



THE ROLE OF ONLINE TRUST IN MEDIATING E-SERVQUAL AND E-WOM TOWARDS PURCHASE INTENTION ON HOTEL ROOM BOOKING IN ONLINE TRAVEL AGENT

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Abstract

E-business has growing rapidly and well known in Indonesia, one of them is the online travel agent business. The easiness of transactions between prospective users and service providers occur only on the basis of a trust without having to meet in person. This study aims to analyze the role of online trust in mediating the relationship between e-Servqual and e-WOM towards purchase intention on booking hotel rooms in online travel agent. The survey method approach was used in this study to examine the dimensions of e-Servqual and e-WOM towards 165 respondents. The sampling technique used was purposive sampling. Structural equation modeling (SEM) is used to test the hypotheses. The results show that e-Servqual has an effect on online trust and purchase intention; e-WOM has an effect on purchase intention but do not have a significant effect on online trust; online trust has no significant effect on purchase intention and has no role in mediating e-servqual and eWOM towards purchase intention.

Keywords: e-Servqual, e-WOM, Online Trust, Purchase Intention

INTRODUCTION

E-business or electronic business is a new system in the business sector where it facilitates transactions without having to meet directly between producers and consumers, without any limitations on distance and time, potential customers are able to see the products offered by producers and directly carry out transactions through digital wallets which have recently been rife offered by the banks. Online shopping is not only limited to goods such as clothes, food, home furnishings or electronic equipment but has penetrated to some types of service. One that widely offered on online sales sites today is services related to transportation needs and travel such as transportation ticket reservations and hotel room bookings.

According to the Nielsen Global Survey of e-Commerce, in 2014 the market share of hotel room bookings via online ranked at second place by 46 percent after online flight ticket reservations around 55 percent. This is also supported by Chan (2013), who stated that the internet as an effective marketing tool by online travel agent (later will state as OTA). The hospitality business began to rely on online booking through OTA, hotel service entrepreneurs claim that hotel bookings are now done more through online sites than by phone or directly to hotels.

Online hotel booking intention is very important for OTA to predict consumer behavior in making online bookings in the future (Schiffman & Kanuk, 2007). One of the considerations made by consumers online is to look for references through opinions or reviews from users or other consumers either in the form of positive or negative comments on a product, or reviews of the experiences of consumers who have experienced the services. Discussions in E-WOM regarding hotel room bookings in online travel agents are likely to discuss the quality of service felt by previous consumers after the use of OTA services and services during stays at hotels booked through the OTA.

Service quality is an important aspect to be considered in purchasing online hotel booking. Yang (2009) stated that service quality is one of the key factors in determining the success or failure of an e-commerce. Online consumer purchase intentions are also inseparable from trust. Trust in online business has long been a ladder to facilitate transactions between business parties with the hope that the other party will not behave opportunistically by taking advantage of the situation (Banerjee et al., 2017).

In order to find out the importance of online trust role for prospective users in booking hotel rooms, a brief interview was conducted to pre-test involving approximately 30 former OTA service users for booking random hotel rooms. Based on observations through short interviews and previous studies this study was aimed to explained online hotel room booking intention affected by e-WOM and e-Servqual that mediated by online trust.

LITERATURE REVIEW

Online Trust

Online trust is an attitude of online service users who put their belief in a person or organization that offers goods or services via the internet, with the hope that he will receive the product purchased in accordance with the expectations offered. According to Pavlou and Gefen (2002) in Baskara and Hariyadi (2014), trust is a very important factor that can influence purchasing intentions which can lead to online purchasing decisions.

e-Servqual

The increasing of services application through online media make the service quality (Servqual) model need for adjustments to be able to measure E-Servqual. The differences between service quality and E-Servqual that is on the absence of service personnel and physical elements that can be seen or felt only by customer. From the adjustment to the Servqual model then a model can be used to measure the quality of online services called E-Servqual which consists of seven dimensions viz. efficiency, reliability, fulfillment, privacy, responsiveness, competency and contact.

e-WOM

Electronic word of mouth (e-WOM) is the process of sharing opinions and information about certain products between consumers. According to Henning-Thurau et al. (2004: 39) e-WOM is a form of marketing communication that contains positive or negative statements made by potential, actual, or former customers, about a product or company that is available to many people or institutions through the internet. Hennig-Thurau et al. (2004) mentioned that e-WOM has become one of the most effective marketing tools today. Javiland and Samiei (2012) stated that WOM communication has more influence compared to other sources such as editorial recommendations or from advertisements.

Purchase Intention

Purchase intention according to Kotler (2012) is something that arises after receiving a stimulus from the product he sees which leads to interest in buying in order to have it. Consumer purchase intentions will arise by themselves if consumers already feel attracted or provide a positive response to what is offered by the seller.

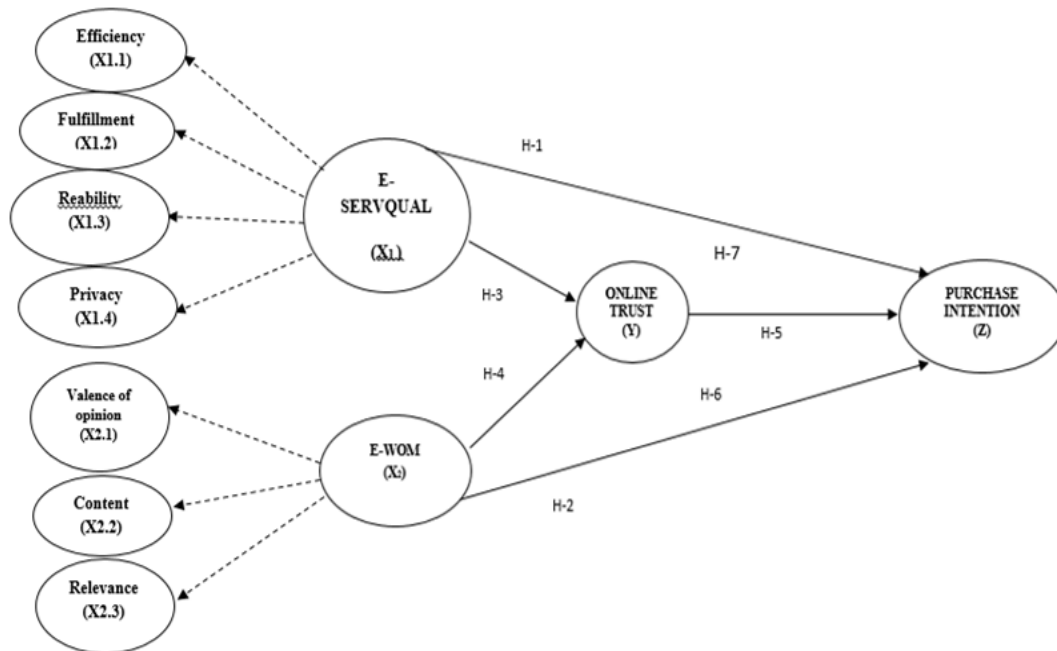


Figure 1. Conceptual Framework

Effect of e-Servqual on Purchase Intention

Rozi et al. (2017) found positive and significant relationship between E-Servqual and Purchase intention, where research was conducted using the E-Servqual measurement dimensions proposed by Ho & Lee (2007) namely information quality, security, website functionality, customer relationships, and responsiveness and fulfillment. However, a study conducted by Muslims (2018) found different results that E-Servqual had no significant effect on purchasing decisions. The insignificant effect can be caused by the customer experience during transaction using the website can directly felt the good or bad of the E-Servqual.

H1: e-Servqual has a positive and significant effect on purchase intention.

Effect of e-WOM on Purchase Intention

Elseidi & El-baz (2016), Khalisa & Kesuma (2018), and several studies conducted by Chatterjee (2001), Chevalier & Mayzlin (2006), Herr et al. (1991), Kiecker & Cowles (2001), Sen & Lerman (2007), Smith & Vogt (1995), Weinberger & Dillon (1980) and Xia & Bechwati (2008) cited by Javiland & Samiei (2012) stated that WOM communication is recognized as playing a significant role in influencing and shaping consumer attitudes and behavior. A number of previous studies that examined the effect of E-WOM on consumer purchase intentions also showed positive and significant results. Torlak et al. (2014) found different results that found e-WOM did not have a

direct impact on consumer purchase intentions and only traditional WOM which had a direct impact on consumer purchase intentions.

H2: e-WOM has a positive and significant effect on purchase intention.

Effect of e-Servqual on Online Trust

Rahyuda et al. (2015) conducted a study to empirically investigate the effects of e-Servqual, customer satisfaction, trust and repeat usage of e-banking. The results showed e-Servqual has a positive and significant effect on BCA Kuta customer trust. The findings support the research of Harris and Goode (2010) who found that the quality of online services, namely E-servicescape (with more or less the same as the dimensions of e-servqual) had a positive and significant effect on the trust in the use of websites. The importance of companies understanding customer needs is to be able to develop a service through responsive feedback so as to increase satisfaction and trust (Kassim and Abdullah, 2010).

H3: e-Servqual has a positive and significant effect on online trust

Effect of e-WOM on Online Trust

Study conducted by Ladhari and Michaud (2015), Sin Lien et al. (2012), Chun Ling & Xu (2010) cited by Syafaruddin et al. (2016) states that the form of e-WOM communication effect on trust is positive and significant which means that increasing of e-WOM will also effect in increasing consumers' trust to shop online. Samiono and Hanifati (2018) analyzed the influence of website quality and e-WOM on purchase decisions through online trust on travel ticket sites and online hotel reservations in Indonesia, that took a population of 3 application users, namely Traveloka, Tiket.com, and Pegipegi.com. Traveloka and Pegipegi.com user respond to the same results that e-WOM which has a significant direct effect on online trust while Tiket.com users respond to contrary different results.

H4: e-WOM has a positive and significant effect on online trust

Effect of Online Trust on Purchase Intention

Mansour et al. (2014) in his research regarding the consequences of online trust found that there was a direct impact of online trust on online purchase intentions. Similar research result was also carried out by Everard & Galleta (2005), Ling et al. (2011), Chang & Chen (2008). The effect of online trust on subsequent purchase intentions was also investigated by Che-Hui Lien et al. (2015) and found a surprising result that online trust had no significant effect on purchase intentions.

H5: Online trust has a positive and significant effect on Purchase intention

The role of Online Trust in mediating e-Servqual on Purchase intention

Raje & Vandana (2012) in their research on the effect of E-Servqual on consumer buying behavior in online shopping stated that currently prices and promotions are no longer able to determine purchase intentions for consumers. According to him, consumers now are assessing the quality of service when shopping online through social networking websites. Similar research was also conducted by Chang & Chen (2008), Harris & Goode (2010), and Sujana & Suprapti (2016) and the results prove the role of trust significantly mediates the influence of site quality on purchase intentions. The more customers trust the particular website, the lower the risk of perceived online transactions by customers, and the greater the intention to buy on the website (Mansour, Kooli, & Utama, 2014).

H6: Online trust plays a significant role in mediating e-Servqual towards Purchase intention

The role of Online Trust in mediating e-WOM on Purchase intention

Research on the effect of e-WOM on Purchase intention through the mediation role of online trust previously was carried out by Torlak et al. (2014), Jalilvand and Samiei (2012), and Elseidi& El-Baz (2016) using brand image as a mediating variable that has found positive and significant results. Trust in online shopping can also be formed from online reviews or e-WOMs that are read by potential buyers and influence their purchase intentions. Chunling & Xu (2010) cited by Syfaruddin et al. (2016) concluded from the results of his research that WOM communication affects consumer confidence in making purchasing decisions, the more positive the information disseminated from consumers to other consumers will lead to a good level of trust.

H7: Online trust plays a significant role in mediating e-WOM towards Purchase intention

RESEARCH METHOD

This research is associative causality research and uses quantitative data types. The variables used in this study are e-Servqual, e-WOM, online trust, and purchase intention. The population in this study were all internet users in the Denpasar City who understood about Booking Hotel Rooms at an Online Travel Agent, with 165 samples. The sampling technique uses purposive sampling. Data collection is done through the distribution of online questionnaires using google docs/google form. Measurement of answers from respondents is measured using a Likert scale. The questionnaire was adopted from some sources and combine to meet the specification needed. e-Servqual variables on the questionnaire consist of 4 indicators which was adopted from Parasuraman (2005), Wen et al. (2014), and Anggraeni & Yasa (2012). E-WOM based of 4 indicators adopted from Lugina & Asiz (2015),

Goyette et al. (2010), Sachse & Mangold (2011), Online Trust consists of 3 indicators taken from Ling et al. (2010) and Purchase Intention are consists of 5 indicators adopted from Dwityanti (2008) and Wu & Lo (2009). Inferential statistical data analysis techniques were used along with variant-based SEM or SEM-PLS.

ANALYSIS AND RESULTS

Instrument Testing

The instrument test was conducted on number of 30 samples to test the validity and reliability of the research instrument before it was used on the determined samples for this study. The output shows that all statements from the questionnaire obtained correlative values exceeding 0.3 so the instrument used could be said to be valid, and Cronbach's Alpha on each variable had a value more than 0.6, so the research instruments were considered reliable.

Inferential Analysis

Table 1. Path Coefficient

Relation between Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
X1 -> Y	0,966	0,963	0,096	10,065	0,000
X1 -> Z	1,044	1,091	0,248	4,216	0,000
X2 -> Y	-0,073	-0,070	0,106	0,685	0,494
X2 -> Z	0,098	0,066	0,227	2,407	0,048
Y -> Z	-0,079	-0,115	0,197	0,403	0,687

The table 1 above shows the statistical relationship between e-Servqual (X1) and online trust (Y), the statistical relationship between the e-Servqual (X1) with the purchase intention (Z) and e-WOM (X2) with the purchase intention (Z) is significant because the test results display a P value less than a probability of 0.05. Instead, the P value test results show the relationship between the e-WOM (X2) with the online trust (Y) and the relationship between the online trust (Y) on purchase intention (Z) is not significant because it is greater than the probability of 0.005.

Table 2. R² Value

Variables	R Square	
	Value	Category
<i>Efficiency (X1.1)</i>	0,764	Strong
<i>Fullfillment(X1.2)</i>	0,752	Strong
<i>Reliability (X1.3)</i>	0,864	Strong
<i>Privacy (X1.4)</i>	0,795	Strong
<i>Valence of Opinion (X2.1)</i>	0,873	Strong
<i>Content (X2.2)</i>	0,839	Strong
<i>Relevance (X2.3)</i>	0,881	Strong
<i>Online Trust (Y)</i>	0,720	Strong
<i>Purchase Intention (Z)</i>	0,819	Strong

Table 2 shows the R-Square value of each variable are above 0,67, it is mean the structural model of this study indicates the effect of exogenous variables on endogenous variables are categorized well and the overall model formed can be quite strong.

Goodness of Fit Test

The goodness of fit of this model was tested using the R-square method of dependent latent variables with the same interpretation as regression and Q-square predictive relevance to measure how well the observational values generated by the model and its estimated parameters. Q-square predictive relevance use to measure how well the value of observation is generated by the model and its estimated parameters. Q-square value > 0 indicates the model has predictive relevance, conversely if the Q-square value < 0 indicates the model has less predictive relevance.

$$Q^2 = 1 - (1 - R^2_1) (1 - R^2_2) (1 - R^2_3) (1 - R^2_4) (1 - R^2_5) (1 - R^2_6) (1 - R^2_7) (1 - R^2_8) (1 - R^2_9)$$

$$Q^2 = 1 - (1 - 0,764) (1 - 0,752) (1 - 0,864) (1 - 0,795) (1 - 0,873) (1 - 0,839) (1 - 0,881)$$

$$(1 - 0,720) (1 - 0,819)$$

$$Q^2 = 1 - (0,236) (0,248) (0,136) (0,205) (0,127) (0,161) (0,119) (0,280) (0,181)$$

$$Q^2 = 1 - (0,00000020121)$$

$$Q^2 = 0,999$$

Calculation of Q-Square (Predictive Relevance) in this model is worth 0.999 or more than 0, so it can be said that it has a good predictive relevance and a value of 0.999 means the relationship between variables can be explained 99% by the model.

Hypothesis Test

Testing the proposed hypothesis is done by looking at the path coefficients showing the parameter coefficient and the statistical significance value t. The significance of the estimated parameters can provide information about the relationship between the research variables. The limit for rejecting and accepting the proposed hypothesis is in the probability of 0.05 or if $t_{\text{value}} > t_{\text{table}}$ with the value of t table is determined at 1.96.

Table 3. Path Value and Hypothesis Test

Hypothesis	Relation between Variables	Path Value	t value	P Values
H1	X1 -> Z	1,044	4,216	0,000
H2	X2 -> Z	0,098	2,407	0,008
H3	X1 -> Y	0,966	10,065	0,000
H4	X2 -> Y	-0,073	0,685	0,494
H5	Y -> Z	-0,079	0,403	0,687

Effect of e-Servqual (X1) on Purchase Intention (Z)

As per table 3, the path coefficient of 1.044, a calculated t value of 4.216 at a significance level of 1.96, and p value < 0.05 means that H1 is accepted. These results confirm previous research conducted by Parasuraman (2005) which states e-Servqual is defined as a level which a website or application is effectively and efficiently facilitates shopping and the delivery process of products and services. Website quality assessment is not only the experience during interaction with the website but also the interaction after getting direct service. The development of e-Servqual will make online services more effective and attractive to helps companies achieve the highest level of purchasing decisions and customer satisfaction.

Effect of e-WOM (X2) on Purchase Intention (Z)

The Path coefficient of 0,098, a calculated t value of 2.407 is greater than t table of 1.96 and P values 0.008 less than 0.05 therefore H2 is supported. The results of this study confirm the findings of Zeithaml et al (2002); Wei & Lu (2013) who found that consumers tend to trust other consumers because they are considered relatively reliable than companies and evaluate products and services according to their personal experiences and opinions The often of e-

WOM carried out by consumers means the higher the purchase intention that appears to consumers (Chunling and Xu, 2010) cited by Syafaruddin et al. (2016).

Effect of e-Servqual (X1) on Online Trust (Y)

The Path coefficient of 0,966, a calculated t value of 10,065 at a significance level of 1.96 and P values 0.000 less than 0.05 therefore H3 is accepted. These results in line with Sukanya & Saroj (2018), Rahyuda et al. (2015) and Harris & Goode (2010) who examined a similar hypothesis, namely the effect of online service quality on online trust. Sukanya & Saroj (2018) found that electronic service providers must understand the factors needed to achieve high quality of service which will significantly impact on customer trust.

Effect of e-WOM (X2) on Online Trust (Y)

The Path coefficient of -0,073, a calculated t value of 0,685 at a significance level of 1.96 and P values 0.494 greater than 0.05 therefore H4 is rejected. The results of this study supported by Samiono & Hanifati (2018) who also examined the same subject. They found that the significance value of e-WOM on online trust was 0.463, which greater than the probability value of 0.05 that mean e-WOM had no significant effect on online trust.

Effect of Online Trust (Y) on Purchase Intention (Z)

The Path coefficient of -0,079, a calculated t value of 0,403 at a significance level of 1.96 and P values 0.687 greater than 0.05 therefore H4 is rejected. The results of this study is in line with Che-Hui Lien et al. (2015) which states that online trust has no significant effect on purchase intentions, so they believe trust is not a predictor that directly influences online hotel booking decisions in Taiwan.

Indirect effect testing

Table 4. Specific Indirect Effect

Relation between Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
X1 -> Y -> Z	-0,077	-0,115	0,195	0,391	0,696
X2 -> Y -> Z	0,006	0,012	0,031	0,183	0,021

The indirect effect hypothesis test based on the Table 4 can be explained as follows:

1. The path coefficient of direct influence X1 to Z is 1.044, the path coefficient of indirect influence X1 to Z through Y is -0.077. Thus it can be seen that the direct effect is greater than the indirect effect, so it is concluded Online Trust (Y) does not mediate the effect between e-Servqual (X1) on Purchase Intention (Z).
2. The path coefficient of direct influence X2 to Z is 0.098, the path coefficient of indirect influence X2 to Z through Y is 0.006. Thus it can be seen that the direct effect is greater than the indirect effect, so it is concluded Online Trust (Y) does not mediate the effect between e-WOM (X2) on Purchase Intention (Z).

CONCLUSION AND SUGGESTION

The results showed that e-Servqual has a positive and significant effect on purchase intention on booking hotel rooms at an online travel agent. This proves that the higher the quality of electronic services provided, the greater the intention of prospective customers to book hotel rooms through online travel agent. e-Servqual also has a positive and significant effect on online trust in hotel room bookings at online travel agents. This proves that the higher the quality of electronic services provided, the higher the trust of prospective customers to book hotel rooms at an online travel agent.

E-wom has a positive and significant effect on purchase intention on hotel rooms booking in an online travel agent, it is mean that sharing or reviews platform provided on the web or application of online travel agent is useful for to enhance their interest to buy a product but e-wom does not have a significant effect with online trust in hotel room bookings at online travel agents, these mean that reviews from previous online travel agent users do not affect the confidence of prospective customers who read them.

Online trust does not significantly influence purchase intention on hotel room bookings at online travel agents, so it also means that trust is not a variable that can be used to predict the intention of prospective customers to buy a product. The mediation role test also shows that online trust does not have a role as to mediate the relationship between e-servqual and ewom with purchase intention in booking hotel rooms at an online travel agent. In line Adiwijaya et al. (2017) found that trust does not significantly mediate the effect of e-servicescape with perceived risk. Although the level of trust of potential customers is high, the perceived risk in conducting online transactions is still high.

In order to develop online travel agent business, especially for hotel room booking features, companies should take strategic steps that affect consumer purchase intentions, by improving the quality of online services, develop the review platform that were originally can

give comment and ratings into discussion forum that can be used for consumers to discuss each other under the control of management and using former users review as evaluation material. This is because the results of research that prove that E-servqual can affect the trust and also the intention of prospective customers to book a room at an online travel agent, therefore if the services provided make it easier and beneficial for prospective customers, their trust and purchase intentions also will get higher.

The scope of further study need to be widen to not only focusing on room booking features in online travel agent but also on another service offered like flight, car rental, train or attraction ticket booking features. It also recommend to add another variables that could affect purchase intention of online service product like the perceived usefulness or subjective norms.

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