Tourism Website Customers’ Repurchase Intention: Information System Success Model

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Abstract. This study through applying the DeLone and McLean Information System Success Model aims to explore the relationships among tourism product websites’ information quality, system quality, service quality and customers’ flow experience, satisfaction, purchase habit, and repurchase intention. Through the stratified and purposive sampling method, 409 valid questionnaires were obtained from travel agencies with website business licenses, being analyzed using the Structural Equation Modelling approach. The findings show significant impact of consumers’ habit on their repurchase intention, which is the major contribution of this research. Noteworthy, information quality is found to have non-significant effect on consumer satisfaction.

Introduction

According to the analysis report on online shopping market of Institute for Information Industry (III) in November 2013, the online shopping market value in the year 2013 reached 7,645 billion NT dollars, achieving an increase of 15.7% compared with the year 2012. Online shopping market value is expected to reach 1,34 trillion NT dollars in the year 2015 with annual growth of 14.1%. Moreover, it has been noticed that among internet shopping, the purchase of tourism products account for 58%. Hence, it can be clearly observed that consumers’ confidence in online shopping has been gradually improved. In recent years, tourism websites regardless of geographical and time differences has been effectively combined with the wealth of tourism information and tourism-related industry resources, which in turn have attracted more tourism consumers.

Literature Review

Tourism Websites

Along with advances of IT, the Internet has efficiently developed the the new marketing model and market environment which not only provides the tourism industry with low-cost, indifferent and borderless marketing channels but also offers consumers with more convenient and diverse services [8]. So whether tourism agencies have operated tourism websites to their full potential to meet consumer demands is an important research topic for in-depth investigations.

DeLone and McLean Information Success Model

Along with IT development, DeLone and McLean [3] through a study on Information Management System made considerable amendments to the proposed 1992 Information system success model, additionally added ideas from research of Pitt et al. [7] to increase service quality perception in order to establish a more suitable Information system success model. As a result, the newly developed model was named Delone and Mclean Information success mode.

Flow Experience

Hsu and Lu [5] defined flow experience as the situation that the participants in an activity, through perceiving the degree of challenges of the activity itself, generate an intrinsic motivation and
produce the feelings of best practices. It has been further shown that during the state of flow experience, people would be fully immersed in their activities in their own environment, which in turn reduces their self-awareness.

**Habit**

Chang [1] through a study on online shopping has verified the positive impact of habit on customers’ repurchase intention. Therefore, it can be assumed that under same conditions and habitual and behavioral circumstances, behaviors will develop automatically and self-consciously, in which previous behaviors will act as key indicators of future behaviors.

**Repurchase Intention**

Huang et al. [1] defined repurchase intention as the phenomenon that consumers, after using a product or service, express a certain degree of commitment toward the enterprise, which in turn triggers their re-consumption. Additionally, repurchase intention has been identified to be not only about intention of buying products but also about actions of recommending the products or services to friends and relatives.

**Research Methodology**

**Research Hypothesis Development**

![Research framework.](image)

**Flow Experience.** Zhou [10] through pointing out that consumers using mobile phone payment processes express more satisfaction confirmed that flow experience affects consumer satisfaction. Consequently, Zhou defined flow experience to include (1) interactive reactions with mechanical seamless procedures, (2) intrinsic enjoyment, (3) loss of self-awareness, and (4) the balance between skills and challenges of self-enhanced flow experience. This study was in accordance with questionnaire items suggested by Zhou to make further modifications.

**Satisfaction.** Zhou [10] through conducting a research on mobile phone shopping confirmed the positive correlation of flow experience with satisfaction. Moreover, Chang [1] through exploring SNG Information systems and Information technology further proved the positive correlation between satisfaction and flow experience. In accordance, this study makes further modifications to questionnaire items suggested by Wu [8].

H7: Once consumers perceive higher flow experience toward tourism website, their satisfaction is higher. In other words, tourism website’s flow experience has a positive effect on consumers’ satisfaction.
**Repurchase Intention.** Huang et al. [11] referred repurchase intention to consumers’ willingness to buy a product or service again after using. Chang [1] indicated that in SNG study customers’ flow experience toward information systems and information technology and their repurchase intention was positively correlated. In accordance, this study makes further modifications to questionnaire items suggested by Wu [9].

H8: Once consumers perceive higher flow experience toward tourism website, their repurchase intention is higher. In other words, tourism website’s flow experience has a positive effect on consumers’ repurchase intention.

H9: Once consumers perceive higher satisfaction toward tourism website, their repurchase intention is higher. In other words, tourism website’s consumer satisfaction has a positive effect on consumers’ repurchase intention.

**Service Quality.** Zhou [10] through a study on mobile phone shopping suggested that service quality positively affected consumers’ experience; Moreover, Chang [1] through investigating SNG satisfaction confirmed that service quality exerted a positive impact on online user satisfaction. In accordance, this study makes further modifications to questionnaire items suggested by Zhou [10].

H1: Once consumers perceive higher tourism website’s service quality, their flow experience is higher. In other words, tourism website’s service quality has a positive effect on consumers’ flow experience.

H2: Once consumers perceive higher tourism website’s service quality, their satisfaction is higher. In other words, tourism website’s service quality has a positive effect on consumers’ satisfaction.

**Information Quality.** Jung et al. [6] pointed out that poor information quality might considerably decrease users’ satisfaction. Zhou [10] through a study on mobile phone shopping confirmed the positive correlation between information quality and flow experience. In accordance, this study makes further modifications to questionnaire items suggested by Zhou [10].

H3: Once consumers perceive higher quality of tourism website’s information, their flow experience is higher. In other words, tourism website’s information quality has a positive effect on consumers’ flow experience.

H4: Once consumers perceive higher quality of tourism website’s information, their satisfaction is higher. In other words, tourism website’s information quality has a positive effect on consumers’ satisfaction.

**System Quality.** Guo and Poole [4] through exploring online shopping found that a poor system quality significantly undermined consumer experience. Zhou [10] further applied the concept of system quality in investigating mobile phone shopping. In accordance, this study makes further modifications to questionnaire items suggested by Zhou [10].

H5: Once consumers perceive higher quality of tourism website’s system, their flow experience is higher. In other words, tourism website’s system quality has a positive effect on consumers’ flow experience.

H6: Once consumers perceive higher quality of tourism website’s system, their satisfaction is higher. In other words, tourism website’s system quality has a positive effect on consumers’ satisfaction.

**Habit.** Chang [1] through a study on network affirmed that habit exerted regulatory role toward customers’ satisfaction and repurchase intention. This finding was further support by Chiu et al. [2] whose research on online shopping confirmed the regulatory role of habit. In accordance, this study makes further modifications to questionnaire items suggested by Chiu et al. [2].

H10: Habit has a moderating effect on the relationship between consumers’ perceived flow experience and repurchase intention.

**Research Sample and Data Collection**

Using the stratified and purposive sampling method, this study aimed to target consumers with experiences of buying tourism products from online travel agencies’ websites to collect data. This study attempted to take comprehensive travel agencies in Taiwan for conducting investigation. In
accordance with the statistical numer by the Net Consumers Association / TW (NCA), which is the largest site certification organization among Taiwan’s consumer protection groups, there are a total of comprehensive travel agencies for qualified travel agent certification. In addition, statistical report from Alexa Internet company, which is currently now the world’s major Internet browser, has pointed out that among the top 10 hits of Taiwan online travel agencies, there are a total of 6 agencies with Internet qualified certifications. Based on these premises, this study aimed to target these six travel agencies to explore whether their customer service, sales, manager, tour guides, etc. met customers’ demands and expectations. As such, each travel agency was given 60 survey questionnaires. Out of 480 sent questionnaires, 409 valid answers were obtained.

**Analysis and Discussions**

**Reliability Analysis**

As being observed, the achieved Cronbach’s $\alpha$ values for each dimension were higher than the threshold 0.7, indicating good reliability for all proposed dimensions.

**Correlation Analysis**

This study uses Pearson’s product-moment correlation analysis to verify the correlation coefficients between each dimensions. The result shows that coefficients are between 0.521-0.811 and shows that the variables are highly positively correlated.

**Confirmatory Factor Analysis and Model Fit**

In this study, the achieved composite reliability values of all dimensions were greater than the threshold 0.7, indicating good construct reliability. Concerning validity, since the proposed dimensions in this study were established based on scales maturely developed by relevant scholars’ and discussions with relevant business executives for scale suitability, content validity was confirmed. Then, confirmatory factor analysis (CFA) was employed to test construct validity. The obtained factor loadings for questionnaire items of each scale were all greater than the standard value of 0.5, representing good convergent validity. Finally, in terms of average variance extracted (AVE), except for habit dimension with the value of 0.482 which was quite close to the recommended value of 0.5, other dimensions all achieved AVE values greater than the standardized value, implying acceptable discriminant validity for all proposed scales.

In the next stage, this study aimed to test whether the overall model had a model fit to the data. Regarding absolute fit measures, GFI (=0.82) was greater than the standard value of 0.8 while RMR (=0.04) and RMSEA (=0.006) were less than the threshold 0.08. Concerning incremental fit measures, except for AGFI (=0.78) which was close to the standard value of 0.8, IFI (=0.84) and CFI (=0.83) were all greater. In terms of parsimonious fit measures, PNFI (=0.56) and PCFI (=0.59) all exceeded the recommended value of 0.5. In sum, the overall model of this study was proven to have good model fit to the collected data.

**Structural Equation Modeling Analysis**

The SEM results showed that service quality respectively had a significantly positive impacts on flow experience ($\beta$=0.187) and satisfaction ($\beta$=0.106), hence hypotheses H1 and H2 were supported. In addition, information quality was found to positively affect flow experience ($\beta$=0.130), which in turn approved hypothesis H3. However, despite positive effect of information quality on satisfaction ($\beta$=0.004), the significant level was not reached. Therefore, hypothesis H4 was not established. Concerning system quality, its significantly positive effects were found on flow experience ($\beta$=0.427) and satisfaction ($\beta$=0.211), thus hypotheses H5 and H6 were respectively supported. Moreover, significantly positive impacts of flow experience on satisfaction ($\beta$=0.539) and repurchase intention ($\beta$=0.531) were noted, indicating strong support for hypotheses H7 and H8. Finally, since satisfaction was found to exert significantly positive impact on repurchase intention ($\beta$=0.797), hypothesis H9 was approved.
In this study, the dimension of habit significantly affected the independent variable of flow experience ($\beta=0.634$, $p=0.000$, CR=9.793), additionally exerted a significantly positive effect on dependent variable of repurchase intention ($\beta=0.308$, $p=0.000$, CR=3.696), thus hypothesis H10 that habit had a moderating effect on the relationship between consumers’ perceived flow experience and repurchase intention was supported.

Conclusions
In this study, However, under the moderating effect of habit, the significantly positive impact of flow experience on repurchase intention has been recognized to be stronger ($\beta=0.531$, $p=0.000$, CR=5.762), which in turn indicates that the moderator habit has effectively strengthened the positive impact of flow experience on repurchase intention. This result, therefore, interestingly implies that in the Information success model, consumers’ purchase habits, especially in the context of Taiwan, will positively affect and beneficially help strengthen consumers’ repurchase intention. It is noteworthy that, this study finds that the hypothesis H4 is not supported, meaning information quality does not have a significant impact on consumers’ satisfaction. Interestingly, despite advances of IT, consumers’ confidence and trust in tourism products remain weak. Therefore, this study suggests that the industry should constantly attempt to increase consumers’ confidence for better competitiveness by joining the ISO standardization certification, Travel Quality Assurance Association (TQAA), Net Consumers Association / TW (NCA), publicly traded companies, etc. to strengthen consumers’ confidence and trust.

References