CHINESE TOURISTS' SATISFACTION TOWARDS TRAVEL WEBSITE:

THE CASE STUDY OF WWW.CTRIP.COM

CHINESE TOURISTS' SATISFACTION TOWARDS TRAVEL WEBSITE:

THE CASE STUDY OF WWW.CTRIP.COM

MEIYUAN CHEN

This Independent Study Manuscript Presented

to the Graduate School of Bangkok University

in Partial Fulfillment

of the Requirement of the Degree

Master of Arts in Hospitality and Tourism Industry Management

2020

บัณฑิตวิทยาลัย มหาวิทยาลัยกรุงเทพ

อนุมัติให้การค้นคว้าอิสระเป็นส่วนหนึ่งของการศึกษาตามหลักสูตร

ศิลปศาสตรมหาบัณฑิต สาขาวิชาการจัดการอุตสาหกรรมการบริการและการท่องเที่ยว

เรื่อง   CHINESE TOURISTS' SATISFACTION TOWARDS TRAVEL WEBSITE: THE CASE
         STUDY OF WWW.CTRIP.COM

ผู้วิจัย   เหมยหยวน เฉิน

ได้พิจารณาเห็นชอบโดย

อาจารย์ที่ปรึกษา   ดร.ศิวศักดิ์ ปานสุขขุม

ผู้เชี่ยวชาญ   ดร.ภูเกริก บัวสอน

ABSTRACT

Nowadays, tourists greatly depend on the Internet to make their travel decisions, which means that websites have evolved to be the most significant tool to generate positive tourists' positive influences on a destination through offering satisfactory and safe online experiences. Some tourists still remain reluctant to use websites because of perceived risk. In this study, its objective is to research Chinese tourists' satisfaction towards travel website through using www.ctrip.com as a case. In this study, the independent variables include service quality, security, technical support, loyalty, perceived usefulness, and personalized service. The dependent variable is Chinese tourist satisfaction towards travel website www.ctrip.com. The result, there are 210 participants engaging in this questionnaire. In order to examine the established hypotheses, multiple regression analysis is adopted. In this study, its study indicates that a greater degree of Chinese tourist satisfaction towards travel website www.ctrip.com is significantly associated with service quality, loyalty, perceived usefulness, and personalized services. However, security and technical support are not significantly associated with the level of Chinese tourist satisfaction towards travel website www.ctrip.com. Hence, this study offers valuable suggestions about improving tourist satisfaction towards travel website.

ACKNOWLEDGEMENT

This Independent Study was expected to be completed with support and encouragement of many people. I would wish to express my sincere thanks to all of them here.

First of all, I would like to say thanks to my advisor Dr. Siwasak Pansukkum, who guided and supported me in independent study. Thank you for his patience, useful advice, reviews, and valuable time, those all make me successfully complete this study. Secondly, I need to thank all professors of the HTIM Program of Bangkok University who have taught me at the University. Thirdly, I am thankful to my families and all my friends for their sincere support during this period.

TABLE OF CONTENTS

TABLE OF CONTENTS (Continued)

LIST OF TABLES

LIST OF FIGURES

CHAPTER 1

INTRODUCTION

1.1 Background of the Research

In recent years, economic development, technological advancements, and improvements in living standards have been evident in most countries. As a result, traveling has become more accessible, enabling people to go on trips during the holidays. According to a study by the World Tourism Organization (WTO), Chinese tourists are those who travel abroad extensively each year. In 2012, Chinese tourists became the world's top spender in international tourism. Since then, it has been the leader in global outbound travels (United Nations World Tourism Organization-[UNWTO], 2013). UNWTO (2013), China's increasingly lucrative outbound tourism market has "great potential" for future growth, which, in turn, has generated "tremendous business opportunities" for tourist destinations worldwide.

In the past, people usually planned their trips with many months of anticipation, in which they encountered numerous obstacles prior to their departure. For instance, they used to be unaware of travel-related service offerings, departure times, prices of tourism products in each destination, and how to book the accommodations. Generally, they needed the assistance of a travel agency to obtain the essential information, which charged their services on top of the travel packages that the customers availed.

With the rapid changes in information technology, consumers nowadays often use booking websites to plan their travels in fewer and simpler steps. Such online

services encompass airline ticketing, hotel reservations, car or local transportation, dining, activities, tourist information, and travel tips. Other features include real-time and most updated travel information and query of travel routes, making the trip much easier than it was in the past.

Regarding the advantages of these travel websites, it is undeniable that these have become a one-stop solution for most travelers. According to the UNWTO, In2030, the number of global travelers will exceed 1.8 billion. In this context, China is considered the world's fastest-growing tourism market and will play a key role in the sector's development. For many decades now, China's outbound tourism market has continued to grow steadily. Additionally, the number of Chinese users that utilize online platforms to avail tourism-related services has increased over time.

Figure 1.1 illustrates the 2019 revenue of online travel agents that amounted to 1,005.9billion Yuan, due to the impact of the covid-19, the 2020 revenue of online travel agents will drop by 20.97% with 2019, and the revenue of online travel agents was experience negative growth for the first time (CNNIC, 2020).

Figure 1.1: Revenue of the online travel agents in China from 2015 to 2020
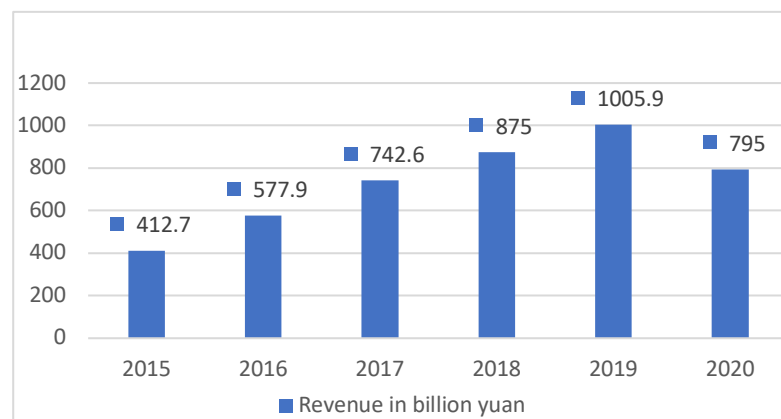
Source: CNNIC (2020).

Figure 1.1 highlights that online booking has become the preferred method of Chinese people when planning a trip. Then, Figure 1.2 illustrates that while online ticketing and booking remained the largest section of China's online travel market, there is a slight trend of online holiday booking, taking a more significant market share year by year (iResearch, 2018).

Figure 1.2: China online travel market structure
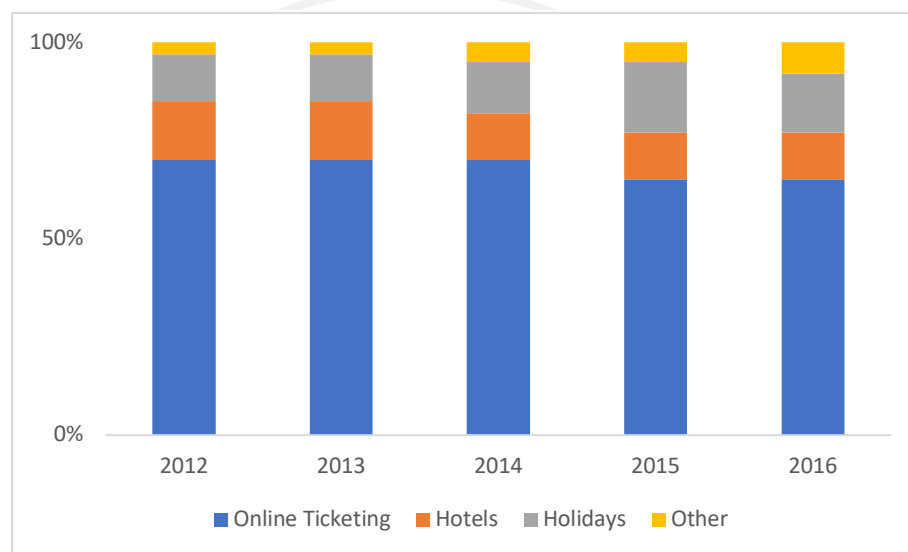
Source: iResearch (2018).

Online travel agencies in China are typically far more complex than the services preferred in other countries. For example, two of the most powerful Online Travel Agency (OTA) companies outside China are Booking Holdings Inc. BKNG (NASDAQ) and EXPE (NASDAQ) (Walker, 2018). In China, these sites are only accessible in certain areas due to the communist party's internet censorship. As a result, local companies found the market opportunity to create their own websites and take care of the increasing demand of Chinese clients.

Table 1.3 itemizes the share of online travel agencies in China by transactions in the first quarter of 2018 (China Internet Watch, 2020). It also classifies the largest industry players as follows:

Table 1.1: The share of online travel agencies in China by transactions in the first quarter of 2018

Company	Market Share
Crip	36.5%
Qunar	17.1%
Fliggy	14.7%

Source: China Internet Watch (2018).

As noted by this information, the market is very competitive, with www.ctrip.com being by far the biggest player in the industry as of 2018.

Figure 1.3: The share of online travel agencies in China by transactions in the first quarter of 2018
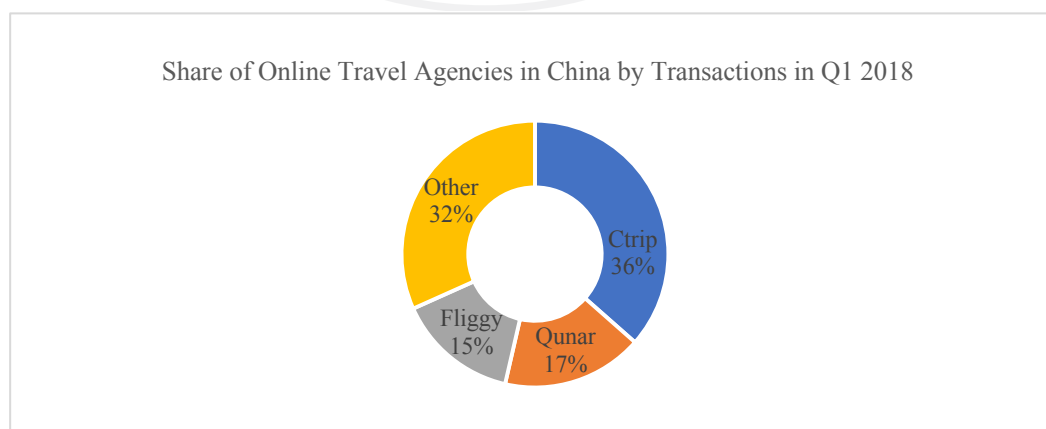
Source: China Internet Watch (2018).

Table 1.2: The number of Chinese people who use travel websites between 2014 and 2018

Website	Year 2014	Year 2018	Change
www.ctrip.com	24.7%	36.6%	11.9%
www.tuniu.com	11.7%	3.4%	8.3%
www.cy.com	5.8%	-	5.8%
www.mafengwo.com	3%	-	3%
www.qvnaer.com	-	16.5%	-16.5%
www.fliggy.com	-	14.3%	-14.3%
www.meituan.com	-	3.4%	-3.4%
Others	54.8%	25.8%	29%

Source: China Internet Watch (2018).

According to Table 1.4, www.ctrip.com was the clear market leader, and over 24.7% comprised of small players. In 2018, www.ctrip.com and www.qunar.com captured almost 50% of the online booking market, making their combination exceed the total share of all other platforms.

Undoubtedly, www.ctrip.com has been one of the first companies that came into the minds of Chinese consumers when making travel plans. Known as "China's one stop travel shop," it is a leading provider of reservations for accommodations, transportation and ticketing, tour packages, corporate travel management, and other travel-related services in China.

As discussed above, considering the relevance of the booming industry in a thriving economy like China, it is a must-study case. In terms of tourist satisfaction with online booking sites, this might be the most significant determining factor to the success or failure of any company in this market. Like in many other markets, companies with low levels of consumer satisfaction are expected to lose a substantial number of their customers. In contrast, those with higher levels of consumer satisfaction are more than likely to acquire numerous loyal customers.

Furthermore, companies must understand the preferences of travelers since it is crucial for the successful development of their website. In that way, they can tailor and improve their service offerings accordingly. More specifically, this approach will be beneficial to online booking websites such as www.ctrip.com. It could improve its services to retain its competitiveness in the Chinese market. Meanwhile, if it plans to expand into different markets, it has to adjust its services and methods as needed. Others that seek to enhance their online platforms could utilize the results of this study as guidelines for website development. Additionally, the researcher of this study hopes that the findings could provide relevant information for tourism agencies, other private companies, and the government that plan to create online booking websites to attract more customers.

1.2 Research Objectives

This study aims to study Chinese tourists' satisfaction with travel websites, specifically the case study of www.ctrip.com. The objectives are:

(1) To investigate the level of satisfaction of Chinese tourist toward
www.ctrip.com;

(2) To generate guidelines for travel websites to assist Chinese tourist in
developing marketing strategies based on their' satisfaction.

1.3 Research Questions

This study aims to study Chinese tourist satisfaction with travel websites. It
focuses on the case study of www.ctrip.com and presents 2 research questions as
follows:

(1) How satisfied are Chinese tourists with www.ctrip.com?

(2) What are the appropriate guidelines for tourism websites to adapt when
developing marketing strategies?

1.4 Significance of the Research

This paper selects www.ctrip.com as the research object. Subsequently, an in-
depth analysis is conducted through an online questionnaire survey to obtain the
perspective and user satisfaction of the traveler. The findings serve as the guidelines
for companies to develop their online booking platforms. Additionally, it could guide
e-tourism marketers who plan to create or work in the industry. Overall, the results
should be beneficial to improve the travel websites and attract new users. By
understanding the users' satisfaction levels with www.ctrip.com, its relevant
personnel can improve existing products, information, and services accordingly,
thereby increasing customer satisfaction.

1.5 Definition of Terms

Travel website refers to www.ctrip.com. It offers information on tourism and issues related to travel agents. The website also provides the platform for its users to contact the relevant providers in the hospitality industry, such as hotels, restaurants, and travel agents.

Chinese tourists refer to Chinese people who live in mainland China and mostly use www.ctrip.com for travel purpose.

Satisfaction refers to the likelihood of Chinese tourists to use www.ctrip.com.
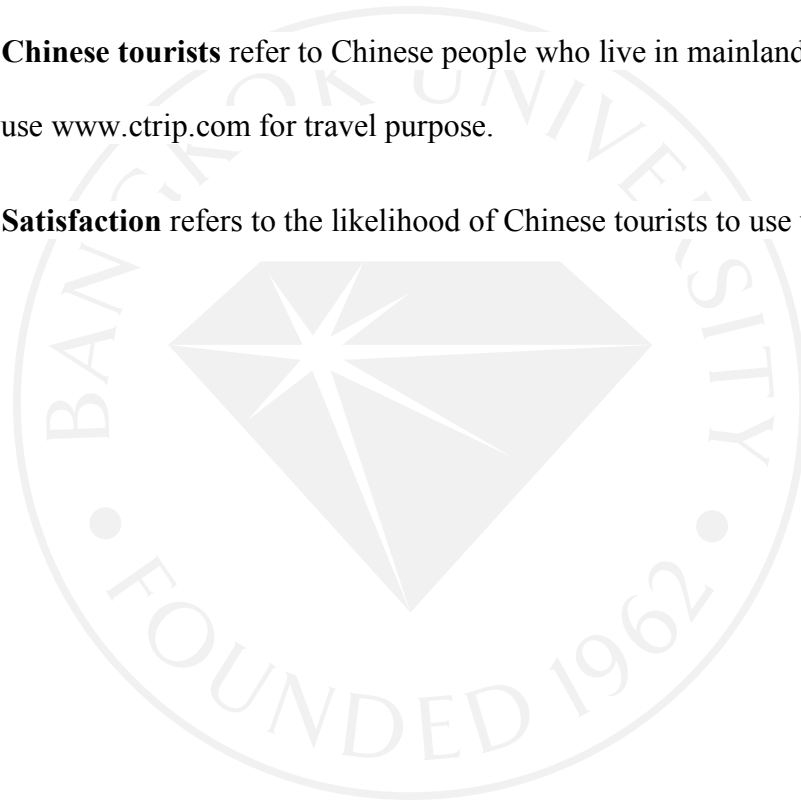
CHAPTER 2

REVIEW OF LITERATURE

The current study aims to study the level of Chinese tourist satisfaction with www.ctrip.com, a travel website. This chapter reviews literature related to this study. The outline as follows:

2.1 Overview of China's tourism industry

2.2 Characteristics of an Efficient website

2.3 Tourist satisfaction

2.4 Previous research

2.5 Research hypotheses

2.6 Research framework

2.1 Overview of China's Tourism Industry

Since China's reform and opening up, its tourism industry has rapidly expanded. The volume of Chinese tourists reached approximately 145.31 million, and the tourism industry in China generated $131.3 billion in revenue. Given China's exponential economic growth and urbanization, an increasing volume of locals prefers to escape the city by visiting the rural areas. Currently, many of them enjoy spending holidays and weekends in the country's rural areas. As a result, rural areas have become the favorite destinations that satisfy the increasing need of locals for tourism

and leisure. In 2017, approximately 220 million Chinese tourists took part in rural tourism events during the two main Chinese festivals, specifically the Mid-Autumn Holiday and National Day (China Tourism Academy, 2017).

The Chinese tourism industry has become the main engine in stimulating and promoting China's rural economy (He, 2011). More specifically, it minimizes the gap between rural and urban areas by revitalizing the rural culture, causing improvements in relevant industries, and promoting rural employment (Guo & Han, 2010). The State Council of PRC (2017) highlighted that great attempts are crucial to stimulating the Chinese tourism industry and satisfying the various needs of Chinese tourists.

According to Su (2011), with the development of this specific industry, Nongjiale, the version of rural tourism in China, has become increasingly popular. Local visitors enjoy amusements, services of homestay accommodation, and rustic meals with the villagers' families. Currently, the key Chinese tourism industry trend with regards to Nongjiale is incorporating a series of European-styled homestay buildings, resorts, and manors with exquisite decoration. Generally, these significantly differ from the previous traditional landscape of Chinese rural areas and are run by foreign companies.

In China, tourism development focuses on the original rural environment and landscape influenced by the corresponding economic and social structures. According to Long and Tu (2017), such tourism development has been one of the key forces to achieving rural reconstruction in China. In addition, China's tourism is closely related to rurality, a term adopted to describe the rural features experienced by Chinese tourists. To some extent, China's tourism relies on these characteristics to promote

tourism consumption (Zhou, 2014). Furthermore, in China's context, the rural

features are widely identified as the fundamental component (Feng & Sha, 2007). In

turn, rurality has become gradually popular under the development of China's tourism

industry (Wu, 2014).

2.2 Characteristics of an Efficient Website

2.2.1. Service Quality

Service quality is the first factor that influences Chinese tourists' satisfaction

with online travel websites. More specifically, it is significantly positively related to

tourists' satisfaction. Meanwhile, a positive correlation exists between the service

quality of tourist websites and the online satisfaction of tourists (Koufaris &

Hampton-Sosa, 2004). It has been proven that service quality is the most influential

element determining tourist satisfaction (Ayeh, 2015). Equally important, the quality

of the products, logistics, online communication, information, offline logistics, and

after sales service substantially impact the tourists' satisfaction with travel websites

(Rafiq, Fulford, & Lu, 2013).

2.2.2 Security

Security is the second factor that impacts Chinese tourists' satisfaction with

online travel websites since risk perception closely impacts a tourist's willingness to

download the Ctrip mobile application (Chen & Lin, 2020). Regarding

www.ctrip.com, the tourist satisfaction with the website is significantly closely related

to the internet and website's security control, financial security, user's perceived security, and privacy (Chen & Lin, 2020). In this context, security is defined as the extent of protection from or resistance to loss. Generally, it is adopted to protect any valuable or vulnerable assets, i.e., organization, item, community, dwelling, and customer. A negative security perception may occur when security is poorly structured to guarantee one's objective security.

Meanwhile, Rafiq et al. (2013) reported that the measure of perceived security effectiveness differs from the practical security offered by those measures. The existence of security and protection mainly refers to the degree of safety. For instance, www.ctrip.com ought to create and integrate online security software programs to support the interaction between the tourists and www.ctrip.com, minimizing any potential security risks and ensuring double protection for the user. To some extent, the perception of security can be defined as the perception of risk, which can improve objective security when www.ctrip.com detects or deters any risky behavior through a series of visual symbols of risk reminders.

Information technology (IT) is an important asset in ensuring online security that can improve the objective security of www.ctrip.com, thus protecting the personal information of users and the stored digital information. Overall, objective security can be enhanced when www.ctrip.com employs its IT assets to deal with accidental, malicious, external, and internal risks. This form of IT protection refers to the response to and the prevention and detection of threats. These preventive measures are based on established policies, digital security, offers, services, and

software tools that can improve the overall objective security (Chen & Lin, 2020). Thus, security plays a significant role in companies across all sectors and of all sizes.

Poor security is more likely to cause a sudden internal risk, generate an intentional risk factor, and compromise data or systems. Failing to satisfy security standards leads to financial penalties and lowers tourist satisfaction. Based on security, www.ctrip.com can improve its capability to offer user privacy protection, promote the website's credibility, increase the quality of online communication, and design appropriate website content.

2.2.3 Technical Support

Technical support is the third factor that affects Chinese tourists' satisfaction with online travel websites. The Technology Acceptance Model's (TAM) elements have been broadly investigated by various studies on tourist satisfaction, such as the e-loyalty element (Zhang & Zhou, 2020), usefulness, and easy-to-use (Huang, 2017). Generally, technical support includes a series of essential services or products offered by companies to support their users, such as mechanical and electronic products, software and other informatics products, computers, televisions, and mobile phones. Numerous firms focus on providing technical support for their goods by charging a fee or offering it for free (Huang, 2017).

For www.ctrip.com, its technical support involves enabling its users to log in to seek help, establishing a live online support software, and allowing users to connect with its technical department through email. As a large organization, www.ctrip.com has established its internal technical support department, equipping its designated

personnel to address computer-related issues. It also offers free tech support and helps tourists find the appropriate methods to resolve their personal issues.

Generally, www.ctrip.com also provides some fee-based services, such as its premium technical support. A key component in the second factor is maintenance support that can modify the website after addressing the mistakes and developing its performance quality and other relevant attributes. Its maintenance support primarily deals with a series of fixing technical and managerial defects. Majority of the problems that the management encounters are related to maintenance support, which is aligned with the priorities of the website's employees and customers. In turn, this can promote the ability of www.ctrip.com to estimate costs and improve its overall maintenance quality. As for www.ctrip.com and other online travel agencies, the main technical problems are maintainability measurement, testing, impact analysis, and limited understanding (Huang, 2017). For www.ctrip.com, software maintenance broadly involves optimization, the deletion of obsolete features, improvements in its abilities, and corrections of errors. Since www.ctrip.com inevitably relies on technical capabilities to improve tourist satisfaction, it requires constant updates for assessments, management, and modifications.

2.2.4 Loyalty

Loyalty is the fourth factor that influences Chinese tourists' satisfaction with online travel websites. According to most academic scholars, loyalty is closely related to tourist satisfaction and trust. The nature of loyalty can be conative, affective, and cognitive (He, Li, & Harris, 2012). For www.ctrip.com, its service quality plays a

significant role in promoting tourist loyalty, which enhances tourist satisfaction. Moreover, through Word of Mouth (WoM), tourist satisfaction influences tourist trust, which is applicable to www.ctrip.com. Then, the tourists' perceived usefulness of www.ctrip.com is positively correlated with their trust and e-loyalty. From aspects related to tourists, their perceived value, level of trust toward www.ctrip.com, purchase size, and convenience motivation substantially influence their loyalty and satisfaction (Anderson & Srinivasan, 2003).

A systematic series of tourist loyalty indicators were investigated for quantitative analysis (Watson, Beck, Henderson, & Palmatier, 2015). It has been widely agreed that tourist satisfaction closely impacts their trust, which imposes a significantly positive impact on their loyalty (Zhang & Zhou, 2020). Also, a mediated influence exists and impacts tourist satisfaction associated with tourist loyalty (Zhang & Zhou, 2020). Generally, such a level of trust is a basic element in strengthening tourist loyalty (Watson et al., 2015). For www.ctrip.com, switching cost and tourist satisfaction are considered two central elements that influence tourist loyalty (Cho, Ozment, & Sink, 2008).

The existing relationship among tourist loyalty, tourist trust, and tourist satisfaction have been researched. Tourist trust and tourist satisfaction significantly influence tourist loyalty. Meanwhile, tourist trust, privacy, and security, along with website design, significantly positively impact tourist satisfaction (San Martín, Herrero, & García de los Salmones, 2019). Tourist trust plays a considerably direct role in www.ctrip.com's responsiveness, tourist satisfaction, and accessibility. In

addition, its customization will indirectly impact tourist loyalty through tourist satisfaction.

Furthermore, the service quality of www.ctrip.com significantly influences tourist loyalty through tourist trust. The perceived usefulness of www.ctrip.com's products and services impacts tourist trust and promotes tourist loyalty. Moreover, tourist satisfaction partially affects tourist trust. In the context of www.ctrip.com, the tourists' perceived value of, business-level trust toward, and purchase size of its products and services, along with the convenience generated by its products and services, highlight their influence on tourist loyalty and tourist satisfaction (Budianto, 2019). With the same importance, their perceived reputation of the website and the company's willingness to personalize its goods and services could significantly influence the tourists' initial trust toward www.ctrip.com (Park & Jeong, 2019). Tourist trust substantially promotes the service quality of www.ctrip.com and improves tourist loyalty (Kuo, Cheng, Chang, & Chuang, 2018). Its website design can impact tourists' loyalty through their trust and satisfaction (Park & Jeong, 2019). Then, its customization, responsiveness, and accessibility indirectly influence tourist loyalty through tourist satisfaction (Park & Jeong, 2019). Finally, tourist satisfaction positively increases tourist loyalty through tourist trust (Park & Jeong, 2019).

2.2.5 Perceived Usefulness

Perceived usefulness is the fifth factor that affects Chinese tourists' satisfaction with online travel websites. It refers to an individual's perception that applying technology will improve a company's technical performance. Currently, the

significance of perceived usefulness has been broadly identified in many sectors. Generally, it is understood as the subjective probability that adopts the technology to offer tourists convenient services and help employees effectively accomplish a given mission. Tourist satisfaction is mediated by customization and the perceived reputation, security, and usefulness (Wang & Li, 2019). More specifically, the perceived usefulness of a specific website, i.e., security control, access to extensive information, and accessibility can increase users' initial level of trust (Wang & Li, 2019). Overall, the satisfaction of tourists positively and directly impacts tourist loyalty.

Factors related to technology acceptance positively and directly impact tourist loyalty and satisfaction. While certain hold-up expenses positively and directly influence tourist loyalty, the former cannot positively and directly affect tourist satisfaction (San Martín et al., 2019). The current literature review focuses on tourist loyalty, satisfaction, and trust in OTA, which is comparatively rare. Meanwhile, there are no studies on the applicability of the present literature to the OTA in China's tourism market. Thus, the mediating influence of tourist satisfaction toward OTA has not been investigated.

2.2.6 Personalized Service

Personalized service is the sixth factor that influences Chinese tourists' satisfaction with online travel websites. To offer tourists personalized services, www.ctrip.com designs the memberships of its users according to their needs, which improves their satisfaction. For instance, in the context of www.ctrip.com,

membership refers to its actions that permit tourists to customize their subscriptions according to their information of interest, which usually requires a subscription or membership fee. By offering personalized services, it can meet tourists' specific demands in relation to geographical location, travel budget, personal interests, and activities, which could improve tourist satisfaction. Meanwhile, personalized services could facilitate or encourage collaborations and interactions between www.ctrip.com and tourists (Media Alliance, 2017).

2.3 Tourist Satisfaction

Tourist satisfaction is the process in which tourists express their sentiments or emotions after visiting their specific travel destinations (Baker & Crompton, 2000). According to Fornell (1992), measuring tourist satisfaction can help destinations update their services and attract more visitors. Similarly, Kotler (1994) reported that satisfaction is essential to measure the performance quality of destinations and relevant organizations. Several studies have also proven that tourist satisfaction is the most effective measure to assess travel-related goods and services.

After experiencing the products or services of tourist destinations, tourists will compare their actual experiences of the products or services with their expectations. This highlights that the expectation level and the perception of the actual experience will be central to controlling and managing tourist satisfaction. For instance, tourists will find their experience satisfactory if the tourist destinations and their corresponding experiences satisfy or exceed their prior expectations (Montero & Fernandez-Aviles, 2010).

Tourist satisfaction is perceived to be an assessment of a given service or product. In the context of the attributes of such services and products, this metric could either be satisfactory when it fulfills the tourists' desires or lower their satisfaction when substandard experiences occur. Moreover, tourist satisfaction includes cognitions (performance and expectations) and involves emotions playing an important role in generating tourist satisfaction (Montero & Fernandez-Aviles, 2010). In terms of the technical (cognitive) feature of tourist satisfaction, it concentrates on tourist feedback and multiple standards for comparison. Since www.ctrip.com began offering these services to its customers, it has influenced the degree of tourist satisfaction. Therefore, based on the above analysis, tourist satisfaction is influenced by the tourists' emotions and cognitive judgments arising from their consumption experience.

2.4 Previous Research

In China, www.ctrip.com is a leading Online Travel Agency (OTA). The online tourism market's transaction scale in 2017 was ¥40 billion, a 34.0% growth from the previous year (Ctrip, 2020). Additionally, www.ctrip.com is a leading organization in China that offers a wide range of online travel services to more than 50 million registered members, including travel information, ticket purchasing, business travel management, and holiday and hotel reservations (Ctrip, 2020).

With the level of service contact from low to high, www.ctrip.com's services can be classified into mail contact, internet contact, phone contact, and face-to-face contact. In the context of www.ctrip.com, mail contact is defined as regularly sending

emails to its registered members. The content focuses on travel information tailored to the interests of the members and their personal hobbies. Its employees will offer services with a low degree of contact to the members by screening and organizing relevant information.

Internet contact takes place when www.ctrip.com relies on website construction to contact its members and offer them reservation services, flight information, and hotel prices on its home page. Besides, internet contact is supported by technical operability, convenient network interface design for members, high network speed, technical means, and other elements. Generally, these features will influence the members' satisfaction with www.ctrip.com (Ctrip, 2020).

In addition, phone contact mainly relies on www.ctrip.com's call center, with approximately 4,000 employees. The company offers the best calling services compared with other Asian companies. For travel websites, the efficiency, speed, professional knowledge, and language of employees in the call center are vital standards that customers utilize when assessing the travel websites' service quality. More specifically, these standards are closely related to addressing customers' complaints or meeting their demands. Finally, face-to-face contact is the direct contact between www.ctrip.com's employees and customers, such as helping customers register their memberships and providing travel accommodation information in the airports or stations. This is a common offline contact method with the greatest interaction and the highest degree of contact.

Several essential models have been established to connect tourist satisfaction with the perceived general performance and quality of the tourist destinations (Tse &

Wilton, 1988). These are the norm models (LaTour & Peat, 1979), equity theory (Oliver & Swan, 1989), and disconfirmation or expectation (Oliver, 1980). More specifically, LaTour and Peat's (1979) norm theory interprets the comparison between purchased goods and other products for the immediate comparison between the present and the previous tourist destination. Meanwhile, Oliver and Swan's (1989) equity theory interprets that satisfaction occurs when customers receive benefits in exchange for their time and efforts.

Besides, Oliver's (1980) disconfirmation or expectation considers customer expectation before consumption and after consumption (actual performance) for comparison. In addition, Oliver (1980) presented the general process involved in generating customer satisfaction, which includes the disconfirmation paradigm's expectancy. The model of disconfirmation or expectation indicates that before purchasing any products or services, customers form their expectations accordingly (Montero & Fernandez-Aviles, 2010). Thus, if integrated into the tourism sector, tourists can generally improve their expectations in relation to the products or services offered at the travel destinations.

2.5 Research Hypotheses

In the context of the determinants of the tourists' satisfaction with a travel website, Alcántara-Pilar et al. (2018) identified perceived usefulness and security, Noronha and Rao (2017) proposed service quality and personalized service, and Wagner et al. (2019) presented technical support and loyalty. Overall, these

characteristics have been illustrated in the efficient travel website's section, respectively.

H1o: Service quality does not significantly influence Chinese tourists' satisfaction with the travel website www.ctrip.com.

H1a: Service quality significantly influences Chinese tourists' satisfaction with the travel website www.ctrip.com.

H2o: Security does not significantly influence Chinese tourists' satisfaction with the travel website www.ctrip.com.

H2a: Security significantly influences Chinese tourists' satisfaction with the travel website www.ctrip.com.

H3o: Technology does not significantly influence Chinese tourists' satisfaction with the travel website www.ctrip.com.

H3a: Technology support significantly influences Chinese tourists' satisfaction with the travel website www.ctrip.com.

H4o: Loyalty does not significantly influence Chinese tourists' satisfaction with the travel website www.ctrip.com.

H4a: Loyalty significantly influences Chinese tourists' satisfaction with the travel website www.ctrip.com.

H5o: Perceived usefulness does not significantly influence Chinese tourists' satisfaction with the travel website www.ctrip.com.

H5a: Perceived usefulness significantly influences Chinese tourists'
satisfaction with the travel website www.ctrip.com.

H6o: Personalized service does not significantly influence Chinese tourists'
satisfaction with the travel website: www.ctrip.com.

H6a: Personalized service significantly influences Chinese tourists'
satisfaction with the travel website www.ctrip.com.

2.6 Research Framework

CHAPTER 3

METHODOLOGY

This research adopts a quantitative methodology to gather and analyze data, thus, reaching the objectives and aims. The approach and strategy are interpreted accordingly. A questionnaire is distributed to tourists, which is a major survey tool.

3.1 Research Method

This paper adopts the questionnaire to glean data. It aims to interpret the factors impacting Chinese tourist satisfaction with the travel website www.ctrip.com The objective of quantitative research is to investigate the specific phenomena by gathering numerical data related to the constructs in the paper, which are then analyzed. Carrying out professional quantitative research necessitates accurate data. Thus, this paper requires a reasonable arrangement of the questionnaire background, sampling method, and data collection.

3.2 Questionnaire Design

In this paper, the questionnaire is adopted to investigate the factors impacting Chinese tourist satisfaction with the travel website www.ctrip.com, including service quality, security, technical support, loyalty, perceived usefulness, and personalized service. To collect the required demographic information, the survey asks for general information on gender, age, education level, marital status, income. More specifically, demographic information-related questions are close-ended. This study arranged the

survey according to service quality, security, technical support, loyalty, perceived usefulness, and personalized services using seven-point Likert scales. More specifically, the number "0" represents not having any impact, while "7" represents an extremely essential indicator. Regarding the scores of each question, no effect is marked as "0," minimally essential is "1," low essential is "2," very essential is "6," and extremely essential is "7."

3.3 Population and Sample

The population of the study is Chinese individuals who want to visit or have visited the tourism website www.ctrip.com.

To investigate the Chinese tourists' satisfaction to www.ctrip.com website, the sample size calculation formula of sampling survey is used. The standard deviation is no more than 1.2 (σ=1.2), and the confidence level is 95% (α=0.05). The sample size should be at lesat 139, and 174 samples that should be enrolled in the study in order to end up with 139 evaluable subjects, based on the dropout rate (0.2). Finally, 210 samples were included in this study.

$$n = \left(\frac{Z_{1-\alpha/2}\sigma}{\delta} \right)^2 = \left(\frac{1.96*1.2}{0.2} \right) \approx 139$$

Note：

(1) n: sample size

(2) δ: margin of error

(3) σ: standard deviation

(4) $Z_{1-\alpha}$: Z-score (two tails)

3.4 Data Collection

There are two key parts to the survey: the demographic questions and the research questions, including constructs related to service quality, security, technical support, loyalty, perceived usefulness, and personalized service. In terms of the distribution channel of the survey, this study utilized QQ, WeChat, and email. There were 210 respondents in the online questionnaire who talked about their experiences (if any) using www.ctrip.com's software on its desktop or mobile website or mobile app when planning a trip. These 210 participants were spread out across the different cities in China.

Initially, the data collection involved examining validity by inviting 3 experts to test and correct the questions, making the survey easily understood. Second, this study invited 30 participants to complete the survey in advance. The data gathered in the second process will be analyzed using SPSS to examine the reliability and validity, which is employed to maintain, correct, or delete these items. Third, data were obtained through the revised figures and analyzed using SPSS.

3.5 Data Analysis

The author employed statistical analysis to analyze data as follows:

3.5.1 Descriptive Statistics

The first part covering the demographics of respondents (gender, age, education level, marital status, income) was analyzed by frequency and percentage.

The second part regarding of their Chinese tourists on website effect affecting their using www.ctrip.com were analyzed by Mean and standard deviation.

3.5.2 Inferential Statistics

Multiple regression was used to test hypotheses if Chinese tourists' satisfaction with online travel websites, specifically www.ctrip.com, in terms of service quality, security, technical support, loyalty, perceived usefulness, and personalized services.

CHAPTER 4

FINDINGS AND ANALYSIS

This chapter presents the findings on Chinese tourists' satisfaction with www.ctrip.com. To answer the research questions and test the hypotheses, multiple regression analysis was used. The findings will be itemized in three parts as follows:

4.1 Respondent Demographics

This section specifies the personal demographics of the respondents. The following table reveals the data gathered from the respondents from five questions on gender, age, educational level, marital status, and monthly income. Table 4.1 illustrates the findings.

Table 4.1: Respondent demographic

Profile	Category	Frequency (n=210)	Percent (%)
Gender	Female	124	59.05
	Male	86	40.95
Age	Below 20	44	20.95
	From 20 to 30	104	49.52
	From 31 to 40	56	26.67
	From 41 to 50	4	1.9
	Above 50	2	0.95

(Continued)

Table 4.1 (Continued): Respondent demographic

Education	< Bachelor's degree	91	43.33
	Bachelor's degree	80	38.1
	> Bachelor's degree	39	18.57
Marital status	Single	118	56.19
	Married	78	37.14
	Divorced	14	6.67
Income (rmb)	Below 8,000	101	48.1
	8,000 to 18,000	51	24.29
	18,001 to 28,000	42	20
	28,001 to 38,000	15	7.14
	More than 38,001	1	0.48

According to Table 4.1, the findings revealed that 59.05% of the respondents were females, and 40.09% were males. Then, 49.52 % or the majority were in the age range between 20-30 years old. Next, 26.67 % were between 31-40 years old, and 20.95% were below 20 years old.

When examining the respondents' educational level, the majority or 43.33% had less than a bachelor's degree, while the rest had at least a bachelor's degree or higher at 38.1% and 18.57%, respectively. Regarding their marital status, ranking first is 56.19% of the respondents who are single, while those who are married are second at 37.41%.

Table 4.1 also displays the monthly income of all respondents, in which 48.1% reported to earn below 8,000 RMB, 24.29% between 8,000-18,000 RMB, and 20% between 18,001-28,000 RMB.

4.2 Chinese Tourists' Satisfaction with www.ctrip.com

This section presents the findings on the satisfaction levels of Chinese tourists with the travel website www.ctrip.com. A total of 26 questions examined five parts, specifically service quality, security, technical support, loyalty, perceived usefulness, and personalized service. The data were presented in mean ($\bar{x}$) and standard deviation (S.D.) followed by descriptive analysis. Table 4.2 shows the outcomes of this section.

Table 4.2: Satisfaction level of Chinese tourists towards: www.ctrip.com

Statements	Mean.	S.D.	Level of satisfaction
service quality			
1.www.ctrip.com can provide me goods and services with higher quality compared to its competitors	6.97	3.251	Hight
2.www.ctrip.com's speed of confirming order is fast	6.70	3.143	Hight
service quality			
3. Staff of www.ctrip.com have enough ability and to address problems for me	6.58	3.143	Hight

(Continued)

Table 4.2 (continued): Satisfaction level of Chinese tourists towards: www.ctrip.com

Statements	Mean.	S.D.	Level of satisfaction
service quality			
4.www.ctrip.com can provide me reliable and high-quality services	6.60	3.143	Hight
5.www.ctrip.com can promote products that I am likely to be interested in through WeChat, email, and SMS	6.83	3.291	Hight
Security			
1.www.ctrip.com can protect my personal information (i.e. passport and flight number)	6.88	3.299	Hight
2.Net interface of www.ctrip.com is safe, and its navigation is secure	6.26	3.002	Hight
3.Transactions on www.ctrip.com are safe and secure	6.81	3.243	Hight
4. It is safe to scan or purchase products on www.ctrip.com without leaking out any personal information	6.09	2.746	Hight

(Continued)

Table 4.2 (continued): Satisfaction level of Chinese tourists towards: www.ctrip.com

Statements	Mean.	S.D.	Level of satisfaction
Technical support			
1.I can quickly and easily locate the information with www.ctrip.com's web guidance	6.52	3.219	Hight
2.Website system of www.ctrip.com runs stably with frequent technical maintenance	6.86	3.127	Hight
3.I never find the breakdown of www.ctrip.com with its updated maintenance	6.11	3.213	Hight
4.With the technical support, www.ctrip.com can timely update information	6.32	3.216	Hight
Loyalty			
1. I think first www.ctrip.com when I make a reservation	6.21	3.011	Hight
2. In the future, I will continuously use www.ctrip.com	6.33	3.124	Hight
3. I will recommend my friends to use www.ctrip.com	6.71	3.211	Hight
4. I will offer advice to www.ctrip.com	6.82	3.327	Hight
Perceived usefulness			
1. www.ctrip.com can provide me other tourists' reviews about different travel destinations	6.71	3.134	Hight

(Continued)

Table 4.2 (continued): Satisfaction level of Chinese tourists towards: www.ctrip.com

Statements	Mean.	S.D.	Level of satisfaction
Perceived usefulness			
2.www.ctrip.com can provide convenient payment process and fast staff response	6.81	3.183	Hight
3. www.ctrip.com is convenient and easy for me to access and use	6.32	3.011	Hight
4. www.ctrip.com is more efficient and reliable compared to physical travel agents	6.51	3.197	Hight
5. www.ctrip.com can provide true content and be responsible to users	6.39	3.079	Hight
6. www.ctrip.com can ensure users to purchase products and services on its website with reliable network speed	6.42	3.139	Hight
Personalized service			
1. www.ctrip.com can provide tailored products and services to me	6.33	3.195	Hight
2. www.ctrip.com can provide personal suggestions to me according to my preferences	6.07	3.112	Hight
3. www.ctrip.com satisfies my need of personalized reservation	6.58	3.124	Hight

Table 4.2 demonstrates the data analysis of the satisfaction levels. When focusing on service quality, the study finds that the respondents satisfied with the quality of the goods and services provided by the website, compared with other websites, obtained the highest, most satisfied score at 6.97, followed by the product promotion via WeChat, email, and SMS at 6.83. Additionally, the order confirmation was fast (6.70) and the website provided reliable and high-quality services (6.60). Then, the question regarding the staff responsible for the website and the perception that they are skilled enough to address relevant issues had the least number of respondents who were satisfied (6.58).

When examining the security attribute, most of the respondents were satisfied with the website's ability to protect personal information (6.88), followed by its online transactions are perceived as safe and secure (6.81). It was also found that the net interface is safe, and its navigation is secure (6.26). The question on the safety to scan or purchase products on this website without the incidence of data (personal information) leakage had the lowest number of respondents who were satisfied (6.09).

Regarding the technical support attribute, most of the respondents were satisfied with the website system, believing that it is stable and runs smoothly with frequent technical maintenance (6.86). Then, respondents felt that they can quickly and easily locate the information with web guidance (6.52) and technical support, followed by they perceived the website as capable of providing timely information updates (6.32). However, the least number of the respondents never encountered the crash or downtime of the website with its updated maintenance (6.11).

Regarding the loyalty attribute, most of the respondents were satisfied and will offer advice to the website (6.82), followed by they will recommend the website to their friends (6.71) and will continuously use the website (6.33). In contrast, those who first thought about the website when making a reservation had the least number of respondents (6.21).

With respect to perceived usefulness, most of the respondents were satisfied with (a) the convenient payment process provided by the website and fast staff response (6.81), (b) the reviews of other tourists posted on the website about different travel destinations (6.71), and (c) the website's better efficiency and reliability compared to physical travel agents (6.51). It was also found that the website can ensure users purchase products and services with reliable network speed (6.42) and provide authentic content and be responsible toward its users (6.39). Regarding the website's convenience and accessibility, it had the least number of respondents who were satisfied (6.32).

Finally, when focusing on personalized services, the study shows that most of the respondents were satisfied with the website's personal suggestions according to their preferences (6.70), followed by the website satisfies personalized needs (6.58). Then, the tailored products and services provided by the website had the least number of respondents who were satisfied (6.33).

4.3 Hypotheses Testing

The objective of this section is to evaluate Chinese tourists' satisfaction with online travel websites, specifically www.ctrip.com, in terms of service quality,

security, technical support, loyalty, perceived usefulness, and personalized services.

Multiple regression analysis was used to test the hypotheses, as demonstrated in

Tables 4.3 and 4.4.

Table 4.3: Research hypothesis

Hypothesis 1	H1o: Service quality does not significantly influence the Chinese tourist satisfaction towards travel website: www.ctrip.com.
	H1a: Service quality significantly influences the Chinese tourist satisfaction towards travel website: www.ctrip.com.
Hypothesis 2	H2o: Security does not significantly influence the Chinese tourist satisfaction towards travel website: www.ctrip.com.
	H2a: Security significantly influences the Chinese tourist satisfaction towards travel website: www.ctrip.com.
Hypothesis 3	H3o: Technology does not significantly influence the Chinese tourist satisfaction towards travel website: www.ctrip.com.
	H3a: Technology support significantly influences the Chinese tourist satisfaction towards travel website: www.ctrip.com.
Hypothesis 4	H4o: Loyalty significantly does not influence the Chinese tourist satisfaction towards travel website: www.ctrip.com.
	H4a: Loyalty significantly influences the Chinese tourist satisfaction towards travel website: www.ctrip.com.
Hypothesis 5	H5o: Perceived usefulness does not significantly influence the Chinese tourist satisfaction towards travel website: www.ctrip.com.

Table 4.3 (Continued): Research hypothesis

Hypothesis 5	H5a: Perceived usefulness significantly influences the Chinese tourist satisfaction towards travel website: www.ctrip.com.
Hypothesis 6	H6o: Personalized service does not significantly influence the Chinese tourist satisfaction towards travel website: www.ctrip.com.
	H6a: Personalized service significantly influences the Chinese tourist satisfaction towards travel website: www.ctrip.com.

Table 4.4: Multiple regression analysis results of Chinese tourists' satisfaction towards online travel websites: www.ctrip.com

Model	B	S.E.	Beta	t	p
Constant	0.521	0.261	-	1.994	0.047*
Service quality	0.192	0.052	0.207	3.692	0.000**
Security	0.054	0.047	0.062	1.148	0.252
Technical support	0.069	0.053	0.075	1.306	0.193
Loyalty	0.267	0.048	0.305	5.541	0.000**
Perceived usefulness	0.236	0.051	0.256	4.647	0.000**
Personalized service	0.093	0.042	0.116	2.209	0.028*

R=0.836, Adj. R^2=0.691, F=78.8903, * $p<0.05$ ** $p<0.01$.

In the context of Chinese tourists' satisfaction with www.ctrip.com, Table 4.4 presents the multiple regression analysis results. The Adj. R^2 was 0.691, meaning the regression explained 69.1% of the variance in the data. The dependent variable was

Chinese tourist satisfaction with www.ctrip.com. The six independent variables were service quality, security, technical support, loyalty, perceived usefulness, and personalized service.

The regression coefficient of service quality was 0.192 (t=3.692, p=0.000<0.01), implying that service quality significantly positively influenced Chinese tourists' satisfaction with www.ctrip.com. The regression coefficients are explained accordingly:

(a) The regression coefficient of security was 0.054 (t=1.148, p=0.252>0.05), confirming that security **did not affect** Chinese tourists' satisfaction with www.ctrip.com.

(b) The regression coefficient of technical support was 0.069 (t=1.306, p=0.193>0.05), denoting that technical support **did not have an impact** on Chinese tourists' satisfaction with www.ctrip.com.

(c) The regression coefficient of loyalty was 0.267 (t=5.541, P =0.000<0.01), indicating that loyalty significantly positively influenced Chinese tourists' satisfaction with www.ctrip.com.

(d) The regression coefficient of perceived usefulness was 0.236 (t=4.647, p=0.000<0.01), meaning that perceived usefulness significantly positively impacted Chinese tourists' satisfaction with www.ctrip.com.

(e) The regression coefficient value of personalized service was 0.093 (t=2.209, p=0.028<0.050=0), revealing that personalized services would

have a significant positive impact on Chinese tourist satisfaction with

www.ctrip.com

When considering the value of Beta, loyalty (β = .305) had the most

significant weight influencing Chinese tourists' satisfaction with www.ctrip.com,

followed by perceived usefulness (β = .256), service quality (β = .207), and

personalized service (β =.116). Table 4.5 summarizes the result for each hypothesis.

Table 4.5: Summary of hypothesis result

Hypotheses	Outcome
H1: Service quality significantly influences the Chinese tourist satisfaction towards travel website: www.ctrip.com.	Accepted
H2: Security significantly influences the Chinese tourist satisfaction towards travel website: www.ctrip.com.	Rejected
H3: Technology support significantly influences the Chinese tourist satisfaction towards travel website: www.ctrip.com.	Rejected
H4: Loyalty significantly influences the Chinese tourist satisfaction towards travel website: www.ctrip.com.	Accepted
H5: Perceived usefulness significantly influences the Chinese tourist satisfaction towards travel website: www.ctrip.com.	Accepted
H6: Personalized service significantly influences the Chinese tourist satisfaction towards travel website: www.ctrip.com.	Accepted

CHAPTER 5

CONCLUSION

The objective of this study was to research the relationship between Chinese tourists' satisfaction with travel websites like www.ctrip.com as the dependent variable and several independent variables: service quality, security, technical support, loyalty, perceived usefulness, and personalized service. In order to research the relationship, a quantitative methodology was adopted by designing and distributing a close-ended questionnaire online to gather the data. A total of 210 participants completed the online survey. This chapter details the findings and conclusion, discussion, and recommendation.

5.1 Findings and Conclusion

5.1.1 Demographic Findings

Most of the respondents who completed the online survey were females , and the majority were aged between 20-30 years and most of the respondents had less than a bachelor's degree. Then, most of the respondents was single, and earned an income below 8,000 RMB.

5.1.2 Satisfaction Level

Service quality is the first variable. Its mean values range between 6.58 and 6.97, and Std. Deviation range between 3.142 and 3.291, indicating a strong agreement on service quality's influence on Chinese tourists' satisfaction with the travel website www.ctrip.com.

Security is the second variable. Its mean values range between 6.09 and 6.88, and Std. Deviation values range between 2.746 and 3.299. This denotes the strong agreement on the statement that security influences Chinese tourists' satisfaction with the travel website www.ctrip.com.

Technical support is the third variable. Its mean values range between 6.11 and 6.86 and Std. Deviation between 3.127 and 3.219. This signifies the strong agreement on the statement that technical support influences Chinese tourists' satisfaction with the travel website www.ctrip.com.

Loyalty, as the fourth variable, has mean values that range between 6.21 and 6.82 and Std. Deviation between 3.011 and 3.327, suggesting a strong agreement that loyalty influences Chinese tourists' satisfaction with the travel website www.ctrip.com.

Perceived usefulness is the fifth variable with mean values that range between 6.32 and 6.81 and Std. Deviation between 3.011 and 3.197. This implies a strong agreement on the statement that perceived usefulness influences Chinese tourists' satisfaction with the travel website www.ctrip.com.

Personalized service, the sixth variable, has mean values that range between 6.33 and 6.70 and Std. Deviation between 3.112 and 3.195. This indicates a strong

agreement that personalized service influences Chinese tourists' satisfaction with the travel website www.ctrip.com.

5.1.3 Summary of the Hypothesis

Through the multiple regression analysis, it was found that personalized service, perceived usefulness, loyalty, and service quality significantly affected Chinese tourists' satisfaction with www.ctrip.com. On the other hand, technical support and security did not significantly affect Chinese tourists' satisfaction with www.ctrip.com. Additionally, the outcomes of the multiple regression analysis pointed out that loyalty was the most influential factor that affected Chinese tourists' satisfaction with online travel websites ($\beta = .305$).

5.2 Discussion

This study tested a total of six hypotheses. First, service quality significantly influences Chinese tourists' satisfaction with the travel website www.ctrip.com. In this study, the research outcomes indicated that service quality affected Chinese tourists' satisfaction with www.ctrip.com. More specifically, the majority of participants thought that service quality would determine their satisfaction with www.ctrip.com. The research outcomes were consistent with the findings of Koufaris and Hampton-Sosa (2004). They discovered that service quality could improve consumer satisfaction with a travel website. Moreover, these outcomes are also aligned with Ayeh's (2015) report that the service quality of tourist websites was one of the most significant factors that determine tourist satisfaction.

Second, security significantly impacts Chinese tourists' satisfaction with the travel website www.ctrip.com. Conversely, the research outcomes indicated that security did not influence Chinese tourists' satisfaction with the travel website www.ctrip.com. These findings were in contrast with Chen and Lin's (2020) paper, which indicated that tourist satisfaction with the tourist website is closely associated with the website's security control. The second hypothesis was rejected since the participants were unsatisfied with the website's security control.

Third, technology support significantly influences Chinese tourists' satisfaction with the travel website www.ctrip.com. In contrast, the research outcomes reported that technology support did not influence Chinese tourists' satisfaction with the travel website www.ctrip.com. These findings were the opposite of Huang's (2017) results that indicated tourist satisfaction with a tourist website is affected by the website's technology support. The third hypothesis was rejected since the participants felt dissatisfied with the website's technology support.

Fourth, loyalty significantly influences Chinese tourists' satisfaction with the travel website www.ctrip.com. In this study, the findings indicated that loyalty influenced Chinese tourists' satisfaction with the travel website www.ctrip.com since the majority of participants thought that a high level of loyalty could lead to a high level of satisfaction with www.ctrip.com. The outcomes were consistent with He et al.'s (2012) study that pointed out loyalty's significant role in promoting tourist satisfaction with www.ctrip.com.

Fifth, perceived usefulness significantly influences Chinese tourists' satisfaction with the travel website www.ctrip.com. This study's research outcomes

indicated that perceived usefulness impacted Chinese tourists' satisfaction with the travel website www.ctrip.com because most of the participants thought that perceived usefulness would improve their satisfaction with www.ctrip.com. The outcomes were in line with Wang and Li's (2019) report that the perceived usefulness of a tourist website can improve users' satisfaction with it.

Sixth, personalized service significantly influences Chinese tourists' satisfaction with the travel website www.ctrip.com. In this paper, the findings highlighted that personalized service affected the Chinese tourists' satisfaction with the travel website www.ctrip.com since the majority of participants expressed that they were satisfied with the website offering personalized service. These results are in line with Wang and Li's (2019) paper, which found that providing personalized service can improve tourist satisfaction with a tourist website.

5.3 Recommendations

5.3.1 Recommendations for Managerial Implications

The research outcomes show that www.ctrip.com is the number one travel website in the mind of Chinese tourists and they are highly satisfied with www.ctrip.com. and the research outcomes also specified four significant factors that influenced Chinese tourists' satisfaction with the travel website www.ctrip.com, specifically personalized service, perceived usefulness, loyalty, and service quality.

Hence, the guidelines for www.ctrip.com to design specific strategies for the continuous improvement of its personalized service, perceived usefulness, loyalty, and service quality, leading to the more effective improvement of its user satisfaction.

Considering that personalized service, perceived usefulness, loyalty, and service quality could improve the Chinese tourists' satisfaction with www.ctrip.com, the company must highlight the significance of both service and loyalty to promote the Chinese tourists' satisfaction. In turn, this can also improve the Chinese tourists' levels of loyalty, trust, and acceptance, which then successfully develops their satisfaction with www.ctrip.com. Additionally, a growing number of tourists pursued to enjoy high-quality and reasonably priced services. In the case of www.ctrip.com, it must offer tourists an excellent experience at the point of their first use of the website, which would improve their satisfaction with the website and become loyal customers. Additionally, if tourists were highly loyal to the travel website, they would become more willing to recommend www.ctrip.com to their friends. Thus, www.ctrip.com could improve users' loyalty by maintaining a good relationship with them and meeting their demands.

5.3.2 Future Research Direction

The research topic on Chinese tourists' satisfaction with www.ctrip.com implied that the study's context only included the Chinese tourists. Hence, in the future, it needs to expand its scope by including more countries, which can contribute to generating more reliable and generalizable outcomes. Additionally, it should

introduce more interesting topics by adding a series of related and potentially

influential components, such as cultural and economic indicators.

REFERENCES

Alcántara-Pilar, J. M., Blanco-Encomienda, F. J., Armenski, T., & Del Barrio-García, S. (2018). The antecedent role of online satisfaction, perceived risk online, and perceived website usability on the affect towards travel destinations. *Journal of Destination Marketing & Management, 9*, 20-35.

Anderson, R. E., & Srinivasan, S. S. (2003). E-satisfaction and e-loyalty: A contingency framework. *Psychology & Marketing, 20*(2), 123-138.

Ayeh, J. K. (2015). Travellers' acceptance of consumer-generated media: An integrated model of technology acceptance and source credibility theories. *Computers in Human Behavior, 48*, 173-180.

Baker, D. A., & Crompton, J. L. (2000). Quality, satisfaction and behavioral intentions. *Annals of Tourism Research, 27*(3), 785-804.

Chen, J., & Lin, Y. (2020). Is/are customer satisfaction and trust mediating factors of loyalty for OTA–From China's case?. *IOP Conference Series: Earth and Environmental Science, 453*(1), e012027.

China Internet Watch. (2020). *Statistics: China's online travel agency (OTA) market share in 2018*. Retrieved from https://www.chinainternetwatch.com/statistics/ota-market-share/.

China Tourism Academy. (2017). *The big data report of rural tourism during national and mid-autumn festival in 2017*. Retrieved from https://www.sohu.com/a/197972838_124717.

Cho, J. J. K., Ozment, J., & Sink, H. (2008). Logistics capability, logistics outsourcing and firm performance in an e-commerce market. *International Journal of Physical Distribution & Logistics Management, 38*(5), 336-359.

CNNIC. (2020). *For the third consecutive quarter to make profits against the trend, why does Tong Cheng Yilong "lead the way" on the OTA track?* Retrieved from https://www.sohu.com/a/434047274_104421

Ctrip. (2020). *Home page*. Retrieved from https://www.ctrip.com.

Feng, S., & Sha, R. (2007). Evaluation model of countryside tourism's rural feature: A case study of Wuyuan in Jiangxi Province. *Geographical Research, 26*(3), 616–624.

Fornell, C. (1992). A national customer satisfaction barometer: The Swedish experience. *The Journal of Marketing, 56*(1), 6-21.

Guo, H., & Han, F. (2010). Review on the development of rural tourism in China. *Progress in Geography, 29*(12), 1597-1605.

He, H., Li, Y., & Harris, L. (2012). Social identity perspective on brand loyalty. *Journal of Business Research*, *65*(5), 648-657.

He, J. (2011). Thoughts on tourism development in the context of urban-rural integration. *Tourism Tribune, 11*, 7–8.

Huang, Y. (2017). *Factors influencing choice decision behavior of chinese tourist on thai air ticket online booking: A Case study of ctrip. com, qunar. com, elong. com*. Unpublished Independent Study, Bangkok University, Bangkok.

iResearch. (2018). *China's online travel sector data in 2017*. Retrieved from

http://www.iresearchchina.com/content/details7_40590.html

Kotler, P. (1994). *Marketing management, analysis, planning, implementation, and control.* Upper Saddle River, NJ: Philip Kotler.

Koufaris, M., & Hampton-Sosa, W. (2004). The development of initial trust in an online company by new customers. *Information & Management, 41*(3), 377-397.

Kuo, N. T., Cheng, Y. S., Chang, K. C., & Chuang, L. Y. (2018). The asymmetric effect of tour guide service quality on tourist satisfaction. *Journal of Quality Assurance in Hospitality & Tourism, 19*(4), 521-542.

LaTour, S. A., & Peat, N. C. (1979). Conceptual and methodological issues in consumer satisfaction research. *Advances in Consumer Research, 6*(1), 431-437.

Long, H., & Tu, S. (2017). Rural restructuring: Theory, approach and research prospect. *Acta Geographica Sinica, 4*, 563–576.

Media Alliance. (2017). *Chinese travelers want personalized service*. Retrieved from https://chinesetourists.wordpress.com/2017/03/08/chinese-travelers-want-personalized-service/

Montero, J. M., & Fernandez-Aviles, G. (2010). An alternative to test independence between expectations and disconfirmation versus the positive version of the assimilation theory. An application to the case of cultural/heritage tourism. *International Journal of Management & Information Systems (IJMIS), 14*(4).

Noronha, A. K., & Rao, P. S. (2017). Effect of website quality on customer satisfaction and purchase intention in online travel ticket booking websites. *Management*, *7*(5), 168-173.

Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research, 17*(4), 460-469.

Oliver, R. L., & Swan, J. E. (1989). Equity and disconfirmation perceptions as influences on merchant and product satisfaction. *Journal of Consumer Research, 16*(3), 372-383.

Park, J., & Jeong, E. (2019). Service quality in tourism: A systematic literature review and keyword network analysis. *Sustainability*, *11*(13), 3665.

Rafiq, M., Fulford, H., & Lu, X. (2013). Building customer loyalty in online retailing: The role of relationship quality. *Journal of Marketing Management*, *29*(3-4), 494-517.

San Martín, H., Herrero, A., & García de los Salmones, M. D. M. (2019). An integrative model of destination brand equity and tourist satisfaction. *Current Issues in Tourism*, *22*(16), 1992-2013.

Su, B. (2011). Rural tourism in China. *Tourism Management, 32*, 1438–1441.

The State Council of PRC. (2017). *Several opinions of the Central Committee of the Communist Party of China and the State Council on deepening the advancement of agricultural supply-side structural reforms and accelerating the cultivation of new driving forces for agricultural and rural development.*

Retrieved from

http://www.moa.gov.cn/ztzl/yhwj2017/zywj/201702/t20170206_5468567.htm.

Tse, D. K., & Wilton, P. C. (1988). Models of consumer satisfaction formation: An

extension. *Journal of Marketing Research, 25*(2), 204-212.

United Nations World Toursim Organisation. (2013, April 4). *China - The new*

number one tourism source market in the world. Retrieved from

https://www.unwto.org/archive/global/press-release/2013-04-04/china-new-

number-one-tourism-source-market-world.

Wagner, C., Kawulich, B., & Garner, M. (2019). A mixed research synthesis of

literature on teaching qualitative research methods. *SAGE Open*, *9*(3),

e2158244019861488.

Walker, B. (2018). *Online travel agencies market share across the world.* Retrieved

from https://www.hotelmize.com/blog/online-travel-agencies-market-share-

across-the-world/

Wang, P., & Li, H. (2019). Understanding the antecedents and consequences of the

perceived usefulness of travel review websites. *International Journal of*

Contemporary Hospitality Management, 31(3), 1086-1103.

Watson, G. F., Beck, J. T., Henderson, C. M., & Palmatier, R. W. (2015). Building,

measuring, and profiting from customer loyalty. *Journal of the Academy of*

Marketing Science, 43(6), 790-825.

Zhang, J. X., & Zhou, X. (2020). Study on customer loyalty of tourism mobile e-

commerce platform—Taking Qunar as an example. *DEStech Transactions on*

Social Science, Education and Human Science. Paper presented at the 2020

5th International Conference on Education and Social Development (ICESD

2020). Retrieved from https://www.dpi-

proceedings.com/index.php/dtssehs/article/view/34534/33117

Zhou, L. (2014). Online rural destination images: Tourism and rurality. *Journal of*

Destination Marketing & Management, 3, 227-240.

APPENDIX

Questionnaire to explore the Chinese tourists' satisfaction towards

WWW.CTRIP.COM

This survey research was aimed to analyze Chinese tourists' satisfaction towards www.ctrip.com. I would be appreciated if you could contribute any fact and use information truthfully by filling out the questionnaire. The information provided will be treated highly confidential and will be used solely for the purpose of academic resources.

Thank you for your kind cooperation.

Student from Bangkok University

Please tick the √ box on the response to the following questions that meet your consideration or opinion criteria, as follows:

Part 1: Personal Information

1. Gender

a. Male

b. Female

2. Age

a. Below 20

b. From 21 to 30

c. From 31 to 40

d. From 41 to 50

e. Above 51

3. Marriage status

a. Single

b. Married

c. Divorced

4. Monthly income

a. Below 10,000 RMB

b. 10,001 to 20,001 RMB

c. 20,001 to 30,001 RMB

d. 30,001 to 40,001 RMB

e. More than 40,001 RMB

5. Education

a. Lower than bachelor's degree

b. Bachelor's degree

c. Higher than bachelor's degree

Part 2: Chinese tourists' satisfaction with www.ctrip.com

(Principles: 7 = Strongly Agree to 1 = Strongly Disagree).

	Item	7	6	5	4	3	2	1
Chinese tourist satisfaction	In general, I am satisfied with my experience when I use www.Ctrip.com							

	I am satisfied with using www.Ctrip.com to find travel information						
	I am satisfied with my personal accounts with tailored services provided by www.Ctrip.com						
	The consuming experience on www.Ctrip.com website is satisfied						
	The services and products www.Ctrip.com offered are entirely meet my expectations						
	Interacting with the information search process of www.Ctrip.com is satisfactory						
	My prior experiences with www.Ctrip.com were always meeting my expectations						
	Using www.Ctrip.com always satisfies my expectations						
	I am satisfied with www.Ctrip.com providing intelligent services according to my travel preferences						
Service quality	www.Ctrip.com can provide me goods and services with higher quality compared to its competitors						

	www.Ctrip.com's speed of confirming order is fast							
	Staff of www.Ctrip.com have enough ability and to address problems for me							
	www.Ctrip.com can provide me reliable and high-quality services							
	www.Ctrip.com can promote products that I Am likely to be interested in through WeChat, email, and SMS							
Security	www.Ctrip.com can protect my personal information (i.e. passport and flight number)							
	Net interface of www.Ctrip.com is safe, and its navigation is secure							
	Transactions on www.Ctrip.com are safe and secure							
	It is safe to scan or purchase products on www.Ctrip.com Ctrip without leaking out any personal information							
Technical support	I can quickly and easily locate the information with www.Ctrip.com's web guidance							

	Website system of www.Ctrip.com runs stably with frequent technical maintenance							
	I never find the breakdown of www.Ctrip.com with its updated maintenance							
	With the technical support, www.Ctrip.com can timely update information							
Loyalty	I think first www.Ctrip.com when I make a reservation							
	In the future, I will continuously use www.Ctrip.com							
	I will recommend my friends to use www.Ctrip.com							
	I will offer advice to www.Ctrip.com							
Perceived usefulness	www.Ctrip.com can provide me other tourists' reviews about different travel destinations							
	www.Ctrip.com can provide convenient payment process and fast staff response							
	www.Ctrip.com is convenient and easy for me to access and use							
	www.Ctrip.com is more efficient and reliable compared to physical travel agents							

	www.Ctrip.com can provide true content and be responsible to users							
	www.Ctrip.com can ensure users to purchase products and services on its website with reliable network speed							
Personalized service	www.Ctrip.com can provide tailored products and services to me							
	www.Ctrip.com can provide personal suggestions to me according to my preferences							
	www.Ctrip.com satisfies my need of personalized reservation							

Suggestion:_____

_____

_____

_____

Thank you for your kind Co-operation.

VITAE

VITAE

Name-Surname: Meiyuan Chen

Date of Birth: Nov 28,1994

Place of Birth: Guangxi, China

E-mail: meiyuan.chen@bumail.net

Address: 115/2 Napasap4 Sukhumvit36 Klongton Klongtoei Bangkok

Thailand 10110

Education Background:

2021   Master of Arts in Hospitality and Tourism Industry

Management

Bangkok University

2018   Bachelor of Communication Arts (Advertising)

Bangkok University