

The Influence of Service Quality of Online Travel Website on Customer Satisfaction

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Abstract

With the advent of the e-commerce era, the tourism industry has entered an unprecedented era of smart tourism, and the number of users of online travel websites is also growing rapidly. Simultaneously, the service quality of online travel websites has attracted increasing attention. The improvement of the online travel agencies' service quality will help improve the consumer satisfaction and promote the improvement of the management mechanism of online travel companies, which will benefit online travel companies to extend their market share, gain competitive advantages and obtain economic benefits. Thus, from the perspective of customer, on the basis of SERVQUAL and E-SERVQUAL model, and fully considering the characteristics of OTA, the paper proposes eight measurement dimensions including tangible, usability, information quality, reliability, responsiveness, security, care and economy which can influence the service quality of online travel websites. Through the analysis of validity, factor analysis, and regression analysis of actual survey data, the conclusion is drawn that all eight dimensions have a significant positive correlation with user satisfaction. Finally, constructive suggestions are put forward to enhance user satisfaction on travel websites.

Keywords

Service Quality; Online Travel Website; Consumer Satisfaction.

1. Introduction

Since the 21st century, the pace of economic development has been rapid, and people's living standards have continued to improve. In this context, the service industry has experienced rapid development, with tourism being the most prominent. Tourism's position in global economic development has continued to rise, and its share in GDP has also increased year by year. Moreover, with the continuous development of information technology, people are using the internet more frequently. This has created favorable conditions for the development of online tourism and promoted the expansion of the online tourism market. According to iResearch statistics, from 2013 to 2023, the number of transactions in China's online tourism market has increased year by year, maintaining a high growth rate.

However, due to fierce market competition, the original business advantages of online tourism services have been continuously weakened. Therefore, online travel websites must update their concepts, focus on consumers, and continuously improve service quality based on consumer needs to maintain and enhance consumer satisfaction. Therefore, this article will discuss the impact of online travel website service quality on customer satisfaction, which will help improve the service quality of online travel websites, enhance consumer satisfaction, and provide a scientific basis for online tourism.

2. Literature Review and Hypotheses

2.1. Literature Review

2.1.1. Theories about Online Service Quality

Zeithaml, Parasuraman & Malhotra (2002) first defined online service quality including: availability of online shopping, convenience of payment, and convenience of shipping. Santos et al. (2003) believed that online service quality is the evaluation given by customers about the advanced extent and quality of online service provision, and is about the overall evaluation of the online transaction website about the consumption of service processes. Parasuraman, Zeithaml & Malhotra (2005) believed that the online services quality includes evaluations made during the purchase process and after-sales customers. Fassnacht & Koesse (2006) considered that the assessment of service quality need to include the process (efficiency) and result quality (effectiveness) of logistics distribution of goods, and in view of this, the quality of electronic services should be defined as: the quality of electronic services makes consumers satisfied with their effectiveness and efficiency.

Based on the opinions of scholars and the characteristics of online travel services, and defined from the perspective of consumers, this paper believes that the quality of online travel services is a subjective evaluation of consumer satisfaction's degree before, during and after online travel booking.

2.1.2. Theories about Online Service Quality Model

Parasuraman, Zeithaml & Berry (1991) proposed the SERVQUAL model to assess service quality. The SERVQUAL model assesses customer-perceived service quality on the basis of consumer perceptual service quality and consumer acceptance. In the SERVQUAL model, PZB proposed five dimensions that affect service quality, and based on these five dimensions, the corresponding questionnaire is designed and includes 22 questions. The five dimensions proposed by PZB are: Tangibles, Reliability, Responsiveness, Assurance, and Empathy. The SERVQUAL is a dynamic evaluation model. The evaluation methods are simple and multiple. The features of the model include reliability and effectiveness and are therefore widely used in the service industry. Cox & Dale (2002) believed that the four important factors affecting the quality of the site are: usability, online resources (refers to the website to provide customers with richness of consumable resources), customer trust (refers to how the website uses customer trust), and relationship benefits (refers to how to ensure long-term customer usage and how to establish relationships with customers). Parasuraman, Zeithaml & Malhotra (2005) believe that the quality of electronic services is composed of interactive evaluation and after-sales service evaluation when consumers purchase, and the core E-SERVQUAL scale includes four dimensions: efficiency, redemption, privacy, and reliability dimensions. The E-SERVQUAL scale is mainly used to evaluate the degree of consumer satisfaction with services obtained by online retailers.

2.2. Hypotheses

Based on the above analysis and SERVQUAL scale, the original tangibility, reliability, responsiveness, assurance, and empathy are replaced by more appropriate tangibility, reliability, responsiveness, security and care. But the connotation of each dimension has been changed accordingly. Moreover, according to the previous studies of travel websites, the paper proposes usability dimension, economy dimension, and information quality dimension. So this paper finally forms eight dimensions. Then according to the eight dimensions and this article proposes first Hypotheses, as follows:

Hypothesis1: Service quality has a significant positive impact on consumer satisfaction.

2.2.1. Tangible

Tangible refers to the most visualized impressions and feelings of users when users open the interface of a travel website. The tangible dimension in the SERVQUAL model refers to the physical presentation of services, including specific service facilities and personnel, and physical contact with consumers in the service process (Parasuraman, Zeithaml & Beny, 1988). Moreover, online travel websites use digital tools such as detailed text and vivid pictures to present physical services or goods.

Hypothesis1-1: Tangible has a significant positive impact on consumer satisfaction.

2.2.2. Usability

Usability is the convenient degree that users feel through the entire process of purchasing products or services on the online travel websites. The usability dimension of the online travel websites includes: whether the layout of pages is reasonable, whether the directory navigation is clear, and whether the operation is simple and easy (Ma, 2016).

Hypothesis1-2: Usability has a significant positive impact on consumer satisfaction.

2.2.3. Information Quality

Information quality has been widely considered to be one of the most crucial dimensions of perceived online service quality (Kim & Lee, 2004; Zeithaml, Parasuraman & Malhotra, 2002). The information provided by the online travel website for consumers includes: information on attractions, tourism strategies, and related services. Whether the quality of information can meet the demands and expectations of consumers will influence the travel decisions of consumers to a large extent. The evaluation criteria for the information quality dimension include: accuracy, timeliness, and validity (Madu & Madu, 2002; Collier & Bienstock, 2006).

Hypothesis1-3: Information quality has a significant positive impact on consumer satisfaction.

2.2.4. Information Quality

In the SERVQUAL model, the reliability dimension refers to the ability of a company to accurately and reliably fulfill its service commitments. The reliability dimension includes two aspects. On the one hand, it refers to the degree of consumer trust in whether the information provided by the online travel website conforms to the actual situation. On the other hand, it refers to the degree of consumer acceptance of online travel website (Xu, 2012).

Hypothesis1-4: Reliability has a significant positive impact on consumer satisfaction.

2.2.5. Responsiveness

The responsiveness dimension in the SERVQUAL scale means that companies are always ready to respond to consumers and provide services to consumers. When consumers encounter problems and seek help from service personnel, regardless of the quality problems of products and services, or technical problems on online travel websites, service personnel must respond and help consumers to deal with problems in the shortest possible time (Ma, 2014; Li, 2014).

Hypothesis1-5: Responsiveness has a significant positive impact on consumer satisfaction.

2.2.6. Security

The assurance in the SERVQUAL scale is reflected by the high level of employees' technical skills and the kindness of service personnel. The security dimension of online travel websites' service quality mainly refers to the website's support ability to protect users' privacy security. When using the online travel website, users pay great attention to the possibility of leakage of their personal information, whether online transactions are safe, whether there will be fraudulent transactions, and whether they will disclose account numbers and passwords thereby causing property damage (Zhang & Zhang, 2012).

Hypothesis1-6: Security has a significant positive impact on consumer satisfaction.

2.2.7. Care

The empathy dimension in the SERVQUAL scale means that companies understand customer needs, attach importance to their personal preferences, and strive to make the service humane. The care nature of the online travel website embodies the degree of attention of online travel websites for each consumer, provides personalized services for consumers, meets the special needs of consumers, and pays attention to the emotional requirements of consumers. (Zhang, 2010).

Hypothesis1-7: Care has a significant positive impact on consumer satisfaction.

2.2.8. Economy

The economy dimension of the online travel website is to provide consumers with products and services that have a price advantage over competitors' similar products and services when the transaction is successfully completed. Online travel websites often organize related promotional activities. Successful marketing strategies provide opportunities for the travel companies to sell products and provide customers with inexpensive and affordable travel products, achieving a win-win situation (Kaynama & Black, 2000).

Hypothesis1-8: Economy has a significant positive impact on consumer satisfaction.

3. Methodology

3.1. Measurement Scale of Influencing Factors

Based on the SERVQUAL scale and E-SERVQUAL scale, and incorporating subsequent research by scholars, this article designs and develops a measurement scale for the influencing factors of service quality on online travel websites. This scale encompasses eight dimensions: tangibility, usability, information quality, reliability, responsiveness, security, empathy, and economy, with a total of 26 indicators. Moreover, according to the relevant research, this article measures the consumers' satisfaction from three aspects: consumers' perception of overall satisfaction with online travel websites' services, the overall experience of consumers' access to online travel websites, and the level of satisfaction of consumer needs of online travel websites.

3.2. Data Collection Method

3.2.1. Sample Selection

This paper mainly studies the influence of the online travel websites' service quality on customer satisfaction. Therefore, the questionnaire in this paper uses the customers who have used the online travel website as population samples to allow respondents to evaluate the services provided by the online travel website they have used.

3.2.2. Sampling Method

In order to ensure sufficient data, this study adopts the online questionnaire survey method. The online questionnaire is more random and has a wide range of random sampling. The online questionnaire was distributed on the Survey Star, supplemented by Weixin, QQ, Weibo and other network platforms.

3.2.3. Data Collection

The open time of this online questionnaire was from March 30, 2024 to April 14, 2024 for a total of 15 days. During the data collection period, 415 questionnaires were collected, 136 were excluded from more six missing questions. Therefore, 279 valid questionnaires were collected in this study. A total of 8 variables were designed for the questionnaire. According to the ratio 1:10 of the variables and samples of empirical research, it can be seen that the sample size has a certain research basis.

4. Findings

4.1. Descriptive Statistics Analysis

4.1.1. Demographic Characteristics of the Sample

Among the sample of consumers in this survey, 42.7% were males and 57.3% were females. The proportion of males and females in the sample was fairly balanced. Secondly, the survey shows that online tourists are mainly young people aged 21-30, accounting for 47.69%, and 31-40 year-old tourists account for 20.28% of the total sample. It can be seen that the users of the travel website are younger, because this part of the crowd is young, skilled in the network and accustomed to using the Internet to search for information and purchase travel goods. Thirdly, the survey shows that online tourists are mainly undergraduate and above, accounting for 77.22%. Moreover, The majority of online travel website users are students, government agencies or institutions employees, accounting for 70.46% of the total sample. So the education level of travel websites' user is higher. Finally, the respondents' use of the online travel websites in this survey. Ctrip's frequency of use ranked first, with a high rate of 70.46%. The second and third places are Where to travel and Fliggy, and the frequency of use is 35.59% and 15.3% respectively.

4.1.2. Description Statistical Analysis

Table 1. Description statistical analysis of the sample

Variable	Code	Mean	Std. Deviation	N
Tangible	A1	3.88	.871	281
	A2	3.94	.791	281
	A3	3.76	.908	281
Usability	B1	3.73	.920	281
	B2	4.01	.779	281
	B3	3.99	.793	281
	B4	4.07	.774	281
Information quality	C1	3.79	.867	281
	C2	4.01	.765	281
	C3	4.00	.768	281
	C4	3.83	.906	281
Reliability	D1	3.96	.769	281
	D2	3.87	.844	281
	D3	3.68	.901	281
Responsiveness	E1	3.81	.832	281
	E2	3.70	.953	281
	E3	3.89	.821	281
Security	F1	3.57	.987	281
	F2	3.84	.864	281
	F3	3.61	.969	281
Care	G1	3.63	.873	281
	G2	3.87	.833	281
	G3	3.86	.858	281
Economy	H1	3.84	.842	281
	H2	4.00	.712	281
	H3	3.83	.812	281
Consumer satisfaction	X1	3.88	.871	281
	X2	3.94	.791	281
	X3	3.76	.908	281

From the scores of all the measurement dimensions in the descriptive statistical analysis of Table 1, the mean of usability of online travel website is the highest, indicating that most online

travel websites have higher levels of usability. Tourists have the lowest mean of security of online travel websites, which shows that the technical degree of online travel websites cannot meet the safety demands of tourism consumers. The mean score of customer satisfaction is relatively high, which shows that Chinese customer satisfaction of online travel websites is relatively good. From the variance data of each dimension, it can be seen that the standard deviation analysis results of variable factors show that there is no singular value in the survey results, and the data is relatively stable and can be studied and analyzed.

4.2. Reliability Analysis

The Cronbach's Alpha reliability coefficient value of the measurement scale reached 0.976 (as shown in Table 2), indicating that the internal consistency of the sample data is better and the reliability level is higher.

Table 2. Reliability statistics of the sample

Cronbach's Alpha	Items
.976	29

The Cronbach Alpha value of each dimension in service quality of online travel websites is greater than 0.7, reflecting that the reliability is good and the measurement results are reliable.

Table 3. Reliability statistics of each dimension in service quality of online travel websites

	Cronbach's Alpha	Items
Tangible	.844	3
Usability	.895	4
Information quality	.889	4
Reliability	.838	3
Responsiveness	.864	3
Security	.887	3
Care	.861	3
Economy	.854	3
Consumer satisfaction	.904	3

4.3. Validity Analysis

The KMO value is 0.969>0.8, reflecting that the variables are more suitable for factor analysis. Bartlett's test significance was 0.00<0.05, indicating that there was a high correlation among variables, so the sample data of this study is very suitable for factor analysis.

Table 4. The KMO and Bartlett's tests of influencing factors of online travel websites' service quality

Sampling adequacy of the Kaiser-Meyer-Olkin metric		.969
Bartlett's test.	Approximate chi-square	6676.283
	df	325
	Sig.	.000

The KMO sample value of customer satisfaction is 0.744, which is greater than 0.7, and the Bartlett's test has a significant level of 0.000, rejecting the assumption that the correlation matrix is an identity matrix, indicating that there is a significant correlation between the variables. The data is suitable for factor analysis.

Table 5. The KMO and Bartlett's tests of consumer satisfaction

Sampling adequacy of the Kaiser-Meyer-Olkin metric		.744
Bartlett's test.	Approximate chi-square	551.606
	df	3
	Sig.	.000

4.4. Factor Analysis

The principal component analysis was used to extract the common factors for the 25 measurement items that affect the service quality of online travel websites. As shown in Table 6, a total of 8 common factors were obtained for 25 measurement items. The accumulative overall variance contribution rate of 8 common factors is 86.487%, indicating that the measurement items of the sample data are of good validity. The 26 items are well attributed to 8 variables, which shows that the eight dimensions are more reasonable and the evaluation scale of online travel websites' service quality is designed properly. The 8 variables extracted are consistent with the theoretical hypothesis of the study, indicating that the validity of this part of the questionnaire is good.

Table 6. Total variance of the influencing factors of online travel websites' service quality

Variable	Initial Eigenvalues			Rotation of squares and loads		
	Summation	Variance%	Accumulation%	Summation	Variance%	Accumulation%
1	9.987	39.984	39.984	3.589	14.351	14.351
2	2.256	9.025	49.009	3.111	12.445	26.796
3	2.091	8.364	57.373	2.814	11.256	38.052
4	1.832	7.327	64.7	2.781	11.098	49.15
5	1.645	6.578	71.278	2.619	10.479	59.629
6	1.448	5.79	77.068	2.538	10.158	69.787
7	1.252	5.007	82.075	2.283	9.131	78.918
8	1.103	4.412	86.487	1.892	7.569	86.487

Principal components analysis was used to extract the common factors for the three measurement items of consumer satisfaction. The extraction principle is that a variable with an eigenvalue greater than 1 is selected as a common factor. As shown in Table 7 below, one common factor was extracted. It can be explained that the overall variance contribution rate reached 84.095%, indicating that the consumer satisfaction variable has better validity. Because consumer satisfaction has only one dimension and cannot be rotated, and the results show that the three measurement items are well attributed to consumer satisfaction, indicating that the scale is well designed.

Table 7. Total variance of consumer satisfaction

Component	Initial Eigenvalues			Rotation of squares and loads		
	Summation	Variance%	Accumulation%	Summation	Variance%	Accumulation%
1	2.523	84.095	84.095	2.523	84.095	84.095
2	.287	9.571	93.666			
3	.190	6.334	100.000			

4.5. Correlation Analysis

For the purpose of verifying the correlation between the influencing factors of online travel websites' service quality and consumer satisfaction, this paper analyzes the correlation between eight variables and consumer satisfaction. From Table 8, the correlation coefficient

between the eight influencing factors of online travel websites' service quality and consumer satisfaction is positive, indicating that there is a significant positive correlation between them. Hypothesis 1 is initially verified that the service quality of online travel websites has a significant positive impact on consumer satisfaction. That is, the eight dimensions of online travel websites' service quality have a significant positive impact on consumer satisfaction.

Table 8. Correlation between consumer satisfaction and influencing factors of online travel websites' service quality

		Consumer satisfaction	Tangible	Usability	Information quality	Reliability	Responsiveness	Security	Care	Economy
Consumer satisfaction	Pearson correlation	1	.326	.382	.325	.239	.338	.291	.380	.407
	Sig.		0	0	0	0	0	0	0	0
Tangible	Pearson correlation	.326	1	.607	.442	.421	.251	.245	.200	.169
	Sig.	0		0	0	0	0	0	0.004	0.015
Usability	Pearson correlation	.382	.607	1	.552	.461	.296	.298	.209	.283
	Sig.	0	0		0	0	0	0	0.002	0
Information quality	Pearson correlation	.325	.422	.552	1	.386	.293	.373	.368	.209
	Sig.	0	0	0		0	0	0	0	0.002
Reliability	Pearson correlation	.239	.421	.461	.386	1	.424	.267	.321	.242
	Sig.	0	0	0	0		0	0	0	0
Responsiveness	Pearson correlation	.338	.251	.296	.293	.424	1	.401	.428	.279
	Sig.	0	0	0	0	0		0	0	0
Security	Pearson correlation	.291	.245	.298	.373	.267	.401	1	.407	.359
	Sig.	0	0	0	0	0	0		0	0
Care	Pearson correlation	.380	.200	.209	.368	.321	.428	.407	1	.411
	Sig.	0	0.004	0.002	0	0	0	0		0
Economy	Pearson correlation	.407	.169	.283	.209	.242	.279	.359	.411	1
	Sig.	0	0.015	0	0.002	0	0	0	0	

**p<0.01; *p<0.05.

4.6. Regression Analysis

The regression analysis should be supported by the result of previous correlation analysis. According to the result of SPSS, the p value is 0.000, which is below 0.05. Thus, at least one variable among tangible, usability, information quality, reliability, responsiveness, security, care, economy has impact on consumer satisfaction.

Table 9. Regression analysis between online travel websites' service quality and consumer satisfaction

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	204.249	26	7.856	26.341	.000 ^b
	Residual	75.751	254	.298		
	Total	280.000	280			

a. Predictors: (constant): tangible, usability, information quality, reliability, responsiveness, security, care, economy.

b. Dependent Variable: consumer satisfaction.

The result shows the R² is .689 which means the three dependent variables in this research are able to explain 68.9% of change of the independent variables.

Table 10. Analysis of variance

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.854 ^a	.729	.702	.54610812

a. Predictors: (constant): tangible, usability, information quality, reliability, responsiveness, security, care, economy.

b. Dependent Variable: consumer satisfaction.

In this context, the p value of tangible, usability, information quality, reliability, responsiveness, security, care, economy are 0.000, 0.037, 0.007, 0.000, 0.002, 0.016, 0.000, 0.033, and all of them are below 0.05. The smaller the p value is, the higher the level of significance. Thus, tangible, usability, information quality, reliability, responsiveness, security, care, economy have strong impacts on consumer satisfaction. Then B value should be checked. Based on B value, it can tell the difference between positive and negative effect. If B value is above 0, the impact of dependent variables on the independent variable remains positive. According to the Table 11, the coefficient of tangible, usability, information quality, reliability, responsiveness, security, care, economy are respectively 0.316, 0.250, 0.263, 0.326, 0.321, 0.279, 0.343, 0.362. The result verifies that there are positive effects of the eight independent variables on the consumer satisfaction. Therefore, the degree of influence on customer satisfaction in service quality of online travel websites from the largest to the smallest is: economy, care, reliability, responsiveness, tangible, security, information quality, usability.

Table 11. The regression coefficient of online travel websites' service quality and consumer satisfaction

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-5.807E-017	.033		.000	1.000		
Tangible	.316	.071	.270	4.462	.000	.480	2.104
Usability	.250	.086	.198	2.780	.037	.318	2.736
Information quality	.263	.075	.216	5.516	.007	.411	2.458
Reliability	.326	.074	.271	4.347	.000	.477	2.110
Responsiveness	.321	.072	.272	4.406	.002	.444	2.253
Security	.279	.076	.258	3.787	.016	.365	2.821
Care	.343	.066	.292	5.187	.000	.451	2.234
Economy	.362	.077	.279	4.791	.033	.468	2.138

a. Dependent Variable: consumer satisfaction

4.7. Hypotheses Testing

The results of the hypothesis of this paper are summarized grounded on the research in the above sections, as shown in the table.

Table 12. Testing results of these hypotheses

Code	Hypothesis	Support or not
H1-1	Tangible has a significant positive impact on consumer satisfaction	Support
H1-2	Usability has a significant positive impact on consumer satisfaction	Support
H1-3	Information quality has a significant positive impact on consumer satisfaction	Support
H1-4	Reliability has a significant positive impact on consumer satisfaction	Support
H1-5	Responsiveness has a significant positive impact on consumer satisfaction	Support
H1-6	Security has a significant positive impact on consumer satisfaction	Support
H1-7	Care has a significant positive impact on consumer satisfaction	Support
H1-8	Economy has a significant positive impact on consumer satisfaction	Support

5. Findings

5.1. Research Conclusions

Based on the SERVQUAL scale, through empirical research on online travel websites' service quality, it can be seen that the dimensions of tangibility, usability, information quality, reliability, responsiveness, security, care, and economy all have a significant positive impact on consumer satisfaction. Among them, economy dimension has the greatest impact on consumer satisfaction, indicating whether online travel websites provide affordable products have a great impact on consumer satisfaction. Moreover, the degree of influence on customer satisfaction in the travel websites' services quality from the largest to the smallest is: economy, care, reliability, responsiveness, tangible, security, information quality, and usability.

5.2. Suggestions

Since the operating modes of all online travel websites are roughly the same, it is necessary to maximize the quality of service to attract consumers. The increase in the online travel websites' service quality will promote the increase of consumer satisfaction and further increase the economic benefits of online travel companies. This article studies the impact of the online travel websites' service quality on consumer satisfaction, and proposes the following corresponding management recommendations:

1) Improve the tangibility of online travel websites

When the user opens the interface of the online travel websites, the first impression is particularly important, which will affect the user's experience in the entire process of using online travel websites. Therefore, the tangibility of the online travel websites needs to be improved. The online travel website should attach importance to the design of the interface, carry out rational layout and form a unique style. Deepen the visual impression through the use of fonts, colors, pictures, and information technology to attract more customers.

2) Improve the usability of online travel websites

The operation of travel websites must be simple, the navigation should be clear, and there must be a powerful search function so that users can easily find the information and services they need. Meanwhile, it can record the user's browsing and purchasing records, and users can directly use the website to view their own records. These measures can effectively improve the ease of use of online travel websites.

3) Improve the information quality of online travel websites

Information quality is an important dimension. Online travel websites should provide users with high quality information to enhance their competitiveness. Online travel websites can improve the information quality from the following three aspects. First is to improve the comprehensiveness of information. Second is to improve the accuracy of information. Finally is to improve the intelligibility of information.

4) Improve the reliability of online travel websites

Reliability includes three aspects: First is to increase the user's trust in the online travel website, indicating that online travel websites should improve their ability to honor their promises and fulfill their commitments. Secondly, the information provided by the online travel website to users must be consistent with the actual situation. Thirdly, the online travel website must ensure that its operating system is stable and reliable so that users can use it normally.

5) Improve the responsiveness of online travel websites

Increased responsiveness helps to increase consumer satisfaction in online travel websites. The online travel websites needs to increase the speed of consumer online transaction requests. At the same time, online travel websites should provide online communication, through a direct dialogue, mail or telephone and other channels to answer user's questions in a timely manner.

To increase the feedback mechanism, users can put forward their own opinions and suggestions. Through collecting opinions and suggestions, users' needs and the deficiencies of online travel websites can be explored to better improve service quality.

6) Strengthen the security of online travel websites

In the process of using online travel websites, consumers are required to ensure the security of online transactions. Although the cooperation between online travel websites and third-party payment websites reduces the risk of online payment, the risks are still there. Online travel companies must continue to strengthen safety technology. In the open environment of the Internet, users pay great attention to the protection of their privacy, so the online travel websites must ensure the security of the user's personal information.

7) Improve the care of online travel websites

Care has an important influence on consumers. Firstly, the staff of the online travel websites should be cordial and friendly when they are communicating with consumers online. Secondly, the online travel websites should be personalized product service recommendation according to the personal browsing habits of consumers. Finally, from the perspective of consumers, websites must pay attention to what consumers want and seek.

8) Increase the economy of online travel websites

When customers buy products of online travel websites, they will compare the prices of similar products provided by different websites. Therefore, economy is a very important dimension. The online travel websites should cooperate with various merchants and adopt flexible marketing strategies to provide users with inexpensive products. The product prices of online travel websites are more reasonable and reasonable than competitors, and they will gain the advantage of competition.

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