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The effect of website quality on repurchase intention with the mediation of perceived value: The case study of online travel agencies in Vietnam

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Abstract

The sharing economy is getting broader with its non-ownership assets, better use of resources, lower prices, and more customized products (Belk, 2014). In tourism industry, the development of the sharing economy involved the emergence of online travel agencies (OTAs) who are intermediates between services providers and consumers, provide accommodations, transport services, food and beverages services, tour guide services, etc. (Skalska, 2017). Recently, Vietnam has experienced a rapid growth in the number of users booking tourism products and services through OTAs. Playing such an important role in the tourism market, it is essential for OTAs to retain customers which later bring successes for the business. This research examines the role of perceive value as it mediates the effect of website quality on customer repurchase intention at OTAs in Vietnam. Quantitative approach was employed with structured questionnaires written in Vietnamese and English. The questionnaires were distributed to tourists in Ho Chi Minh City, Hoi An, and Nha Trang. Partial least squares was applied to test the reliability, validity of the measures and the causal effects. The findings suggest that: (1) only website's ease of use has direct positive influence on repurchase intention; (2) while security, service quality, visual appearance, price, and brand image have indirect positive affect on repurchase intention through the mediation of perceived value. Based on the results, theoretical implications and practical implications were also provided in this research.

Keywords

website's ease of use, security, service quality, visual appearance, price, brand image

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The Effect of Website Quality on Repurchase Intention With the Mediation of Perceived Value: The Case Study of Online Travel Agencies in Vietnam

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Abstract

The sharing economy is getting broader with its non-ownership assets, better use of resources, lower prices, and more customized products (Belk, 2014). In tourism industry, the development of the sharing economy involved the emergence of online travel agencies (OTAs) who are intermediates between services providers and consumers, provide accommodations, transport services, food and beverages services, tour guide services, etc. (Skalska, 2017). Recently, Vietnam has experienced a rapid growth in the number of users booking tourism products and services through OTAs. Playing such an important role in the tourism market, it is essential for OTAs to retain customers which later bring successes for the business. This research examines the role of perceived value as it mediates the effect of website quality on customer repurchase intention at OTAs in Vietnam. Quantitative approach was employed with structured questionnaires written in Vietnamese and English. The questionnaires were distributed to tourists in Ho Chi Minh City, Hoi An, and Nha Trang. Partial least squares was applied to test the reliability, validity of the measures and the causal effects. The findings suggest that: (1) only website's ease of use has direct positive influence on repurchase intention; (2) while security, service quality, visual appearance, price, and brand image have indirect positive affect on repurchase intention through the mediation of perceived value. Based on the results, theoretical implications and practical implications were also provided in this research.

Keywords: website's ease of use, security, service quality, visual appearance, price, brand image

Introduction

The sharing economy allows business owners to run their business without owning assets, or utilize resources more effectively. At the same time, they can offer lower price and more customize products (Belk, 2014). The sharing economy has also been changing the tourism industry quickly. The emergence of online travel agencies (OTAs) is an example. They are intermediates between services providers and consumers, who provide accommodations, transport services, food and beverages services, tour guide services, etc. via online platforms (Skalska, 2017). The report of Ananadan and Sipahimalani (2017) showed that all sectors of the Internet economy in Southeast Asia have experienced solid growth in 2017. Online travel reached \$26.6 billion led by growth in airline and hotel online booking, standing in the third position about growth speed. Furthermore,

compound annual growth rate (CAGR) from 2015 to 2025 in online travel is expected to reach 15%, when e-commerce and online media would reach 32% and 18%, respectively. According to this report, the online travel market of Vietnam (both airline ticket and hotel online booking) achieved \$2.2 billion in 2015 (higher than Philippines with \$1.1 billions) and was predicted to gain \$9 billion in 2025. That will be a huge opportunity for the development of OTAs.

Online reservation systems can raise the financial performance of hospitality businesses (Sanchez & Satir, 2005). Tso and Law (2005) also argued that effective management of online market could help hoteliers to improve their profits. To online retailing in general, customer repurchase intention is an essential success factor. And website quality was proved to have influence on customer repurchase intention (Ahn, Ryu, & Han, 2007; Bilgihan & Bujisic, 2015). It is critical to develop the website presence as well as the service quality (Ahn et al., 2007). In spite of its importance, the literature on this topic regarding Vietnam's tourism and hospitality industry is quite limited. Moreover, little studies have examined the mediating role of perceived value in the relationship between website quality and repurchase intention (Abdullah, Jayaraman, & Kamal 2016). Hence, this article aims to investigate the role of online travel agencies' website quality towards customer repurchase intention through the mediation of customer perceived value in Vietnam.

The article starts with the introduction part which highlights the background, the rationale, and the aim of the research. The second part, literature review, identifies literature about website quality, perceived value, and repurchase intention. It is then followed by the methodology, research findings, discussions and conclusions. In the final part, implications are also provided for practitioners and future studies.

Literature Review

Website Quality

From previous literature, website quality was found to include several dimensions (Ahn et al., 2007, Hsu, Chang, & Chen, 2012; Kim & Niehm, 2009; Loiacono, Watson, & Goodhue 2002). Kouser, Niazi, and Bakari (2018) considered website quality in the form of web design, reliability/fulfillment, privacy/security, and customer service. Januarti and Priantinah (2018) used a three-dimension construct composing of information quality, service quality, and system quality to measure website quality. Information quality means the usefulness, accuracy, completeness, formal format and appropriate design of the website content. Service quality is the overall customer evaluation about the quality of delivered online services focusing on the communication between the company and its customers to provide follow up services, solve complaints in a timely, and trustable manner (Chang, Wang, & Yang, 2009). System quality refers the user friendliness of an online retailer. In other words, it measures the engineering-oriented performance characteristics of the websites such as functionality, interface design, transaction process, security, etc. (Lin, 2007). In other researches, the last dimension was found to be divided into smaller factors including website's ease of use, security, and visual appearance (Yoo & Donthu, 2001). Ease of use relates to the reasonable effort required in searching for information, understanding, and navigating the website (Adams, Nelson, & Todd, 1992; Yoo & Donthu, 2001). Security of a website can be described as the degree of safety that a user believes in the website while processing confidential information, payment, and storage (Chang & Chen, 2009; Kaynama & Black, 2000; Madu & Madu, 2002). And visual appearance was considered as features related to the appearance of the website, for example the color graphics, font text, size, multimedia, clean and clear structure (Yoo & Donthu, 2001; Zhang & von Dran, 2000).

Besides the factors above, there are two other features of website quality should be mentioned which are brand image and price. Firstly, brand image is the name value of the organization that owns the website (Yoo & Donthu, 2001). Brand image of a website was considered to have two dimensions: website image and website awareness. Website image is the perceptions about a website name existing in customer memory. And website awareness reflects how well-known a website is (Chang & Chen, 2008). Secondly, price is the amount of money consumers must give up to get the product/service. Price fairness will influence tourists' behaviors to stay again at an accommodation (Ali, Yee, Imm, & Akhtar, 2018). In online shopping, the consumers construct their perception of price based on the comparison of the objective price (price offered by the current vendor) and reference price (price offered by other vendors) for the same products (Kim, Xu & Gupta, 2012).

As a result of the above discussions, the website quality in this research was measured through seven dimensions including information quality, service quality, ease of use, security, visual appearance, brand image, and price.

Perceived Value

In general, perceived value can be considered as “consumer’s overall assessment of the value of a product/service based on the perception of what is received and what is given” (Zeithaml, 1988, p.142). The meaning of value is varied and depends on the context and the interpretation of each person (Sweeney & Soutar, 2001). It is comprehensive, which includes not only price difference but also other psychological factors. Gale (1994) and Platania, Platania, and Santisi (2016) defined perceived value was the result of the comparison between perceived benefits (economic, social, and relationship) and sacrifices (price, time, effort, and risk) made by the customer. Since online booking allows tourists to compare prices of different hotels and to book their rooms at lower prices, which brings monetary or economic value to them (Chiu, Wang, Fang, & Huang, 2014). Beside monetary value, online hotel booking websites can offer functional-convenience value, emotional value, social value, and freedom of choice (Sigala, 2006). This study conceptualized perceived value in term of monetary value (price, package) and non-monetary value (emotional, time, effort).

Previous researchers found that perceived value is strongly affected by website quality (Bauer, Falk, & Hammerschmidt, 2006; Wolfenbarger & Gilly, 2003). By improving website quality perceptions online retailers can enhance perceived value (Bauer et al., 2006). This study examined this research in the OTA websites context. Thus, the following hypotheses were proposed:

- H1₁: Information quality directly affects the perceived value
- H1₂: Security directly affects the perceived value
- H1₃: Service quality directly affects the perceived value
- H1₄: Ease of use directly affects the perceived value
- H1₅: Visual appearance directly affects perceived value
- H1₆: Price directly affects the perceived value
- H1₇: Brand image directly affects perceived value

Repurchase Intention

Repurchase intention can be defined as the consumers' evaluation of future purchases from the same provider based on their previous experience (Olaru, Purchase, & Peterson, 2008; Patterson & Spreng, 1997; Seiders, Voss, Grewal & Godfrey, 2005). According to Chiang (2016), repurchase intention was the customer willingness to repurchase a product/service after the use. In the hospitality context, it could be considered as the intention to revisit or to make a reservation from a hotel booking website (Bilgihan & Bujisic, 2015). This intention could also be specified as e-loyalty which was derived from website technology, customer service, value proposition, security, and brand building (Gommans, Krishnan, & Scheffold, 2001).

Website quality was claimed to be under the control of the organization and have an impact on customer behavioral intention to use (Ahn et al., 2007). It was confirmed that if the website quality is better, it will be easier for consumers to make transaction. And the consumer can be attracted to revisit the website and make a purchase again (Aakash & Aggarwal, 2019; Gommans et al., 2001; Trivedi & Trivedi, 2018). Website quality was confirmed to positively impact to purchase intention (Thomas, Kavya, & Monica, 2018). Therefore, the hypotheses were developed as follows:

- H2₁: Information quality directly affects the repurchase intention
- H2₂: Security directly affects the repurchase intention
- H2₃: Service quality directly affects the repurchase intention
- H2₄: Ease of use directly affects the repurchase intention
- H2₅: Visual appearance directly affects the repurchase intention
- H2₆: Price directly affects the repurchase intention
- H2₇: Brand directly affects the repurchase intention

According to Koo (2006), perceived value based on the customer evaluation of relevant attribute and benefits of a product or service, and that evaluation might drive to customer purchase behavior. With positive evaluation, the consumer may consider repurchasing that product or service. Researches already proved customer perceived value had positive effect on repurchase intention in online booking (Pham, Tran, Misra, Maskeliūnas, & Damaševičius, 2018; Wu, Chen, Chen, & Cheng, 2014). In tourism literature, Llach, Marimon, del Mar Alonso-Almeida, and Bernardo (2013) also concluded that perceived value has positive effect on intention in the purchasing of airline tickets. Accordingly, the hypothesis was made as following:

- H2₈: Perceived value directly affects repurchase intention

Moreover, this research also examined the mediating role of perceived value in the relationship between website quality and repurchase intention. Niu and Lee (2018) proved that OTA website's service quality, convenience, interactivity, information validity, and credibility have positive effect on perceived value. And then the perceived value has positive impact on repurchase intention. Hence, the following hypotheses were constructed:

- H3₁: Information quality indirectly affects the repurchase intention through perceived value.
- H3₂: Security indirectly affects the repurchase intention through perceived value.
- H3₃: Service quality indirectly affects the repurchase intention through perceived value.
- H3₄: Ease of use indirectly affects the repurchase intention through perceived value.

- H3₅: Visual appearance indirectly affects repurchase intention through perceived value.
- H3₆: Price indirectly affects the repurchase intention through perceived value.
- H3₇: Brand image indirectly affects repurchase intention through perceived value.

Methods

Sample

This study aims to examine the effect of OTAs' website quality to repurchase intention of tourists in Vietnam. So the target sample will be the tourists who have used OTAs for planning and booking their trips to destinations in Vietnam. Furthermore, according to Comfrey and Lee (1992), if the sample size is 200, the result will be fair, and if the sample size is 300, the result will be good. With the limitation of research time and financial ability, the researcher expected to reach the sample of 250.

Data Collection

The primary data of this research come from a survey that assessed tourists' perceived value and repurchase intention towards OTAs websites they had used to plan and book their trips to Vietnam's destinations. The survey was translated from Vietnamese to English. The questionnaires were distributed to domestic and international tourists in three famous destinations of Vietnam: Ho Chi Minh city, Hoi An, and Nha Trang from March to April 2018.

Findings

Out of 265 returned surveys, there were 254 valid ones. Table 1 presents the demographic characteristics of the sample. The sample included 66.1% females, 62.2% of participants were 21 to 30 years old, 63% had incomes from 5 to 20 million VND per month, and 33.2% used Booking.com to book their trips in Vietnam.

Table 1. Profile of the Respondents

	Variable	Frequency	Percent
Gender	Female	168	66.1
	Male	86	33.9
Age	18-20	21	8.3
	21-30	158	62.2
	31-40	40	15.7
	41-50	32	12.6
	51+	3	1.2
Monthly income (million VND)	Lower than 5	56	22.0
	5 to 10	80	31.5
	10 to 20	80	31.5
	Higher than 20	38	15.0
Booking websites	Agoda	100	26.8
	Booking	124	33.2
	Expedia	51	13.7
	Traveloka	48	12.9
	Airbnb	45	12.1
	Other	5	1.3

Reliability Test

This research first confirmed the reliability of the measurement scales. Table 2 presents the composite reliability of each construct. The values ranged from .815 to .892 which are higher than the acceptable value of .6 (Bagozzi & Yi, 1988). Moreover, the square of outer loading of each item is higher than .4. Therefore, the reliability of the scales is confirmed (Hulland, 1999).

Table 2. Scales Reliability

Variable	Item	Square of Outer Loading	Composite Reliability
Information quality	IQ2/IQ3/IQ4/IQ5	.484/.475/.607/.534	.815
Security	SE2/SE3/SE4/SE5/SE7/SE8	.561/.646/.543/.536/.466/.479	.875
Service quality	SQ3/ SQ / SQ7	.543/.757/.591	.836
Ease of use	EU3/EU4/EU5/EU6	.516/.576/.591/.536	.833
Visual appearance	VA1/VA2/VA3/VA4/VA5	.460/.557/.564/.588/.627	.863
Price	PI1/PI2/PI3/PI4/PI5	.658/.667/.587/.686/.479	.888
Brand image	BI1/BI2/BI3/BI4/BI5	.575/.570/.511/.537/.440	.847
Perceived value	PV1/PV2/PV3/PV4/PV5	.608/.536/.561/.605/.578	.872
Repurchase intention	RI1/RI2/RI3/RI4/RI5	.546/.618/.682/.629/.637	.892

Validity Test

Validity test ensured the convergent and discriminant validity of the constructs. The convergent validity was supported as all average variance extracted values (AVEs) of the constructs were higher than .5. In addition, because the square root of the AVE of each variable was higher than its correlations with other variables, discriminant validity was confirmed (Fornell & Larcker, 1981).

Table 3. Convergent Validity

Variable	AVE
Information quality	.525
Security	.539
Service quality	.631
Ease of use	.555
Visual appearance	.559
Price	.615
Brand image	.527
Perceived value	.577
Repurchase intention	.622

Table 4. Discriminant Validity

Variable	BI	EU	IQ	PI	PV	SQ	RI	SE	VA
BI	.726								
EU	.58	.745							
IQ	.479	.53	.724						
PI	.625	.645	.544	.784					
PV	.623	.609	.549	.703	.76				
SQ	.466	.591	.468	.594	.633	.794			
RI	.495	.596	.529	.607	.717	.511	.789		
SE	.498	.509	.593	.614	.638	.626	.519	.734	
VA	.609	.589	.556	.58	.629	.457	.574	.468	.748

Hypotheses Testing

Factors Affecting Perceived Value

Table 5. Factors Affecting Perceived Value

Hypothesis		Path coefficient	T-value (p < .05)	Result
H1 ₁	Information quality → Perceived Value	.030	.494	Rejected
H1 ₂	Security → Perceived Value	.171	2.728	Accepted
H1 ₃	Service quality → Perceived Value	.189	3.214	Accepted
H1 ₄	Ease of use → Perceived Value	.042	.651	Rejected
H1 ₅	Visual Appearance → Perceived Value	.195	2.873	Accepted
H1 ₆	Price → Perceived Value	.241	2.426	Accepted
H1 ₇	Brand Image → Perceived Value	.141	2.067	Accepted

From the table above, there were five variables that have significant direct affect to perceived value which were brand image, price, security, service quality, and visual appearance with T-values higher than 1.96 (Hair, Sarstedt, Ringle, & Mena, 2012).

Factors Affecting Repurchase Intention

Table 6. Direct Effects on Repurchase Intention

Hypothesis		Path coefficient	T-value (p < .05)	Result
H2 ₁	Information quality → Repurchase Intention	.104	1.582	Rejected
H2 ₂	Security → Repurchase Intention	.003	.049	Rejected
H2 ₃	Service quality → Repurchase Intention	-.013	.2	Rejected
H2 ₄	Ease of use → Repurchase Intention	.178	2.519	Accepted
H2 ₅	Visual Appearance → Repurchase Intention	.112	1.434	Rejected
H2 ₆	Price → Repurchase Intention	.093	1.04	Rejected
H2 ₇	Brand Image → Repurchase Intention	-.069	1.021	Rejected
H2 ₈	Perceived value → Repurchase Intention	.464	5.932	Accepted

Following the result in Table 6, there were only two hypotheses were accepted (H2₄, H2₈). Perceived value ($\beta = .464$) has stronger positive direct effect to repurchase intention than ease of use ($\beta = .178$).

Table 7. Indirect Effects on Repurchase Intention

Hypothesis		Path coefficient	T-value (p < .05)	Result
H3 ₁	Information quality → Perceived Value → Repurchase Intention	.014	.507	Rejected
H3 ₂	Security → Perceived Value → Repurchase Intention	.079	2.397	Accepted
H3 ₃	Service quality → Perceived Value → Repurchase Intention	.088	2.665	Accepted
H3 ₄	Ease of use → Perceived Value → Repurchase Intention	.019	.672	Rejected
H3 ₅	Visual Appearance → Perceived Value → Repurchase Intention	.091	2.813	Accepted
H3 ₆	Price → Perceived Value → Repurchase Intention	.112	2.217	Accepted
H3 ₇	Brand Image → Perceived Value → Repurchase Intention	.065	2.02	Accepted
H3 ₈	Perceived value → Repurchase Intention	.464	5.932	Accepted

According to the table above, there were five factors that had significant indirect effects on repurchase intention, including price ($\beta = .112$), visual appearance ($\beta = .091$), service quality ($\beta = .088$), security ($\beta = .079$), and brand image ($\beta = .065$).

Table 8. Total Effects on Repurchase Intention

Variable	Effect on Repurchase Intention		
	Direct	Indirect	Total
Information quality (IQ)	-	-	-
Security (SE)	-	.079	.079
Service quality (SQ)	-	.088	.088
Ease of use (EU)	.178	-	.178
Visual appearance (VA)	-	.091	.091
Price (PI)	-	.112	.112
Brand image (BI)	-	.065	.065
Perceived value (PV)	.464	-	.464

In general, with the mediation of perceived value, ease of use is the most influential factor to customer repurchase intention with the total effect of .17, followed by price ($\beta = .112$), visual appearance ($\beta = .091$), service quality ($\beta = .088$), security ($\beta = .079$), and brand image ($\beta = .065$), respectively.

Regarding the explained variance (R^2) for the endogenous constructs, they are moderate high for perceived value and repurchase intention (65.1% and 57.6%, respectively). Figure 1 illustrates the structural model results graphically.

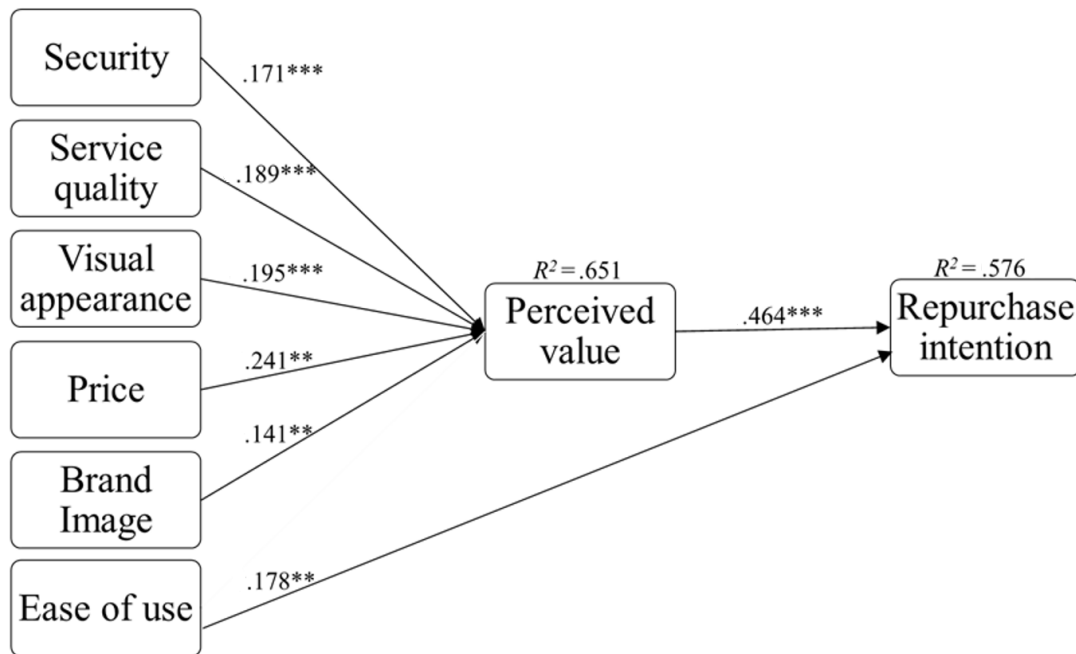


Figure 1. Results of the structural model (** $p < 5\%$, *** $p < 1\%$)

Discussions and Conclusions

Conclusion

The main objective of this study is to examine how OTAs’ website quality affects customer repurchase intention through the mediation of customer perceived value in Vietnam. The results showed that customer intention to come back to an OTA website depended on six dimensions of website quality including security, service quality, visual appearance, price, brand image, and ease

of use. However, only ease of use directly and positively impact on repurchase intention. The other five dimensions have positive and indirect influence on repurchase intention through the mediation of perceived value. Among them, price has the strongest indirect impact, followed by visual appearance, service quality, security, and brand image, respectively.

Theoretical Implications

Among six dimensions of website quality, ease of use was the only factor having direct positive effect on repurchase intention. This finding was supported by the research of Smith (2000). A website that has easy navigation, fast page loads, quick processes, and a personalized interface will keep its customers coming back to the website (Smith, 2000).

Considering the mediating role of perceived value, there were five factors that have indirect positive effect on repurchasing intention including security, service quality, visual appearance, price, and brand image. The mediating effect of perceived value between website quality and repurchase intention was already confirmed in the study of Zehir, Sehitoglu, Narcikara, & Zehir (2014) which examined the associations among those factors in Turkish business context regarding online retailers.

Price is a key driver positively influencing repurchase intention which indicates that an acceptable price will enhance customer repurchase intention. The result is consistent with the study of Reichheld and Schefter (2000) which suggested that it is essential for e-business to offer competitive price in order to maintain customer repurchase intention.

The results indicated that visual appearance has positive association with repurchase intention. Similar to this finding, Valvi and West (2013) suggested that the more attractive a website is, the more loyal its customers will become. Wolfenbarger and Gilly (2003) also noted that graphical, textual features, and aesthetic factors of a website are strong predictors of loyalty or repurchase intention for Internet retailers.

Service quality was another factor that positively affect customer repurchase intention. This is similar to the findings of Gommans et al. (2001) which indicate quick and thoughtful service is critical to increase loyalty. Service quality was found to have significant strong effect on repurchase intention (Zhou, Lu, & Wang, 2009).

In relation to website's security, it was a critical determinant of customer repurchase intention. This finding was in line with previous literature (Gommans et al., 2001). Transactional security and privacy play an important role in building confidence in online shopping (Tandon, Kiran, & Sha, 2017). Ratnasingham (1998) showed that fear of online credit card fraud has been a major reason that creates customer online shopping hesitation.

Another finding was shows that there is a positive association between OTA websites' brand image and repurchase intention. Yoo, Donthu, and Lee (2000) reinforced this finding by arguing brand image is a strategic tool for develop brand loyalty. Researchers believed that good brand image would increase purchase intention for a website (Romaniuk & Sharp, 2003). Lee and Tan (2003) also noted that customers are more likely to purchase online products with well-established brand name.

Surprisingly, information quality was the only variable that had no significant impact on perceived value or repurchase intention. This finding contrasts with the study of Gefen, Karahanna, and Straub (2003), in which information quality was proved to have direct effect on customer perceived value in case of e-vendors. And it differed from the finding of Chiu, Hsieh, and Kao (2005) which stated that information quality was related to customer repurchase intention. But Hsu et al. (2012) argued that the information quality is less important than service and system quality in influencing purchase intention in OTA context. Since it belongs to the service industry, customers pay more attention to the service dimension. And this finding may reflect the Vietnam market only.

Practical Implications

The findings of this research provide guidelines for practitioners in hospitality industry. First, it recommends ease of use is the most important factor that make customers come back to an OTA website. It would be easier for users to utilize all of the functions and make transaction if the website had simple and logical layout, simplified searching and booking procedures. Moreover, it could be more helpful if website content was written in native language and prices were converted into the currency of the user's country.

Price is the second influential factor to customer repurchase intention. Managers are suggested to develop the price comparison function when designing their websites. OTA websites allow customers to compare prices of various accommodations and then choose one that most suite their budget. Moreover, incentive programs offering customers best prices can also enhance their intention to revisit the website. Another issue for managers to consider is choosing what type of displayed price for their websites. Most of OTA websites only display price before tax which attracts customers at first but may disappoint them in the payment process when they have to pay for added tax and service charge. Traveloka is one OTA that chooses to display the total price on the first screen which facilitates users to control and plan their budget for the trip.

It is also implied that customers are more likely to continue to use a OTA website when it has good visual appearance. It is worth paying attention to not only high-quality photos of the accommodations but also the design of the website, the font size, and color of the content. Hotel rooms can be more appealing to customers with videos and virtual tours describing the places. Those are new technologies that OTAs can use to help their guests to visualize themselves in the rooms without paying a physical visit.

Aside from being an information system, an OTA website is an actual store that provide products and services. Managers should take care of their service quality during the customer purchasing process. To enhance guest future buying intention, OTA's website should focus on improving the customer policies and problem solving skills of their staff. Frequently Asked Questions (FAQs) section can be very useful in assisting customers in the booking process. The contact numbers and website links of the online representatives should be provided on the website. The hotline needs to be available 24/7. Furthermore, the staff should speak fluently both native language and English for helping any guests' problem.

One critical factor that would make customers move their loyalty to the competitors if it was not ensured is security. In order to make transaction on OTA websites, customers have to provide lots of personal information including full name, email address, and credit card information. In February 2018, one Vietnamese customer of Booking.com discovered that all of his credit card details had been revealed on the checking document of the hotel. The scandal raised a major

concern to Vietnamese guests which led to hesitation in booking hotel online (Duy Khang, 2018). Hence, it is essential to have clear privacy policies, and secured system to protect customer information. There are several strategies can help to enhance website security such as third party approvals, encryption, and authentication.

Brand image can also become a strategic tool for OTA managers. The Internet allow organizations to establish their brands in unique ways. Nemes (2000) suggested that customers would prefer to visit websites that are well-known and have easy-to-remember names. Moreover, the overall brand image can be enhanced through domain names and the content of the websites.

Limitations and Future Research

There were several limitations in this research. Firstly, participants were asked to evaluate their previous experiences using OTA websites. This might be hard for some participants to recall fully or to evaluate accurately their past memories which happened long ago. Future studies can improve the validity by only asking people who recently spent time on OTA websites to respond to the survey. Additionally, the research was conducted in only three famous destinations of Vietnam including Hoi An, Nha Trang, and Ho Chi Minh city. Therefore, the results might not be generalized beyond Vietnam market.

Future researches are recommended to test the model in different e-commerce sections of hospitality industry such as airline reservation systems, or restaurant booking systems. This would help to recognize specific website features that strongly affect customer repurchase intention of a particular setting. Future studies are also advised to test the moderation of other factors such as gender, or age. As customers with different demographic characteristics may respond differently to technology.

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Appendices

This contains the measurement items for proposed constructs which were used in the survey. Respondent were asked to mark their answer using the 1-5 Likert scales on which the answer for 1 was “strongly disagree” and for 5 was “strongly agree”.

Constructs	Code	Measurement items	Source
Information quality	IQ1	The website provides accurate information about hotels.	Kuan, Bock, & Vathanophas (2008) Kim & Niehm (2009)
	IQ2	The website provides sufficient information about hotels.	
	IQ3	The information on website is helpful for my booking decisions.	
	IQ4	The website information is updated.	
	IQ5	The website information is understandable.	
Security	SE1	The website did not collect too much my personal information.	Chang & Chen (2009)
	SE2	I believe that the website will not use my personal information without my permission.	
	SE3	The website implements security measures to protect users.	
	SE4	The website usually ensures that transactional information is protected from accidentally being altered or destroyed during a transmission on the Internet.	
	SE5	I feel secure about the electronic payment system of the website.	
	SE6	I am willing to use my credit card on this website to make a purchase.	
	SE7	The availability of a privacy or a security statement was easily seen on the website.	
	SE8	This online travel agency’s website has a policy on privacy or security.	
Service quality	RE1	The contact information was easily seen on the website.	Chang et al. (2009)
	RE2	The website provides diversiform contact channel (FAQ, email, phone-number, etc).	
	RE3	The website provides sufficient customer policies.	
	RE4	When I have problem with my booking, the customer service department is willing to help me.	
	RE5	The website provides booking confirm information via my email/phone.	
	RE6	The website allows me to cancel the booking.	
	RE7	The website helps me to correct the booking.	
Ease of use	EU1	It is easy for me to compare hotels on the website.	Kim & Niehm (2009)
	EU2	It is easy for me to contact hotel by the website.	
	EU3	It is easy for me to acquire hotel-related information on the website.	
	EU4	It is easy to understand the customer policies on the website.	
	EU5	It is easy to understand the labels of the website.	
	EU6	It is easy to book a room by the website.	
Visual appearance	VA1	The website has attractive image.	Yoo & Donthu (2001)
	VA2	The website uses fonts properly.	
	VA3	The website uses colors properly.	
	VA4	The website has logical layout.	
	VA5	The website looks organized.	
Price	PI1	The price of product/service listed by the website is inexpensive.	Kim et al. (2012)
	PI2	The price of product/service listed by the website is reasonable.	
	PI3	The price of product/service listed by the website is affordable.	
	PI4	The price of product/service listed by the website is appropriate.	
	PI5	The website provides discounted price.	
Brand image	BI1	The website brand is reliable.	Chang & Chen (2008)
	BI2	The website brand has a good reputation.	
	BI3	The website brand is well known.	
	BI4	The website brand can be aware of many people.	
	BI5	The website brand is attractive.	
Perceived value	PV1	The website offers good value for the price.	Wu et al. (2014)
	PV2	The effort that I must make to purchase from this online store is low.	
	PV3	It is worth to book the room/package by website.	
	PV4	The overall expected value of booking room/package by the website is high.	
	PV5	The product/service I purchased from this website is a good buy.	
	PV6	When I make a purchase from this website, I save time.	
Repurchase intention	RI1	The probability that I will use this website again is high.	Kim et al. (2012)
	RI2	I consider myself a loyal patron of this website.	
	RI3	If I had to do it over again, I would choose the website.	
	RI4	I intend to recommend the Internet shopping site that I regularly use to people around me.	
	RI5	My intention is to continue using this website rather than use traditional hotel booking.	