THE INFLUENCE OF INFORMATION QUALITY, SYSTEM QUALITY, SERVICE QUALITY ON CUSTOMER SATISFACTION FOR HOTEL ONLINE RESERVATION

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ABSTRACT

Tourism products are not just a single business service but consist of complementary products, including tourism products, travel services, hotels, and attractions. Today tourism has become one of the biggest economic boosters for the Indonesian nation. To support this, good accommodation is needed to attract them to come to Indonesia. During this covid-19 pandemic, the tourism sector is in crisis. But now, this industry tried to recover. This situation is a momentum for the hotel to provide their best service and program. This study aims to evaluate online hotel booking to get the most influenced factor and recommend to the hotel. This study is quantitative research by using DeLone and McLean model to measure the factor. The result shows some factors affected customer satisfaction such as Information Quality and Service Quality, while customers' satisfaction does not impact service quality. The result will impact the strategy and recommendation for hotel industry to focus on important factors.

Keywords: *Tourism, Website, Information Quality, System Quality, Service Quality, DeLone and McLean*

1. INTRODUCTION

The tourism potential in Indonesia is enormous. All the diversity of tourism objects, various cultural arts, and the availability of supporting tourism facilities and infrastructure are available. It will be able to attract more people, both from foreign and domestic tourists. However, starting in 2019, the number of tourists coming to Indonesia has grown slower than the previous year. Based on data from the Bali Province Central Bureau of Statistics (BPS), the number of tourists who came on vacation to Bali in the first semester of 2019 was only 2.84 million people. This number decreased by 1.29% compared to the previous year in the same semester.

In 2019, foreign exchange was only USD 6.42 billion with a foreign exchange growth of 0.09%, while in 2018, the foreign exchange growth was 7.38%, and 2017 was 17.26%. This shows the growth has decreased every year. This also impacts the country's foreign exchange earnings, as we know that tourism contributes to a large amount of foreign exchange to the country [1].

This condition is worse since the covid-19 pandemic in 2020, the tourism level decrease by 50% and more. Travel industry is the first industry got the impact of covid-19 [2]. Tourism is one sector that have a impact on this crisis. While the recovery is still ongoing now, many tourism industries and players use this moment to improve their service and quality. Website for hotel and travel booking in Indonesia are trying to survive. They launch new hotel booking services such as Buy Now Stay Later and combine their service with covid-19 standard during reservation [3]. The optimistic is still appearing during this pandemic for hotel industry. Learning from this pandemic, hotels strictly enforce health protocol and promote staycation and family escape as hotels' favorite programs. Many hotels are also certified by Clean Ticket. The clean ticket is a certification that confirms the hotel has guaranteed strict implementation of the COVID-19 prevention protocol. By the end of the year, there are increasing customers in hotel reservations [4].

Although internet users are increasing, and people buy anything online, competition is also getting

tighter. There are two popular channels for making online reservations. The first is from the hotel website itself. As one of the tourism actors, Hotels also used technology to provide a website to make hotel bookings easier and enjoyable, especially during this pandemic. The second is from Online Travel Agent (OTA). OTA also an actor that plays a significant role in hotel reservations. OTA usually provides promos and discounts to attract more customers. OTA is very popular nowadays, but still, the engagement is less compared with the hotel website. Customers reserve from OTA usually because of the discount, while customers reserve from the hotel website because of the various services and more engagement with the hotel. Online reservations will provide benefits for both the company and customers and can improve service quality [5][6] [7][8].

Based on the explanation above, this research drives a research question: which factors affected intention to use and customer satisfaction online hotel reservations? This can prepare tourism parties and stakeholders to fix their service as soon as possible and ready for the new normal. This study was conducted in 2020, so this study also related to the condition of this pandemic situation.

2. LITERATURE REVIEW

2.1 Online Booking
E-commerce and marketplace nowadays are popular choice by travelers to make any reservation. According to [9]. All of the process and services are done online for any reservation, and no physical goods are delivered [9]. According to [10], online business is growing fast and more customers are using the online platform. This is happened because of the internet users are also growing very fast.

Travel enterprises, such as hotels also use this technology to promote their services. They also use the Online Travel Agent (OTA) to help them sell their services. OTA such as Traveloka, ticket.com, Agoda, etc in Indonesia and other countries have gained attention since the beginning of e-commerce [9]. The online travel agency mainly focuses on various services such as online bookings for hotels, travel car rentals, and other tourism-related services [11].

2.2 DeLone and McLean Model
The model created by DeLone and McLean is very popular to measure the Information System success that is implemented in one organization. Hundreds of studies have been produced using the DeLone and McLean Model [12]. The researchers also made many modifications. The measurement of tourism purpose website using DeLone and McLean is still not many. Many studies include the online customer as a customer as general, but customer for hotel reservation is different because they are also a tourist not only an online consumer. So, it is very interesting to know the behaviors of these customers.

The model focuses on several dimensions that essential for measurement. System Quality has a significant influence on purchase intention for the customer, it has a stable relationship for customer satisfaction, and it is described how the system can be used and reliable for customers [12], [13], [14], [15], and [16]. The information quality provides all information needed by the customer when they surf to the internet. It is also a critical factor in determining purchase intention and customer satisfaction [12], [13], [14], [15], and [16]. While service quality is also very essential, and it will impact users' satisfaction [12], [13], [14], and [15].

3. METHODOLOGY

This research identifies the problem as the research background and continues with data collection by searching for literature studies. A questionnaire is then made based on the existing indicators after obtaining sufficient data and obtaining research indicators. The questionnaire will then be distributed online to respondents. The results of the questionnaire are then recapitulated to calculate using SmartPLS software.

This study used DeLone and McLean IS Success Model [12] to evaluate customer satisfaction in online hotel reservations. This study does not include Net Benefit variables because it focuses on customers as research respondents and does not involve the hotel to measure hotel revenue. Therefore, the net benefit will be eliminated.The research model will be described in figure 1
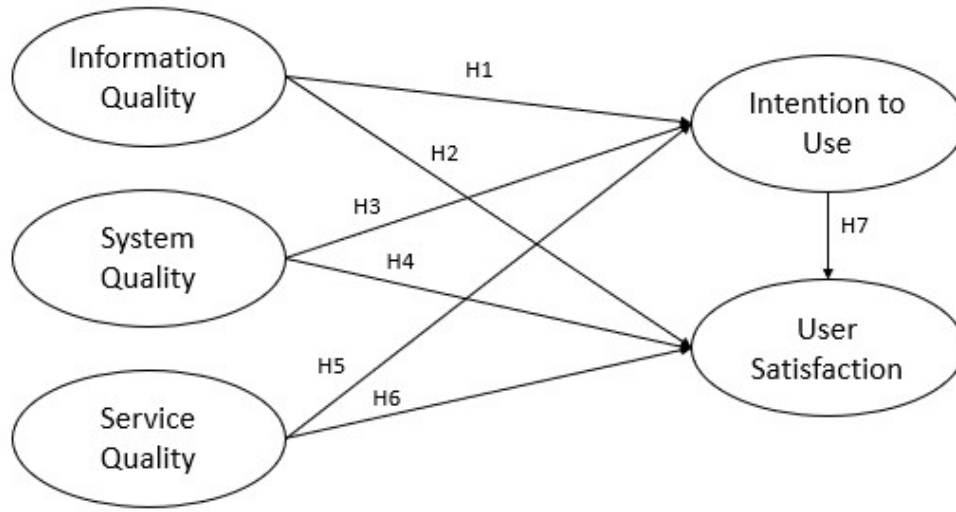
Figure 1: Research Model

Figure 1 represented the model of this research. Using the variables as described before form DeLone and McLean, focusing on Information Quality, System Quality, and Service Quality. These variables are then tested to know the relationship between Intention to Use and User Satisfaction. Facing this pandemic, the online activity is increasing but for hotel reservation probably not as successful as other e-commerce.

This research has 7 hypotheses as presented in figure 1.

The detailed explanation and description of each variable are described in table 1, it also presented the indicators that used for the questionnaire:

Table 1: Research Variables

Variable	Description	Indicators	Source
Information Quality (IQ)	The information presented on the website must be completed and updated	(IQ1) The information presented on the website/app is complete (IQ2) The information presented on the website/app is accurate (IQ3) The information presented on the website/app	[12], [13], [14], [15], and [16]

Variable	Description	Indicators	Source
		is up-to-date (IQ4) The information presented on the website/app is relevant	
System Quality (SQ)	Is a measurement of the quality of the system on the website. The system should be reliable, always available, and secure so customers feel safe during transactions	(SQ1) The system is stable when it used (SQ2) The system has a quick response (SQ3) The system is reliable (SQ4) The system is easy to use	[12], [13], [14], and [15]
Service Quality (SRQ)	Service quality is also the support provided by the company so that products or services can	(SRQ1) The help feature is easy to find (SRQ2) The system always provide solution for my problem	[12], [13], and [14]

Variable	Description	Indicators	Source
	reach customers without obstacles	(SRQ3) The service is very good from the customer service (SRQ4) The response of my complain is handled very fast	
Intention to Use (IU)	Defines a person's tendency to use technology	(IU1) I like to use the website/application for my online reservation (IU2) I will do reservation using the website/application (IU3) I will always choose the website/application for my transaction	[12], and [16]
Satisfaction (S)	Is a customer opinion that leads to customer expectations as expected	(S1) I satisfied access the website/application (S2) I satisfied doing transaction through the website/application (S3) Overall, I satisfied with all the service provided by the website/application	[12]

4. RESULT AND DISCUSSION

This section will discuss the result after the questionnaire is distributed and filled by respondents. 102 respondents participated in this research.
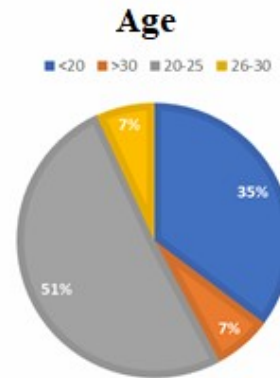
4.1 Demography

Figure 2: Age

Figure 2 shows that the majority age is between 20-25 which means the respondents of this research are categories as young people who do the online reservation using a website/application.

Age is important to be considered in this research because we will find out the behavior of the users while booking online.
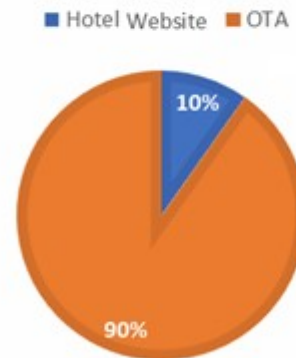

Figure 3: Booking Channel

About 90% (92 respondents) made a reservation using Online Travel Agent (OTA). This will prove the OTA's popularity nowadays. They choose OTA because of OTA's discount and more comfortable for comparing prices from different hotels. While other 10 people choose loyalty, engagement, and trust with the hotel, so they usually choose to book from the hotel website. This also means that the young age users (most of the respondents) enjoy making a reservation using OTA rather than direct call to the hotel or through the hotel website. In this research will focusing on the OTA.

The reasons why they choose OTA or Hotel Websites:

OTA:

- Fair prices
- Easy to use from smartphone
- Get the rewards
- Familiar and simple
- Promotion and discount
- Can search many hotels
- Many options
- Easy to access

Hotel Website:
- Trust factor
- The information and the picture is in high quality presented
- Have a connection
- Speed

From these two channels of online reservation, people will choose OTA if they need discount, promotion, rewards. But if they don't know a specific hotel that they want to choose, people will choose the hotel website if they are loyal customers who feel satisfied with the service, more engaged, and trust the hotel.

4.2 Validity and Reliability

The purpose of doing validity and reliability tests is to ensure that the variables and indicators tested in this study can be used and are appropriate to measure what should be measured.

If the indicator is declared valid, it means the indicators in the questionnaire distributed for each variable can be understood well by the respondent and according to the researcher's goal. The indicator is valid if the value of outer loading is greater than 0.7. The validity is also measured by the Average Variance Extracted (AVE) result, and the value should be greater than 0.7.

The reliability will be tested by looking at Cronbach Alpha value and Composite Reliability. The indicator is indicated as reliable if Cronbach Alpha's and composite reliability are above 0,7 [17].

The result of outer loading can be seen on table 2.

Table 2: Outer Loading Result

Variable	Outer Loading
IQ1	0,767
IQ2	0,772
IQ3	0,841
IQ4	0,810
SQ1	0,862
SQ2	0,754
SQ3	0,798
SQ4	0,813
SRQ1	0,687
SRQ2	0,788
SRQ3	0,783
SRQ4	0,827
IU1	0,826
IU2	0,868
IU3	0,813
S1	0,875
S2	0,877
S3	0,892

In the table above, one indicator namely SRQ1, is invalid with a value of 0.687 in the Service Quality variable. Because one of these indicators was invalid, it was decided to be removed and tested again.

Once deleted, all variables are valid. The results shown are as follows in table 3:

Table 3: Second Outer Loading Result

Variable	Outer Loading
IQ1	0,767
IQ2	0,772
IQ3	0,841
IQ4	0,810
SQ1	0,862
SQ2	0,754
SQ3	0,798
SQ4	0,813
SRQ2	0,792
SRQ3	0,843
SRQ4	0,865
IU1	0,825
IU2	0,869
IU3	0,814
S1	0,875
S2	0,877
S3	0,892

After the second test, all outer loading values above 0.7 also indicate that the model built is fit or suitable for this research.

The Average Variance Extracted (AVE) score can be seen in table 4:

Table 4: AVE Result

Variable	AVE	Description
IQ	0,798	Valid
SQ	0,768	Valid
SRQ	0,834	Valid
IU	0,836	Valid
S	0,881	Valid

Furthermore, after the indicator is declared valid, reliability testing is carried out to measure whether the indicator will give consistent results if used several times. The indicator on the variable is declared reliable if the Cronbach's Alpha value is above 0.7. Table 4.4 shows the result:

Table 5: Cronbach's Alpha Result

Variable	Nilai Cronbach Alpha	Description
IQ	0,809	Reliable
SQ	0,821	Reliable
SRQ	0,782	Reliable
IU	0,785	Reliable
S	0,856	Reliable

Table 5 shows that all variables' Cronbach Alpha value are above 0.7, which indicates that all indicators used in this study are reliable or reliable.

After the Cronbach alpha is measured, next is to know the composite reliability. Composite reliability is used to show indicator consistency with latent variables. The value of composite reliability will be considered reliable if the value is above 0.7.

Table 6: Composite Reliability

Variable	Composite Reliability	Description
IQ	0,875	Reliable
SQ	0,882	Reliable
SRQ	0,873	Reliable
IU	0,874	Reliable
S	0,912	Reliable

4.4 R Square and R Square Adjusted

Next, the R Square and R square adjusted are tested. This test aims to see the dimension influence of the independent variables tested in this study on other variables not tested. This study's independent variables are the Intention of Use and Satisfaction. Because this study uses multiple linear analysis, so the R Square Adjusted value is the primary used for this research.

Table 7: R Square and R Square Adjusted

Variable	R Square	R Square Adjusted
IU	0,708	0,699
S	0,770	0,761

From R Square Adjusted's value, the independent variable's influence on the dependent variable Intention to Use is 69%. Meanwhile, the other 31% is influenced by other variables not discussed in this study. Then 76% of the influence of independent variables on Satisfaction, while the other 24% is influenced by other variables not discussed in this study. It can be concluded that the influence of the variables tested in this study is quite significant.

4.6 Path Diagram

Path diagrams are used to measure the influence between variables. Path diagrams are formed using SmartPLS software and the path coefficient can be measured.
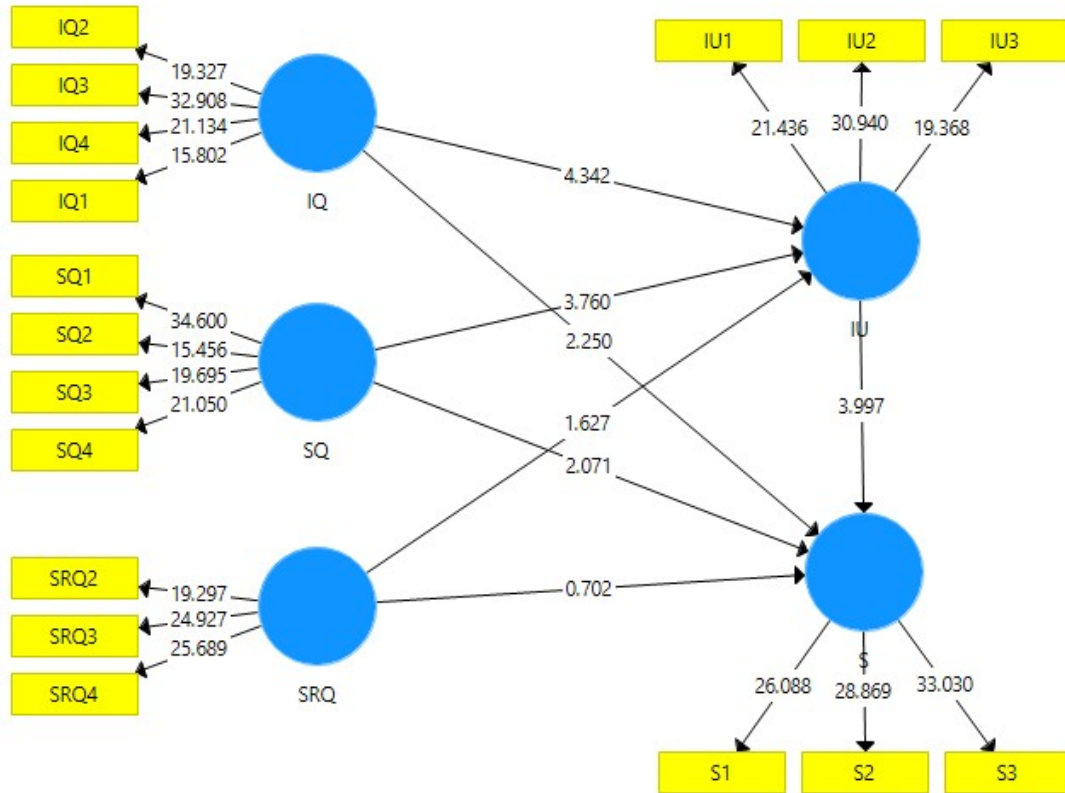
Figure 4: Path Diagram

Figure 4 shows the path diagram. This model show the relationship among variables. Information quality was drawn on the picture connected to Intention to Use for hypothesis 1 and connected to Satisfaction for hypothesis 2. System Quality was drawn connected to Intention to Use for hypothesis 3 and connected to Satisfaction for hypothesis 4. Service Quality was drawn connected to Intention to Use for hypothesis 5 and drawn to Satisfaction for hypothesis 6.

The detail coefficient value is described on table 8 below:

Table 8: Path Coefficient

Variable Relationship	Path Coefficient	Description
IQ → IU	0,420	Significant
IQ → S	0,212	Significant
IU → S	0,502	Significant
SQ → IU	0,375	Significant
SQ → S	0,195	Significant
SRQ → IU	0,149	Significant

Variable Relationship	Path Coefficient	Description
SRQ → S	0,052	Not Significant

The path coefficient value in the range -0.1 - 0.1 is considered insignificant or does not affect, while values greater than 0.1 are considered significant.

Form the path value presented on table 8, all variables are significant except for Service Quality. Service Quality has no significant effect on Satisfaction.

To be more convincing about the hypothesis's conclusion, the p-value was also tested. The relationship between variables will be considered significant if the p-value is less than 0.05 (a significant level determined at 5%). Table 9 shows the results of the p-value

Table 9: p-value Result

Variable Relationship	p-value	Description

Variable Relationship	p-value	Description
IQ → IU	0,000	Significant
IQ → S	0,028	Significant
IU → S	0,000	Significant
SQ → IU	0,000	Significant
SQ → S	0,043	Significant
SRQ → IU	0,096	Not Significant
SRQ → S	0,491	Not Significant

Table 9 shows the relationship between Information Quality to Intention to Use and Satisfaction has a significant result. System Quality to Intention to Use and Satisfaction also has a significant result. Intention to Use to Satisfaction also has significant result. But the p-value for the Service Quality to Intention to Use and Service Quality to Satisfaction variables is not significant, with values of 0.096 and 0.491. this means Service Quality has no impact on both Intention to Use and Satisfaction.

Hypothesis 1: Information Quality → Intention to Use

The results showed that the Information Quality factor positively affected the Intention to Use. This is proven by the path coefficient value of 0.420 and a p-value of 0.000. These results indicate that the online hotel booking website's quality of information affects a person's tendency to use it. With this importance, it is hoped that hotel websites or OTAs can always provide accurate and up-to-date information to make customers use it more often. This study also related to previous study on analyzing the tourism website, which indicates that information quality significantly influences customer satisfaction [18]. Information quality is also believed to be the most important element on the website, that is why the information could affect user satisfaction or user intention to use [19].

During this pandemic, the information is very important, especially for the hotel because the customer seeks the information related to the protocol and safety while they stay at the hotel. The information could be presented in front of the website. Today many hotels are used for self-quarantine which makes customers feel unsafe. The information like this should be clear on the website. Customer also curious about the hygiene of the hotel. So, hotel or OTA should provide these information. for example:
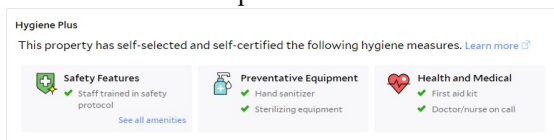

Figure 5: Hygiene Information on agoda.com

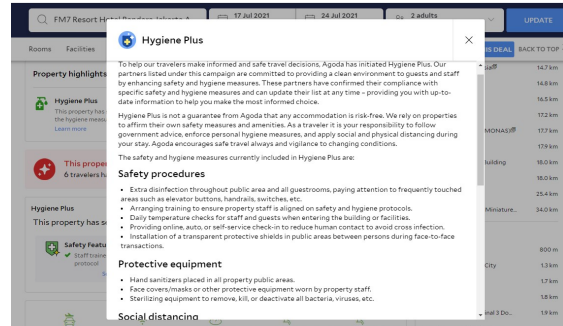This is one of the good example of information that could interact the customers:

Figure 6: Hygiene Plus Information on agoda.com

Hypothesis 2: Information Quality → User Satisfaction

The results showed that the Information Quality factor had a positive effect on User Satisfaction (S). This is evidenced by the path coefficient value of 0.212 and a p-value of 0.028. With these results indicate that the quality of information on the online hotel booking website affects user satisfaction. The more complete/accurate / current the information displayed will increase customer satisfaction. With this importance, it is hoped that hotel websites or OTAs can always provide accurate and up-to-date information to make customers satisfied. As a very important factor in website evaluation, information quality is very related to user satisfaction [19]. So, the good information affects the intention to use discussed before and the satisfaction after the customer used it. To increase the satisfaction, the hotels should make strategy such as discount or vouchers during pandemic.
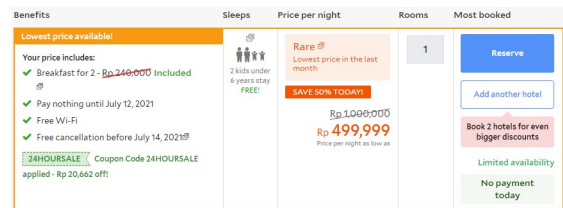

Figure 7: Discount

Providing discount is most impacted strategy to increase the satisfaction of customer especially in pandemic. The safety protocol also have to be followed.

Hypothesis 3: System Quality → Intention to User

The results showed that the System Quality factor positively affected the Intention to Use. This is evidenced by the path coefficient value of 0.375 and the p-value of 0.000. These results indicate that

the system's quality on the online hotel booking website affects a person's tendency to use. System quality is considered important, such as speed of access and ease of use of applications or websites. With the increasing capacity and quality of the system, users prefer to use it. This is very important for hotel managers or OTA to always update the system. Based on previous study [19], system quality is the basic element on e-commerce evaluation, this is very essential.

The system quality is considered important in this research because most of the user is in millennial ages. They have a very high expectation on a system, and they don't like to wait. So, the hotel should consider about the website speed, the buffer time not too long, the registration free from error, and the payment method is clear, safe, and quick process.

Hypothesis 4: System Quality → User Satisfaction
The results showed that the System Quality factor positively affected User Satisfaction. This is evidenced by the path coefficient value of 0.195 and a p-value of 0.043. These results indicate that the system's quality on the online hotel booking website affects user satisfaction. The better the system's quality on the website or application, the more user satisfaction will increase.

Hypothesis 5: Service Quality → Intention to Use
The results showed that the Service Quality factor did not positively affect the Intention to Use. This is evidenced by the path coefficient value of 0.149 and a p-value of 0.096. These results indicate that the quality of service on the website or application does not positively affect a person's tendency to use. The services provided are in the form of customer service and admin services. This is possible because in this study, 90% of the respondents who participated used OTA websites for booking hotels such as Traveloka, tiket.com, Agoda and so on where their focus was on discounts and ease of use, while the services of the hotel were less important to them. The hotel also cannot fully participate through the services of this OTA website or application. Service quality is the additional element on e-commerce website evaluation. This element is sometimes not included in website evaluation because it depends on the website [19].

Hypothesis 6: Service Quality → User Satisfaction
The results showed that the Service Quality factor did not positively affect Intention to Use. This is evidenced by the path coefficient value of 0.052

and p-value of 0.491. This shows the same thing as the conclusion on the previous variable (SRQ→ IU). Service quality also does not affect user satisfaction, and this can happen because third-party service websites (OTA) cannot provide full hotel services.

Hypothesis 7: Intention to Use → User Satisfaction
The results showed that the Intention to Use factor positively affected User Satisfaction. This is evidenced by the path coefficient value of 0.502 and a p-value of 0.000. With this value indicates that the trend of use will affect user satisfaction. The more users tend to use, meaning that the higher the satisfaction that is expected and occurs. Therefore, hotels and third service websites need to pay attention to what factors affect user intention to use and user satisfaction.

5. CONCLUSION, LIMITATION, AND FURTHER RESEARCH

This study tries to examine what factors influence users to book hotels online. This research can be useful for hotels or marketplaces that are a third party for booking hotel rooms. This needs to be tested because tourist interest seems to have decreased (before the pandemic) both domestically and internationally. Hotels are one of the tourism actors who play an important role. This study was carried out by using modifications to the Delone and McLean [12] model, it was found that factors such as Information Quality and System Quality or information quality and system quality influence the user intention to use, as well as affect satisfaction, while factors on Service Quality do not affect user intention to use and user satisfaction. Hotel website or third-party marketplace website can pay more attention to the quality of information and the quality of the system on the website or application.

It will be better for further research if the tested variables are explored more than those on this research. It also suggested that the next research compare the factors on different platforms on the online reservation using the hotel website or OTA.

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