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### The Impact of Website Service Quality on Customer Trust and Purchase Intentions in the Hotel: Theoretical Approach

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#### ABSTRACT

In the process of strong development of information technology and the explosion of e-business, the website service quality has become an increasingly important role. The purpose of this research is focused on understanding and explaining the impact of website service quality to customer trust and purchase intentions in the hotel, in particular to emphasize the role of website service quality. On the other hand, this research sets the stage for the subsequent empirical research.

Research methods include: (a) the scope of the studies in this research is website service quality and customer trust, purchase intentions in the hotel; (b) the type of data used is primary data; (c) The research method in this study is the review process of the study of Creswell (2003) and qualitative methodology with expert interview and online customer interviews techniques.

The results of the research: There are seven dimensions of website service quality in the hotel which includes the following: information quality; ease of use; security; response time; interaction; website design; website functionality. Research confirms the existence of a relationship between the hotel website service quality and customer trust, purchase intentions. At the same time, the research also shown that the dimensions of website service quality has a positive and direct effect on customer trust, purchase intention.

**Keywords:** Website service quality, hotel, customer trust, purchase intentions, information quality.

## 1. INTRODUCTION

### 1.1. Background

With the rapid development of communication technology, organizations have started and increasingly developed the communication and interaction with customers through the website. With websites, barriers

to space and time are slowly disappearing and the whole world is becoming an increasingly integrated community of buyers and sellers. Customers can plan, select and purchase hotel's services in a short time through the hotel website. Therefore, if not building and managing the website, the hotel will not have the opportunity to access the market in the country as well as abroad.

Besides that, the internet has changed the way of marketing, from passive marketing translates into proactive in attracting customers, discovered what customers want, what customers need and keep track of customers on demand. According to Phelan (2011), the hotel industry is one of the fastest growing industry in the use of the internet. Particularly, online marketing is becoming inevitable trends in business activities of hotels, in which the website is the most popular marketing tool. Indeed, the use of the internet has changed the hotel industry, it helps to promote hotels products and their services on the market, as well as to help disseminate information, communication, online shopping and establish online distribution system to consumers (Buhalis et. al., 2008). The website is not only an information channel that also is a trading platform providing news and data, create a brand image, and works as a sales tool. Good website service quality is one of the factors that determine the success of the business upon which today's tourists are increasingly acquiring information and purchase online for the following services such as accommodation, dining... (Stangl & Dickinger, 2013). Website quality is an essential selection for effective use of web information, information analysis, knowledge discovery and decision making (Zhao & Zhu, 2014).

Moreover, today, the global economy is going increasingly deep and wide. Globalization has brought many opportunities but also create difficulties for the hospitality industry. The competitive environment becomes more severe, problems finding customers, problems attracting and keeping customers becomes more difficult. In such an environment, businesses must make every effort to attract and keep customers to gain competitive advantage. Hotel website will provide visual images of products, services and support to customers when they request... Thereby, the hotel will create the first direct impression of the hotel, causing curiosity and encouraging potential customers to make transactions. Indeed, through the website, the hotel will have direct contact with potential customers (Winnie, 2014) and the website service quality will positively affect the emotions (Hsu et. al., 2011; Kim & Lennon, 2013), perceived flow (Ali, 2016). At the same time, Khalifa et. al., (2014) confirmed that the website is one of the most effective solutions for hotels to affect the travel plans of customers.

Therefore, the website service quality becomes very important, necessary and a matter of primary concern of the hotel. Thus, understanding the components that make up the website service quality in the field of the hotel as well as its impact on customer trust, purchase intention has a very important role for the hotel managers and researchers.

## **1.2. Problems and Objectives**

The research problem is how to improve the hotel website service quality; establish and develop customer trust in the hotel; increase their purchase intentions. In line with the research problem, the research objective is focused on understanding, explains the components that make up the website service quality and analyze the effects of website service quality to customer trust and purchase intentions in the hotel.

## **1.3. Implementation Results Activity**

Means the application of the results of these activities can be performed: (1) Academically: the form of the theoretical model, set the basis for future empirical research, publications, seminars, focus group discussions,

and workshops on the management of website service quality, analyze the effects of website service quality to customer trust and purchase intentions; (2) Practically: form of managing website, improving the website service quality in the hotel, encourages customers to buy hotel's services.

#### **1.4. Outcomes & Contributions**

Results and contributions to the development of science and technology activities in research activities include:

- Document the results in the form of overview of the website service quality, customer trust, purchase intention and develop concepts in the model related to website service quality, customer trust, and purchase intention in the hotel.
- Document of the results of this study may be used as a reference in the development of policies relating to marketing website. At the same time, the results of the study will create a premise for the implementation of empirical research.

## **2. LITERATURE REVIEW**

### **2.1. Customer Trust**

Trust is the key to building relationships with your customers (Rosseau et. al., 1998; Doney et. al., 2007). Therefore, trust has been studied and widely applied in many fields. The concepts of trust have been defined in a variety of ways, both theoretical and empirical (Gefen et. al., 2003). Trust is the willingness to depend on a party in whom one has confidence (Moorman et. al., 1992). Sirdeshmukh et. al., (2002) define customer trust as the expectations held by the customer that the service provider is dependable and can be relied on to deliver on its promises. Trust is define as existing when the party has confidence in the exchange partner's reliability and integrity (Morgan & Hunt, 1994). Although, there is no single definition, customer trust is willingness to be vulnerable based on confidence in positive expectations about the intentions and behavior of the other (Rousseau et. al., 1998). An elusive concept, trust consists of many aspects, such as emotional trust, cognitive specific trust (Chang, 2014). From the perspective of marketing, trust is seen as an important factor to establish relationships for long-term success orientation (Lee et. al., 2015). Customer trust reflects the customer's trust in the integrity, competence and goodwill of the supplier (Morgan & Hunt, 1994; Lee et. al., 2015).

### **2.2. Purchase Intentions**

Modern marketing theory revolves around eager demand of consumers (Kotler & Armstrong, 2012), so the organizations, businesses want to succeed they must understand their purchase intentions. Therefore, purchase intentions are widely used in the study (Ali et. al., 2015); it represents the actual buying behavior, especially in the study of consumer behavior (Hsu, 2012). According to Gogoi (2013), consumers being affected by the mechanism inside or outside in the buying process. Thus, Shah et. al., (2012) confirmed that the purchase intentions is a sort of decided to research the reasons to buy a particular brand of consumers. Purchase intentions is the degree to which a person believes that they will buy a particular product in the future (Liu, 2013). Carrillat et. al., (2009) defined the intended purchase is the willingness of consumers to plan to buy a specific product. Purchase intention is the measure of the likelihood that consumers will purchase goods or services (Schiffman & Wisenblit, 2014).

### 2.3. Website Service Quality

#### 2.3.1. Concept of Website Service Quality

**Service Quality:** Service quality is defined in many different ways depending on the objective of study and research environment (Lewis & Mitchell, 1990). According to Grönroos (1982) and Parasuraman et. al., (1988), service quality is the difference between the expected services and received services. Service quality is a level that responds to the needs and expectations of customers (Wisniewski & Donnelly, 1996). Service quality is a combination of two words service and quality, while emphasizing on the availability of services quality to end users and focuses on the standards or specifications that a service provider promises (Prasad & Jha, 2013).

**Website Service Quality:** The development and growing information technology has made website service quality become increasingly important and attracts more authors in the world. So there are many different definitions of website service quality. There is no specific mechanism of solving theoretical concepts regarding website service quality (Cao et. al., 2005). Individuals, organizations and businesses recognize the website service quality under their own perspective and depending on the conditions, characteristics as well as its level of development. Computer experts and information technology specialist can focus on the architecture and design aspects of the web, such as how to integrate the most recent technologies to develop the means to get the information from the website, how to preserve customer' privacy and confidentiality or how to build a reliable website (Arasu et. al., 2001). Programmers focus on the level of writing or building the website based on a given design, they may also maintain and support a developed websites. While users pay more attention to the usability, performance and prestige... Thus, from the perspective of users, most of the research on evaluating website service quality focuses on the factors for successful websites. According to Geiger & Martin (1999), website service quality is defined as the website's features such as fascinating colors and having high usability to improve comfort for customers when utilizing. According to Anusha (2014), website service quality makes the website become friendly, profitable, use and access, it also provides useful information and reliable, offers good design and visual appearance to response needs and expectations of users. Table 1 summarizes the multidimensional concept of the website service quality.

**Table 1**  
**The Multidimensional Concept of Website Service Quality**

<i>S.No.</i>	<i>Author</i>	<i>Definition</i>
1	Geiger & Martin (1999)	The website's features fascinating in color and has a high usability improve comfort for customers to use.
2	Zeithaml et. al., (2000)	The extent to which a website facilitates shopping, buying and effective delivery
3	Zeithaml et. al., (2002)	Website service quality makes online buying process and transition of products or services to customers effectively.
4	Aladwani & Palvia (2002)	The positive evaluation of the uses of the website's features make sure to response to the needs of users and reflect the overall excellence of the website.
5	DeLone & McLean (2004)	Website service quality can be measured from the perspective of consumers about the information quality, systems quality, and service quality.
6	Floh & Treiblmaier (2006)	Website service quality is a key factor to achieve customer satisfaction, including design website, structure and content.

(Contd...)

<i>S.No.</i>	<i>Author</i>	<i>Definition</i>
7	Lin (2007)	Website service quality is a multidimensional structure built including information quality, system quality, and servicequality
8	Chang & Chen (2008)	Website service quality is considered as the evaluation of the user on the website's features and efficiency.
9	Zhong & Ying (2008)	Website service quality including system features quality sites such as systems, information, and service quality.
10	Poddar et. al., (2009)	Website service quality refers to the website of consumer perceptions about the overall quality of website.
11	Dominic et. al., (2013)	Website service quality is the combination of many factors: aesthetics, logic, technology and other factors.
12	Anusha (2014)	Website service quality makes the website become friendly, profitable, use and access, it also provides useful information and reliable, offers good design and visual appearance to response needs and expectations of users.
13	Reitsamer et. al., (2014)	Website service quality is websites have a clear structure, easy navigation, supported by streamlined design, achieve a higher level of technical aspects and content when it comes to results.
14	Abbaspour et. al., (2015)	Website service quality depends on information quality, interaction and security, responses and website design.

### ***2.3.2. The Dimensions of Website Service Quality***

With the research of the dimensions of website service quality, the results show that in each of the different countries, each different industry, the dimensions of the website service quality has certain changes. Furthermore, the dimensions of website service quality also changes over time in the deeper development of businesses with strong growth of information technology and online business. Yoo & Donthu (2001) has identified and developed Sitequal model to measure the quality of an internet shopping site, including 9 items with 4 dimensions: ease of use, aesthetic design, processor speed, security. Barnes & Vidgen (2002) developed a WebQual 4.0 for measuring E-Commerce Quality, including 22 items, 3 dimensions with 5 elements: ability to use (usability and design), information quality (information), and quality of interactive services (trust and empathy). Wolfinbarger & Gilly (2003) has built eTailQ model include 14 items with 4 dimensions: web design, fulfillment, security and customer service to measure website service quality. Parasuraman et. al., (2005) have built E-S-qual model to measure the service quality delivered by Web sites on which customers shop online. S-E-Qual model has 22 items with 4 dimensions: efficiency, fulfillment, system availability, and privacy. Bressolles (2006) conducted measurement of website service quality of 2 commercial sites (tourism and electronic goods) and NetQual model development, including of 18 items with 5 dimensions: information quality, ease of use, security, design site and reliability. Website is used for marketing in the tourism unit starting in 1995 (Han & Mills, 2006). Murphy et. al., (1996) conducted a pioneering study evaluated the service quality in the field of travel and hotel sites in the early stages of website development. Chung & Law (2003) and Law & Cheung (2005) came up with the model evaluated the websites service quality in the hospitality industry, based on these main criterias: the device information, communication of customer, order information prevention and information on the surrounding area and the site's management. On the basis of the conducted survey of a hotel website in Greek, Zafiroopoulos & Vrana (2006) have defined the criteria relating to measures of the hotel website service quality: device

information, customer contact information, reservations and pricing information, neighborhood information, the site's management and business profile. Herrero & Martin (2012) has pointed out three important attributes for the service quality of tourist website: information, interactivity, and navigation. Wang et al., (2015) and Ali (2016) have defined hotel website service quality have three dimensions: usability, site functionality and privacy security. Table 2 provides a summary of the research on the dimensions of the website service quality.

### **3. RESEARCH METHODS**

#### **3.1. Scope**

The scope of the study in this research is the website service quality, customer trust, purchase intention in the hotel.

#### **3.2. Types and Sources of Data**

The data used is primary data and primary data sources are from result of 50 interviews online via facebook and Zalo with customers whom often accessing the hotel's website to learn about hotels.

#### **3.3. Research Methods**

The research method in this study is the review process of the study of Creswell (2003) and qualitative methodology with expert interview and online customer interviews techniques. In this study, the author has used the process of the study of Creswell (2003) and the deductive method to model theory of relationship between hotel website service quality and customer trust, purchase intentions. Based on keywords: website service quality, hotels, customer trust, and purchase intentions... to search for relevant documents in traditional and electronic library. After carefully screening the studies, the author has performed overall analysis on the theory service quality website, customer trust, and purchase intentions. Next, the author has done 50 interviews online via facebook and Zalo with customers whom often accessing the hotel's website to learn about hotels. Then, the author synthesizes and analyzes the opinions of the guests and gives new orientation. Finally, from this theoretical background, opinions of the guests, the knowledge and experience in the field of hotels sector, the author has development theoretical of relationship between hotel website service quality and customer trust, purchase intentions.

### **4. RESEARCH RESULTS**

Website service quality is a multidimensional structure and constantly evolving in the development of information technology and the changing requirements of the users. Different websites have different functions and consumers have different requirements for the website service quality. Indeed, Kim & Stoel (2004) argue that the dimensions of website service quality is determined by the website functionality. Similarly, DeLone & McLean (1992) suggest that the selection of different components will depend on the objective of the study. Furthermore, due to the specific characteristics of the hotel industry should use the dimensions of website service quality development in other sectors is not suitable, or at least does not capture all the subtleties of website service quality evaluation in the area of the hotel.

Table 2  
Summary of the Studies on the Dimensions of Website Service Quality

S.No	Author	Research scope	Information quality	System quality	Service quality	Ease of use	Navigation	Response time	Visually appealing	Interaction	Security	Fulfillment	Responses	Usability	Usefulness	Reliability	Entertainment	Site design	Empathy	Accessibility	Web functions	Efficiency	
1	Liu & Arnett (2000)	E-commerce - Hoover's online database	+	+																			
2	Yoo & Donthu (2001)	Internet shopping- USA			+																		
3	Barnes & Vidgen (2002)	Online bookstore - UK	+			+																	
4	Barnes & Vidgen (2003)	Government - World	+																				
5	Wolfenbarger & Gilly (2003)	Online selling books, CDs, Video- USA	+																				
6	Jeong et. al., (2003)	Hotel - USA	+																				
7	Kim & Lee (2004)	Online travel agencies - Korea	+																				
8	Cao et. al., (2005)	Online books: Amazon.com	+																				
9	Parasuraman et. al., (2005)	Onlinesales:Amazon.com; Walmart.com	+																				
10	Yang et. al., (2005)	Web IP - Hong Kong	+																				
11	Bressolles (2006)	Tourism, electronics: France	+																				
12	Ho & Lee (2007)	Tourism - Taiwan	+																				
13	Park et. al., (2007)	Online travel agencies - USA	+																				
14	Bai et. al., (2008)	Hotel - China	+																				
15	Cheng Xie & Barnes (2009)	Air - UK	+																				
16	Hsu et. al., (2011)	Online sales- Taiwan	+																				
17	Bressolles et. al., (2011)	Sell wine online web: UK, France, Italy ...	+																				
18	Reitsamer et. al., (2014)	Education - Austria	+																				
19	Abbaspour et. al., (2015)	Tourism - Malaysia	+																				
20	Ghaffari et. al., (2015)	Online sales - Iran	+																				
21	Wang et. al., (2015)	Hotel - China	+																				
22	Ali (2016)	Hotel	+																				
23	Haobin Ye et. al., (2016)	OTA - China	+																				

Based on the above reasons, instead of merely using an available model of website service quality such as Sitequal, Webqual4.0, E-S-Qual and NetQual; the authors will propose a specific dimensions in the field of hotels to combine many elements of the above four models and develop more suitable properties to enhance the effectiveness of website which impacting on the customer trust and purchase intentions in the hotel sector. The dimensions of hotel website service quality include: (1) Information quality; (2) Ease of use; (3) Security; (4) Response time; (5) Interaction; (6) Site Design; (7) Website functionality.

#### **4.1. The Relationship between the Website Service Quality and Customer Trust, Purchase Intentions**

##### **4.1.1. The Relationship between the Information Quality and Customer Trust, Purchase Intentions**

Information quality is an important factor in determining the success of an information system (DeLone & McLean, 1992). Therefore, the information quality is one of the most important dimensions of the website service quality (Bressolles, 2006; Ho & Lee, 2007; Reitsamer et. al., 2014). According to Bressolles (2006), the information quality is at the user's perception of quality commercial information or technical information about products and services that the business offers. As reported by the Fox et. al., (1994), the dimensions of information quality will vary according to the context in which it is mentioned. DeLone & McLean (1992) emphasized the importance of relevance, timeliness, accuracy of information. Customers are visiting a hotel website to find information about products, services, prices and policies of the hotel... According to Moroşan & Jeong (2008), to be successful in attracting customers using a website, the hotel should focus on providing information on products and services of the hotel a complete, useful and reliable website. Information must demonstrate relevance, usefulness of content, timeliness, completeness, diversity and the accuracy of the information (Yang et. al., 2005). Reitsamer et. al., (2014) argue that the information quality must be reliable, timely, relevant, understandable and detailed. For the hotel industry, consumers are not visible nor was testing the service before using so they have to find information to differentiate services and service quality. At the same time, the tourism and hotel industry is an information-oriented business (Ho & Lee, 2007), and the website can create the rich and dynamic environment that provides information and trends to travelers. If the information is useful to customers, they would easily trust the website, but if they feel the information is not secure or reliable, then they will be disappointed and leave the website (Goode & Harris, 2007). According to Shin et. al., (2013), useful information significantly affect customer trust. Thus, Ratnasingam (2012) and Ziaullah Muhammad et. al., (2014) confirmed that information quality has a positive effect on customer trust. Given these arguments we formulated the following hypotheses:

*H1a:* Information quality has a positive and direct effect on customer trust.

According to Cai, Card & Cole (2004), source information is details and diversity, that is one of the main driving forces to promote the process of online transactions by customers. Information satisfaction is also a vital consideration for customer to reserve their hotel rooms online (Hazi Hafizah Usolludin et. al., 2014). At the same time, Mohd Sam & Hayati Tahir (2009) and Milan et. al., (2015) confirmed that the information quality influences the customer purchase intention. Therefore, it is proposed that:

*H1b:* Information quality has a positive and direct effect on customer purchase intention.



#### **4.1.2. The Relationship between the Ease of Use and Customer Trust, Purchase Intentions**

Ease of use has been identified as a very important factor in the field of information technology (Dabholkar, 1996). Since there is no interaction with the employees, the customers need to locate online information and services they need, if the customer regularly lost or confused in the search process, it is likely they leave the site; so the hotel's website must be carefully designed so that customers can easily find their information (Ho & Lee, 2007). In the field of tourism, ease of use was found to be important factors deciding the performance in use of the website (Stepchenkova et. al., 2010). Therefore, the ease of use has proven to be the factors that make up a successful hotel website and contribute hotel website service quality (Morosan & Jeong, 2008; Khalifa et. al., 2014). Loiacono et. al., (2002) have shown that ease of use is when customers find the information that is easy to read and understand; when customers can easily implement and have convenient operations in the site's navigation. At the same time, the website offers easy to understand navigation buttons, notes, photographs that are suggested to the website's friendliness with consumers (Moroşan & Jeong, 2008). Similarly, Tan (2015) said that good hotel website should have an extended navigation bar on the top of each page of the website so that customers is easily find directions to the different sections of the website. When customers feel comfortable and find the information to understand the properties of the website, they will run the application and the service will be available on site. Therefore, the perception of ease of use have positively influenced the user's trust and attitudes towards the use of the internet (Roy et. al., 2001).

*H2a:* Ease of use has a positive and direct effect on customer trust.

If users find that the website is difficult to use, or the interface of your website is complex and unclear, their purchase intention very low (Green, Pearson, Pearson, 2007). Indeed, all visitors and everyone is a potential customer of the hotel. Website should have common look and feel, easy to understand so that any customer is easily accessible. Perceived ease of use in the online environment has a positive effect on purchase intention (Yoon, 2015). Therefore, Afshardost et. al., (2013) confirmed that ease of use influences online purchase intention. The H2b hypothesis is:

*H2b:* Ease of use has a positive and direct effect on customer purchase intention.

#### **4.1.3. The Relationship between the Security and Customer Trust, Purchase Intentions**

Through the process of accessing, the hotel will collect, store and manage sensitive information of the customer's transactions. Thus, the hotel will serve customers better for the next visit or while they are staying at the hotel. According to Zeithaml et. al., (2002), the security is one of the most important dimensions of website service quality, it demonstrates the confidence to consumers when making any online transactions. Many customers are still hesitant when giving a credit card number or personal information on the internet (Zeithaml et. al., 2009). So, Ho & Lee (2007) asserts that: the security of online transactions is very essential. Security is defined as a combination of properties that allows customers to be assured of the safety and friendliness of their website when they conduct online transactions (Kim & Lee, 2004). Protecting customer's privacy is synonymous with reliability of a transaction, it will affect the decisions of customers (Liu et. al., 2004). Security reflects degree to which the customer believes the site is safe from intrusion and personal information is protected (Parasuraman et. al., 2005). It protects the user from the risk of financial fraud and respects the privacy of the customer (Bressolles, 2006). Security is one of the

concerns of customers (Chang & Chen, 2008), and influences the decision-making process of consumers (Tsai & Yeh, 2010). Therefore, when higher perception of security in the website of the online provider, online trust of customer will be high (Ganguly et. al., 2009). At the same time, Shin et. al., (2013) concluded that payment system and transaction security significantly influence customer trust.

*H3a:* Security has a positive and direct effect on customer trust.

Hesitation in online shopping arises from uncertainty of performance or perceived risk of payment and confidentiality of personal information. Therefore, Delafrooz et. al., (2011) assert that security is a factor influencing the intention of online shopping.

*H3b:* Security has a positive and direct effect on customer purchase intention.

#### ***4.1.4. The Relationship between Response Time and Customer Trust, Purchase Intentions***

Response time is one of the specifications of the site, it relates to the loading time of the browser and the time needed to complete the transaction on the website of a user. The general psychology of the customer often wants things quickly, saving time. So the feedback as quickly as possible the requirements and expectations of the customer is especially important. Response time refers to the quick response and readiness to help customers (Pearson, Tadisina & Griffin, 2012). Hotel websites provide service 24/7, which make customers are very satisfied, because they can get immediate answers online through ad hoc queries. Fast response times can increase the fluency, experience and time savings of consumers (Luca Gos, 2015). When the load time exceeds the waiting time, the web user will redirect to another site or stop using the site. Therefore, Udo Marquis (2001-2002) have stated: the response time is an important factor in creating the effectiveness and reliability of a web page. Indeed, customers arise needs, there will be questions attached, the response time quickly or slowly show the professionalism of the website, impress the customer; it shows interest, welcome and respect for customers. Norizan & Abdullah (2008) have confirmed that responsiveness is positively related to trust. Therefore, the response time creates a connection between customers and hotels, creates customers trust and expresses their prestige. Given these arguments we formulated the following hypotheses:

*H4a:* Response time has a positive and direct effect on customer trust.

*H4b:* Response time has a positive and direct effect on customer purchase intention.

#### ***4.1.5. The Relationship between Interaction and Customer Trust, Purchase Intentions***

Healthy online interaction with customers is a key feature of the website, it makes the success of your website. Interaction is the degree to which a website facilitates two-way communication between the users together with the enterprise (Fan et. al., 2013). Interaction is demonstrated through the interaction between the customer and the administrator (who is hired by the hotel to answer customer questions) or the hotel staff is given the authority. Interaction solves the customer's questions on the website, soothes dissatisfaction or gratifies the customer if the customer is satisfied. Dholakia & Zhao (2009) states that: there are many factors that represent the website interactive as search engine keywords, to receive and respond to customers'

feedback. Palmer & Lewis (2009) noted that hotels are benefiting from the use of the media to interact with their customers, because it not only makes the searching for information on the web more beneficial but it also reflects the hotel's interest to their customers. Poon & Lee (2012) added that the service providers can enhance interactivity by creating online communities for their customers, so the experts approached the interests and experience of the customers, free exchange of product information, assessed the idea of using chat rooms, bulletin boards, or other electronic forums. According to Chiu & Won (2016), through interaction, customers feel the friendliness of managers; at the same time, managers recognize and respond to the special needs of their customers in a timely. The higher interaction demonstrates the professionalism of the website; it makes the customer feel safe and confident. Then:

*H5a:* Interaction has a positive and direct effect on customer trust.

*H5b:* Interaction has a positive and direct effect on customer purchase intention.

#### ***4.1.6. The Relationship between the Website Design and Customer Trust, Purchase Intentions***

We can say that the first impression of the site usually comes from the perception of great visual design (Wang, 2011). According to Rosen & Purinton (2004), good website design can affect the interest of tourists on the website, they stay longer on the site and thus converting more visitors into buyers. Design features are expressed in many different aspects. Website interface offers a clear structure allows users to search for important information at first glance; the text must be always displayed clearly with the appropriate fonts; images or logos should be easy to identify, and the colors have to match the animation (Poon & Lee, 2012). The world of computer technology changes almost every day, and to keep pace with it is also very important to the success of your website design (Osman, Chan Chao, 2010). Ha (2012) pointed out that an effective website design can be seen as a prerequisite to a successful online commerce. Parsons (1998) argues that a well-designed website will attract customers, mounts and keep them wanting more. According to Wolfenbarger & Gilly (2003), website design is an important factor in displaying to customers the fine service quality. Based on competition in the hospitality industry, the purpose of hotel website design as a marketing tool, it affects the decision-making of customers when they book accommodation, food service... (Herrero & Martin, 2012). Customers feel the interface of the website quality, their trust are likely to grow (Nurhanan et. al., 2016). Ganguly et. al., (2009) also said that higher perception of visual design and navigation design in the website results in higher customer trust. Ganguly et. al., (2010) empirically demonstrated that website design factors, which constitute the drivers of trust, eventually contribute to online purchase decision. At the same time, Shin et. al., (2013) concluded that site design significantly influence customer trust. Therefore, Mohd Sam & Hayati Tahir (2009) have confirmed the website design positively influence the online purchase intention and:

*H6a:* Website Design has a positive and direct effect on customer trust.

*H6b:* Website Design has a positive and direct effect on customer purchase intention.

#### ***4.1.7. The Relationship between the Website Functionality and Customer Trust, Purchase Intentions***

Website functionality is an important indicator that a business has a considered business–Web strategy (Fisher et. al., 2007). Website functionality add value and encourage return visits of customer (Tetteh &

Burn 2001). Moreover, website functionality also proved to be a significant dimension of hotel website quality (Wang et. al., 2015; Ali, 2016). Functionality is the use of technology on the site to meet the needs of customers as well as businesses. Website functionality refers to service characteristics regarding the functions and availability of the site (Ho & Lee, 2007). According to Hamid, Cheng, & Akhir (2011) the hotel website offers such features as booking and booking changes, transaction history tracking, service provision at a highly personalized level and understanding of demand, specific preferences of each guest; from there, it will increase the value to the customers, increasing their loyalty. Besides, other functions are equally important as chat function online, complaint function, online request... In addition to the basic target is to provide information, the website functions help users make their plans (Leung et. al., 2016). Indeed, hotel website provides functionality which helps in customers' decision-making such as a search information, book room, and payment services. Therefore, Ratnasingam (2012) said that functionality of the hotel website in processing the booking efficiently is positively associated with the customer's predictability trust has on the hotel, thereby facilitating their online booking decision.

*H7a: Website functionality has a positive and direct effect on customer trust.*

*H7b: Website functionality has a positive and direct effect on customer purchase intention.*

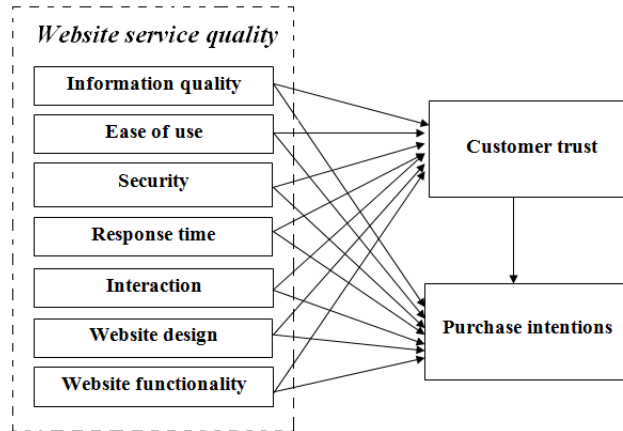
#### **4.2. The Relationship between Customer Trust and Purchase Intentions**

Customer trust is willingness to be vulnerable based on confidence in positive expectations about the intentions and behavior of the other (Rousseau et. al., 1998). Purchase intention is a measure of capability that customer will buy goods or services (Schiffman & Wisenblit, 2014). The trust will give customers the sense of security and friendly in the hotel. Gefen (2000) states that the customer trust directly influence online purchase intentions. Ganguly et. al., (2009) also proposed that when higher perception of customer trust, their purchase intention will be higher. Similarly, Weisberg et. al., (2011) also said that customer are more likely to buy online when they already trust the website. As such, the trust is an important factor in supporting online transactions and is an important predictor of customer purchase intentions. Therefore, the customer's competence, predictability and goodwill trust in the hotel is positively associated with their successful online booking experience the (Ratnasingam, 2012).

*H8: Customer trust has a positive and direct effect on customer purchase intention.*

#### **4.3. The Model of the Impact of Website Service Quality on Customer Trust, Purchase Intentions in the Hotel**

In order to have clear and specific directions for the direct relationship between the dimensions of the website service quality and customer trust, purchase intentions, the author interviewed 50 regular consumers, who on the hotel website to visit and learn about the hotel. The results show seven dimensions of the website service quality, included (1) information quality; (2) ease of use; (3) security; (4) response time; (5) interaction; (6) website design; (7) Website functionality have a direct impact on customer trust and intention (table 3). Table 4 provides a survey on the direction of relationships between the dimensions of website service quality and customer trust, purchase intentions. The theoretical model is proposed:



**Table 3**  
**A Survey on Qualitative Research Results about the Relationships between the Dimensions of Website Service Quality and Customer Trust, Purchase Intentions**

No	Relationships	Results				Mean	Std. deviation
		Frequency		Percentage (%)			
		Yes	No	Yes	No		
1	Information quality -> Customer trust	44	6	88	12	5.30	1.074
2	Ease of use -> Customer trust	43	7	86	14	5.10	1.093
3	Security -> Customer trust	45	5	90	10	5.16	1.057
4	Response time -> Customer trust	45	5	90	10	5.26	1.084
5	Interaction -> Customer trust	45	5	90	10	5.36	1.064
6	Website design -> Customer trust	43	7	86	14	5.24	1.098
7	Website functionality -> Customer trust	44	6	88	12	5.18	1.082
8	Information quality -> Purchase intentions	46	4	92	8	5.38	1.048
9	Ease of use -> Purchase intentions	44	6	88	12	5.16	1.095
10	Security -> Purchase intentions	44	6	88	12	5.24	1.061
11	Response time -> Purchase intentions	46	4	92	8	5.20	1.088
12	Interaction -> Purchase intentions	43	7	86	14	5.18	1.063
13	Website design -> Purchase intentions	43	7	86	14	5.22	1.093
14	Website functionality -> Purchase intentions	44	6	88	12	5.08	1.066
15	Customer trust -> Purchase intentions	45	5	90	10	5.44	1.053

## 5. CONCLUSIONS AND RECOMMENDATIONS

In the context of competition and deeper integration, the explosion of information technology on the internet, the biggest challenge for hotel industry now is ensuring that the products, services are known by many people, many organizations and many countries. So, the hotel industry is need of the promotional marketing tool, and perfect sales to compete with competitors. Two-way communication on the hotel website will develop an appropriate environment to promote and manage customer relationships, leading to satisfaction and positive behavior intentions of customers (Ponte et. al., 2015). The website service quality holds a very important role in the business operations of the hotel. The website service quality of

**Table 4**  
**A Survey on the Direction of Relationships between the Dimensions of Website Service Quality and Customer Trust, Purchase Intentions**

<i>Hypothesis</i>	<i>Relationships</i>	<i>Source</i>	<i>Direction of relationships</i>
H1a	Information quality -> Customer trust	Ghalandari (2012); Ratnasingam (2012); Tang & Nguyen (2013); Ziaullah Muhammad et. al., (2014)	+
H1b	Information quality -> Purchase intentions	Mohd Sam & Hayati Tahir (2009); Milan et. al., (2015)	+
H2a	Ease of use -> Customer trust	Results of our qualitative research	+
H2b	Ease of use -> Purchase intentions	Mona Afshardost et. al., (2013)	+
H3a	Security -> Customer trust	Ganguly et. al., (2009); Shin et. al., (2013)	+
H3b	Security -> Purchase intentions	Results of our qualitative research	+
H4a	Response time -> Customer trust	Norizan & Abdullah (2008)	+
H4b	Response time -> Purchase intentions	Results of our qualitative research	+
H5a	Interaction -> Customer trust	Results of our qualitative research	+
H5b	Interaction -> Purchase intentions	Results of our qualitative research	+
H6a	Website design -> Customer trust	Ganguly et. al., (2010); Shin et. al., (2013)	+
H6b	Website design -> Purchase intentions	Mohd Sam & Hayati Tahir (2009)	+
H7a	Website functionality -> Customer trust	Ratnasingam (2012)	+
H7b	Website functionality -> Purchase intentions	Results of our qualitative research	+
H8	Customer trust -> Purchase intentions	Mohd Sam & Hayati Tahir (2009); Ratnasingam (2012); Meskaran et. al., (2013)	+

an organization can be a competitive advantage in an online environment which is becoming increasingly fierce (Reitsamer et. al., 2014). However, the tourism industry in general and hotels in particular in Vietnam has been recently facing many complications, especially important is the challenge related to professionalism as in promotions, marketing and tourism. The work of tourism promotion is still very limited, the State investment funding is also limited thus should not create a stimulus effect travel Vietnam. This may adversely affect the attraction of tourists to Vietnam, while the work of tourism promotion of the country in the region and on the international market was very strong. At the same time, the hotel industry is need of the promotional marketing tool, and perfect sales to compete with rivals in the EAC. Therefore, website service quality is very important for the hotel industry in Vietnam. Vietnam is a developing country, so Vietnam hotel industry must take advantage of these opportunities as well as challenges faced when designing and managing quality website. This research clearly indicate seven dimensions that make up the website service quality, include: (1) information quality; (2) ease of use; (3) security; (4) response time; (5) interaction; (6) website design; (7) Website functionality. At the same time, the study also shows that the dimensions of website service quality have influenced the customers trust and customers purchase intention. So, the hotel needs to pay more attention to assessing the website service quality. From there, the hotel will be planning the resources needed to build and develop website that better meet the needs of the online transactions of customers, increase customers trust and success in a dynamic competitive environment today.

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