). Relationship Marketing Activities, Commitment and Membership Behaviors in Professional Associations. *ournal of Marketing, 64* (3), 34-49.

Gundlach, G. T., Achrol, R. S., & Mentzer, J. T. (1995). The Structure of Commitment in Exchange. *Journal of Marketing, 59* (1), 78.92.

Huang, Z., & Benyoucef, M. (2013). From e-commerce to social commerce: A close look at design features. *Electronic Commerce Research and Applications, 2* (4), 246-259.

KEMP, S. (2018, January 30). *we are social*. Retrieved from https://wearesocial.com/blog/2018/01/global-digital-report-2018

Kim, S., & Eastin, M. S. (2011). Hedonic tendencies and the online consumer: An investigation of the online shopping process. *Journal of Internet Commerc, 10* (1), 68-90.

Lim, Y. J., Osman, A., & Salahudin, N. S. (2016). Factors Influencing Online Shopping Behavior: The Mediating Role of Purchase Intention. *Procedia Economics and Finance, 35* (2016), 401-410.

Ltifi, M., & Gharbi, J. (2012). E-Satisfaction and E-Loyalty of Consumers Shopping. *Journal of Internet Banking and Commerce, 17* (1), 1-20.

Mcalexander, J. H., Schouten, J., & Koenig, H. F. (2002). Building Brand Community. *Journal of Marketing, 66* (1), 38-54.

Meyer, J. P., & Allen, N. J. (1991). A three-component conceptualization of organizational commitment. *Human Resource Management Review, 1* (1), 61-89.

Meyer, J., Stanley, D., Herscovitch, L., & Topolnytsky, L. (2002). Affective,

   Continuance, and Normative Commitment to the Organization: A Meta-

   Analysis of Antecedents, Correlates, and Consequences. *Journal of Vocational*

   *Behavior, 61* (1), 20-52.

Morgan, R. M., & Hunt, S. (1994). The Commitment-Trust Theory of Relationship

   Marketing. *Journal of Marketing, 58* (3), 20-38.

Mowday, R., Porter, L., & Steers, R. (1982). *Employee—Organization Linkages:The*

   *Psychology of Commitment, Absenteeism, and Turnover*. California:

   Academic.

Nitzan, I., & Libai, B. (2011). Social Effects on Customer Retention. *Journal of*

   *Marketing, 75* (6), 24-38.

Oliver, R. (1999). Whence Consumer Loyalty. *Journal of Marketing, 63* (1999), 33-

   34.

Pearce, C. L. (1997). *The determinants of change management team (CMT)*

   *effectiveness: A longitudinal investigation*. Maryland: University of Maryland.

Ratreechote, T., & Chaiprasit, K. (2018). The maketing mix factors influencing

   buying behavior in using application to reserve hotel and accommodation in

   bangkok. *EAU Heritage Journal Social Science and Humanities, 8* (1), 297-

   303.

Reichheld, F. F., & Schefter, P. (2000). E-Loyalty: Your Secret Weapon on the Web.

   *Harvard Business Review,78* (4), 105-113.

Reichheld, F., & Sasser, E. (1990). Zero Defections: Quality Comes to Services.

   *Harvard Business Review, 68* (5), 105-111.

Robinson, A., & Stern. (1997). *Corporative creativity: How innovation and improvement actually happen.* San Francisco, CA: Berrett-Koehler Publishers.

Ruiz, & Lassar. (2006). Segmenting consumer by e-shopping behavior and online. *Journal of Internet Business,* 24 (3), 1-24.

Ruyter, K. d., Moorman, L., & Lemmink, J. (2011). Antecedents of Commitment and Trust in Customer–Supplier Relationships in High Technology Markets. *Industrial Marketing Management, 30* (3), 271-286.

Sajal, G., & Kim, Y. (2010). Female Infertility and Antioxidants. *Current Women s Health Reviews, 6* (2), 84-95.

Schultz, W. (2000). Empathizing With Nature: The Effects of Perspective. *Journal of Social Issues, 56* (3), 391-406.

Solomon, M., Bamossy, G., Askegaard, S., & Hogg, M. K. (2009). *Consumer behavior: buying, having and being.* Upper Saddle River, NJ: Pearson Prentice Hall.

Srinivasan, K., Anderson, R., & Ponnavolu, K. (2002). Customer Loyalty in E-Commerce: An Exploration of Its Antecedents and Consequences. *Journal of Retailing, 78* (2002), 41-50.

Thompson, L., & Spanier, G. B. (1983). The end of marriage and acceptance of marital termination. *Marriage and the Family, 45* (1), 103-113.

Verhagen, T., & Dolen, W. v. (2011). The influence of online store beliefs on consumer online impulse buying:. *Information & Management: 48* (8), 320-327.

Young, L., Sharma, N., & Wilkinson, I. (2006). The Commitment Mix: Dimensions of Commitment in International Trading Relationships in India. *Journal of International Marketing, 14* (3), 64-91.

APPENDICES

APPENDIX A

Survey Questionnaire

**Questionnaire**

**The effect of application features and commitment on trust and**

**e-loyalty of consumers using online hotel and flight booking.**

This questionnaire is part of the Independent Studies of graduate students at Bangkok University in Master Degree of Business Administration and the objective of the research is to study the relationship between the effect of application features and commitment on trust and e-loyalty of consumers using online hotel and flight booking in Thailand.

In order to collect data for the study, the researcher would like to invite you to answer the questionnaire in your most truthful way. Data from this questionnaire will be kept confidential and will only be used in this research.

Thank you for answering this questionnaire.

Ms.Wassamon Poungnoi

Graduate student of Bangkok University

**Part 1: Personal Information**

Instruction: Please mark ✓ in ☐ for the most possible answer

1. Gender

☐ 1) Male ☐ 2) Female

2. Age

☐ 1) 18 - 25 ☐ 2) 26 - 33

☐ 3) 34 - 41 ☐ 4) 42 - 49

☐ 4) 50 and Above

3. Education

☐ 1) High School/ Diploma ☐ 2) Bachelor Degree

☐ 3) Master Degree or Higher

4. Occupation

☐ 1) Student ☐ 2) Government Official

☐ 3) Employee ☐ 4) Self Employed

☐ 5) Others.....................

5. Income

☐ 1) Under 15,000 Baht ☐ 2) 15,001 Baht – 30,000 Baht

☐ 3) 30,001 Baht – 50,000 Baht ☐ 4) 50,001 Baht – 100,000 Baht

☐ 5) 100,001 Baht and more

**Part 2: The application of hotel and flight booking Information.**

Instruction: Please mark ✓ in ☐ for the most possible answer

1.What the applications of hotel and flight booking do you currently be customer and mostly use the service? (Can choose more than one choice)

    ☐   1) Traveloka        ☐   2) Booking.com

    ☐   3) Skyscanner     ☐   4) Tiket.com

    ☐   5) Expredia        ☐   6) Tripadvisor

    ☐   7) Others…………………

2. What kind of service did you use on the hotel and flight booking applications? (Can choose more than one choice)

    ☐   1) Hotel booking     ☐   2) Flight booking

    ☐   3) Car rental        ☐   4) Airport taxi service

    ☐   5) Others…………………

3. How long have you been using the hotel and flight booking applications?

    ☐   1) Less than 1 year    ☐   2) 1-3 Years

    ☐   3) 3 Years and above

4. The frequency of visiting the applications hotel and flight booking.

    ☐   1) Everyday        ☐   2) 4-6 times/week

    ☐   3) 1-3 times/week    ☐   4) 2-3 times/month

    ☐   5) Less than once a month

5. How much money do you spent each time for booking hotel and flight?

☐   1) Less than 1,000 Baht     ☐   2) 1,001-5,000 Baht

☐   3) 5,001-10,000 Baht     ☐   4) 10,001-15,000 Baht

6. Why do you choose the applications of hotel and flight booking from your answer of question no.1 in part 2?

☐   1) This application has the best service.

☐   2) This application has more varieties of products.

☐   3) This application has convenience.

☐   4) This application has the trust band and the good image.

☐   5) Others…………………..

7. How do you know the applications hotel and flight booking from your answer of question no.1 in part 2?

☐   1) Friends        ☐   2) Family

☐   3) The advertises     ☐   4) Others………………….

**Part 3: Application features and customer commitment.**

Instruction: Please mark ☐ in ☐ of the statement that you are mostly agreed with.

| Application features and customer commitment | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|---|---|---|---|---|---|
| | 5 | 4 | 3 | 2 | 1 |
| **Hedonic feature** | | | | | |
| 1. The hotel and flight booking application experience was truly a joy. | | | | | |
| 2.Compared to other things I could have done, the time spent booking was truly enjoyable. | | | | | |
| 3.I felt the excitement of hunt when using the hotel and flight booking application. | | | | | |
| 4.I like when it was messaged alerts of special offers from the hotel and flight booking application. | | | | | |
| **Utilitarian features** | | | | | |

| | | | | | |
|---|---|---|---|---|---|
| 5. I use the hotel and flight booking application for finding the room or flight I want. | | | | | |
| 6. I use the hotel and flight booking application for product price information. | | | | | |
| 7. I feel really smart about this booking experience when using the hotel and flight booking application. | | | | | |
| 8.I read the reviews written by other travelers in the hotel and flight booking application. | | | | | |
| **Affective commitment** | | | | | |
| 9. I enjoy discussing the good aspects of the hotel and flight booking application with other people. | | | | | |
| 10. The hotel and flight booking application is easy to become attached. | | | | | |
| 11. The hotel and flight booking application has | | | | | |

| a great deal of attraction for me. | | | | | |
|---|---|---|---|---|---|
| **Calculative commitment** | | | | | |
| 12.I am afraid something will be lost if I stop using the hotel and flight booking application. | | | | | |
| 13. To stop using this application of hotel and flight booking  would require a harder way for me to do the booking process. | | | | | |
| 14.Some aspects of my life would be affected if I stop using of the hotel and flight booking application now. | | | | | |

**Part 4: Customer Trust and Loyalty in hotel and flight booking application.**

| Customer Trust and Loyalty in hotel and flight booking application. | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|---|---|---|---|---|---|
| | 5 | 4 | 3 | 2 | 1 |
| **Trust** | | | | | |
| 1.The hotel and flight booking application can always be trusted. | | | | | |
| 2.The hotel and flight booking application can be counted on to do what is right. | | | | | |
| 3. The hotel and flight booking application has high integrity. | | | | | |
| **E-loyalty** | | | | | |
| 4. Seldom consider switching to another booking hotel and flight application. | | | | | |
| 5. I will tell others to use the hotel and flight booking application. | | | | | |

| 6.I am proud of the benefits I receive from the hotel and flight booking application | | | | | |
|---|---|---|---|---|---|
| | | | | | |

**The researcher would like to thankfully for your cooperation**

**in responding to this questionnaire.**
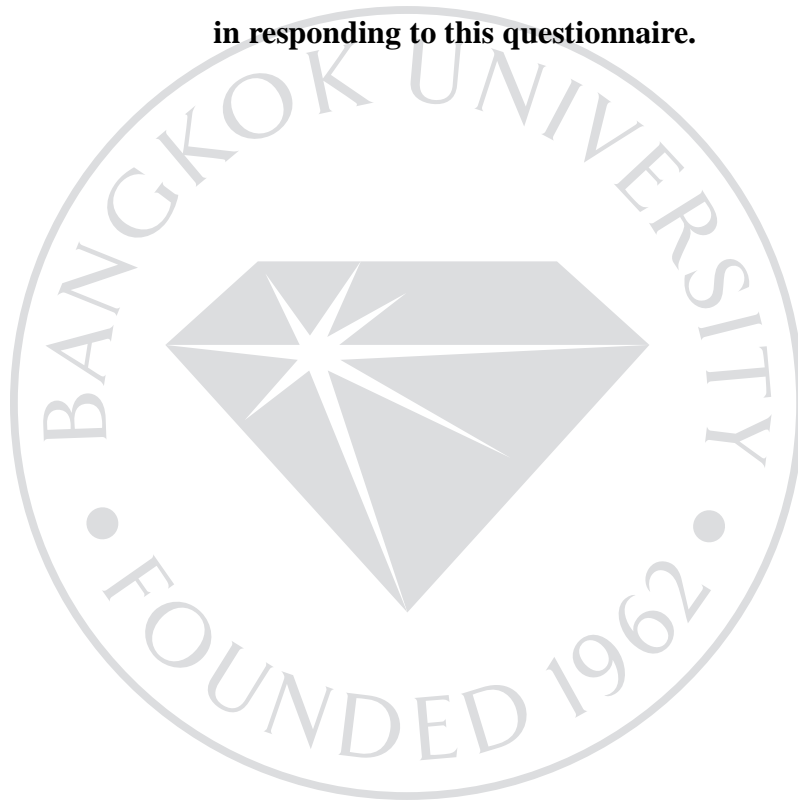
BIODATA

| | |
|---|---|
| Name – Last Name: | Wassamon Poungnoi |
| Email: | Wassamon01@hotmail.co.th |
| Address: | Bangkok University |
| | 119 Rama IV Rd |
| | Bangkok 10110 |
| Education Background: | Bachelor in Communication Art |
| | and advertise |
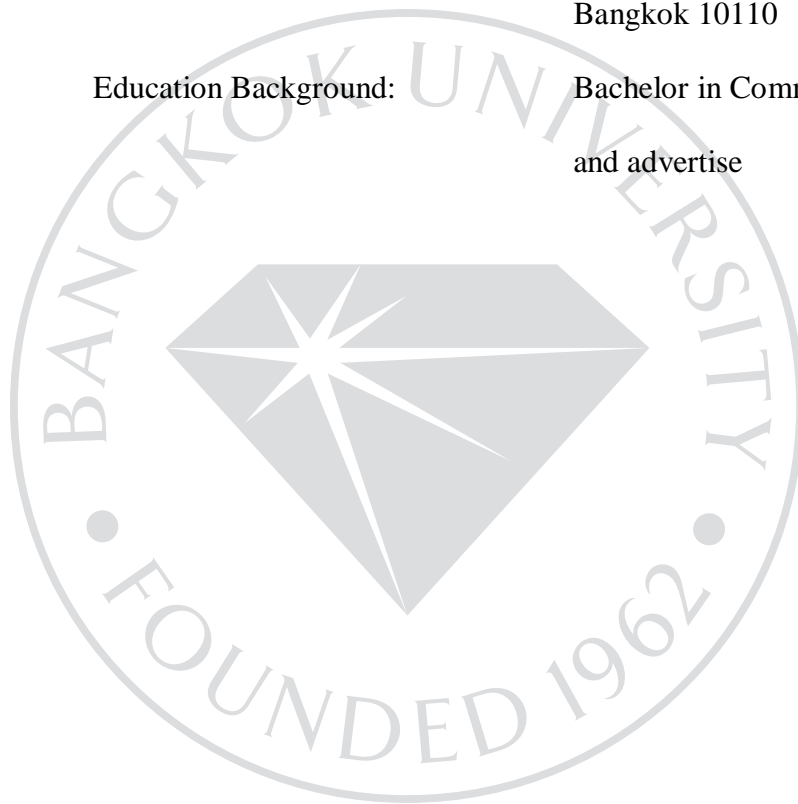
# Bangkok University

## License Agreement of Dissertation/Thesis/ Report of Senior Project

Day **17** Month **December** Year **2019**

Mr./ Mrs./ Ms **Wassamon Povngnoi** now living at **301/192**
Soi **68 Ramkhamhaeng** Street **Sukhaphiban 3**
Sub-district **Hua Mak** District **Bang Kapi**
Province **Bangkok** Postal Code **10240** being a Bangkok
University student, student ID **7600203348**

Degree level ☐ Bachelor ☑ Master ☐ Doctorate

Program **MBA (English Program)** Department **-** School **Graduate School**

hereafter referred to as "the licensor"

Bangkok University 119 Rama 4 Road, Klong-Toey, Bangkok 10110 hereafter referred to as "the licensee"

Both parties have agreed on the following terms and conditions:

1. The licensor certifies that he/she is the author and possesses the exclusive rights of dissertation/thesis/report of senior project entitled

**The Effect of Application Feature and Commitment on Trust and E-Loyalty of Consumers Using Online Hotel and Flight Booking**

submitted in partial fulfillment of the requirement for **MBA**
of Bangkok University (hereafter referred to as "dissertation/thesis/ report of senior project").

2. The licensor grants to the licensee an indefinite and royalty free license of his/her dissertation/thesis/report of senior project to reproduce, adapt, distribute, rent out the original or copy of the manuscript.

3. In case of any dispute in the copyright of the dissertation/thesis/report of senior project between the licensor and others, or between the licensee and others, or any other inconveniences in regard to the copyright that prevent the licensee from reproducing, adapting or distributing the manuscript, the licensor agrees to indemnify the licensee against any damage incurred.

This agreement is prepared in duplicate identical wording for two copies. Both parties have read and fully understand its contents and agree to comply with the above terms and conditions. Each party shall retain one signed copy of the agreement.

_____ Licensor

( _____ )

_____ Licensee
(Director, Library and Learning Space)

_____ Witness
(Dean, Graduate School)

_____ Witness
(Program Director)