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"Global Goals, Local Actions: Looking Back and Moving Forward"

## The Effect of Application Features and Commitment on Trust and E-Loyalty of Consumers Using Online Hotel and Flight Booking

Wassamon Pounghnoi<sup>1</sup>, Lokweetpun Suprawan<sup>2</sup>

<sup>1</sup>Graduate Student of Business Administration in Marketing  
Bangkok University, wassamon01@hotmail.co.th

<sup>2</sup>Assistant Professor in School of Business Administration  
Bangkok University, lokweetpun.s@bu.ac.th

### Abstract

The purpose of this research was to study the effect of application features and commitment on trust and e-loyalty of consumers using online hotel and flight booking. The samples used in the study were collected from 385 respondents through the offline questionnaires. The statistics used in the data analysis were descriptive statistics which are percentage, mean, standard deviation and the inferential statistics used to test the hypothesis are simple linear regression analysis.

The result of this research showed that the most of respondents were female between the ages of 26-33 years old with bachelor's degree. Moreover, the most of respondents were the private company employee with the income of 15,000- 30,000 Baht. The results of the hypothesis test showed that the importance of creating loyalty by focusing on both hedonic and utilitarian features which effects to customer loyalty. Affective commitment and calculative commitment are also influenced to trust and e-loyalty of the online hotel and flight booking application and trust is importance of e-loyalty.

**Key words:** *Application, E-loyalty, Hotel and Flight booking*

### Introduction

Thailand's online shopping is also very popular right now because in the current situation of Thai's consumer have change, they are mostly like to shopping online. Thai behavior likes to have a simple, comfortable life. The shopping online is help them buy things easily, conveniently and it is not so complicate. (Lim, Osman, & Salahudin, 2016) The main factors that make the online shopping boom because it so convenience, comfort, saving time, saving cost, quick delivery and product are variety so the customer can compare with other stores. Consumers will not be spending much time for purchasing because it takes just a few clicks and it will directly be delivered to you. ((Adnan, 2014) The online shopping is not only for customer buying products. There is also a services activity



การประชุมวิชาการและนำเสนอผลงานวิจัยระดับชาติและนานาชาติ ครั้งที่ 10  
"Global Goals, Local Actions: Looking Back and Moving Forward"

which all of them are in the online service such as booking flight, travel packages, and the ticket is including the booking of hotel room and the research from ETDA of Thailand (ETDA , 2017) shown the booking hotel online is 71.9% and the booking hotel offline is 28.1%. This can describe that in the present the Social media has become the most important because the big proportion is change lifestyle from offline to online.

The applications of tourist using for travel since the start until the end of trip but in this research study just application for booking hotel include flight ticket. There are Expedia, Tripadvisor, Traveloka, Booking.com, Skyscanner, KAYAK, tiket.com.

The application will give much potential information to the customer who are interested in that hotel and flight ticket. The customer can check availability room or seat, check the rate price in that day and they can compare the price without contact the hotels or airline. The online booking is not just for booking flight ticket, but it is also answer the customer's question and also ask for the booking hotel room in your trip. The application booking can increase the sales of other packages or even upgrade the room or seat.

The application features can create consumer of purchasing behavior therefore understanding consumer is importance because it is useful for competitive with others competitor and understanding the factors that will influence the consumer to choose, to have trust and coming to buy it again, also it will be the benefit for developing product and improve strategies of business which will make a customer satisfaction. In Addition, all the businesses want to increase customer loyalty in their business.

## Literature Review

### Application feature

(Apariman, 2005) has conclusion of Mobile Marketing is use smartphone medium communication and new channel of marketing between company and customer via smart phone. It is a personal channel that directly to the target audience and interacts with the target audience anywhere and anytime. Basically, mobile marketing is the process of planning and executing promotional plans and distribution of product and services through mobile channels. The Mobile marketing is a way to promote and increase potential marketing. Due to the marketing in this type can quick response of the target. ( Hualmanaporn, 2015) discusses the concept of traditional marketing mix that cannot be adapted to communicate on smartphone. Therefore, they set the concept of part the mobile marketing mix is called an application.

The characteristic of application booking the complement product/service and quality information (picture of hotel's room, hotel or flight information, review) and the customer (User) purchasing decision the complement include picture, information,



การประชุมวิชาการและนำเสนอผลงานวิจัยระดับชาติและนานาชาติ ครั้งที่ 10  
"Global Goals, Local Actions: Looking Back and Moving Forward"

promotion and connivance on the application (Ratreechote & Chaiprasit, 2018). (Flurry, 2016)suggested the design mobile application is important that help to increase the number of user and keep user therefor, the application have to develop and update all the time. It is attractive to user to download the application that relate to (Huang & Benyoucef, 2013) indicated "e-commerce design as an important concept which highlight online communities"

Previous research that identifies (a) hedonic value is based on the emotion and enjoyment experience when they are shopping (looking at the pictures of the hotel room) (Sajal & Kim, 2010) . (Fischer & Arnold, 1990) tried to determine of Hedonic customers seek not only security transaction, privacy and quick access to huge quantity of information, but also the experience by emotional value which increases the pleasure, satisfaction, recreation and entertainments in web based transactions.

(b) Utilitarian value is help the user evaluate and conclude with regard to the use of the source (such as online shopping of a product or service.) which efficient and achieve their goals including the buying product or service such as comparing the prices, packet of hotel and flight, location of hotel, reviewing desired hotel, ability to effectively search for information of the hotel (Fischer & Arnold, 1990), and (Sajal & Kim, 2010) .

#### Customer commitment

(Mowday, Porter, & Steers, 1982) indicate commitment that is based on attitude or behavior. An attitude commitment involves to the person's intention to commit in a specific relationship, meanwhile the behavior commitment is more concerned with what one truly executes. In the literature of marketing and firm. Attitude commitment is mostly often used. According to (Meyer & Allen, 1991)said in the literature the dominant attitude of behavioral science is commitment include at least of an affective and calculative component.

Affective Commitment has received significant attention in marketing literature that is a committed person has emotion for, or the person has a relationship with ( (Bansal, Irving, & Taylor, 2004), ( Fullerton, 2009), (Gruen, Summers, & Acito, 2000).In another literature of marketing is affective commitment that approach to involves the concept of loyalty and affective commitment of person does not about the economic and advantages of the relationship (Gilliland, & Bello, 2002).However, if the person feeling right or good experience, it will a strong affective commitment want and become involved in the relationship (Meyer & Allen, 1991). Relate with (Meyer, Stanley, Herscovitch, & Topolnytsky, 2002)"Trust has been found to have a strong impact on development of affective commitment".

Calculative Commitment is the calculation is based on the cost and benefit and not true emotional of the relationship while the new customer is committed to predicting of



การประชุมวิชาการและนำเสนอผลงานวิจัยระดับชาติและนานาชาติ ครั้งที่ 10  
"Global Goals, Local Actions: Looking Back and Moving Forward"

results. Therefore, the nature of calculative commitment is tied to the quality and availability of alternatives (Meyer, Stanley, Herscovitch, & Topolnytsky, 2002).

#### E-Loyalty

(Caruana, 2002) Customer loyalty is mean the willingness of customers to consider a service provider or vendor as the first choice among other vendor and behaviors that do not change to the brand or service from others. Even if there are influential events or incentives with marketing factors (Srinivasan , Anderson, & Ponnnavolu, 2002) E-loyalty is defined as the customer's favorable attitude towards the e-retailer that results in repeated buying behavior (Ruiz & Lassar, 2006)and (Solomon, 2009)indicated the behavior of Internet users is different from customer buy retail due to the technological and culture change so fast so it affect to user on internet are more specific than normally customer. The e-loyalty have to revolutionize the traditional marketing concept to the channel and serve a convenience to customer through the technology (Schultz, 2000).(Carol & Choon, 2003) found that loyal users will feel be engage with the online and behavior is differently from normally customer. They are separate by frequency and volume of purchase including the behavior of the customer..

#### The commitment-Trust Theory

(Morgan & Hunt, 1994) indicated the trust is important to the commitment that shows the relationship between the customer and the organization. The trust is happening when people have confidence in being a participant in the exchange of trust. The conclusion the customer trust with provider is helps to reduce a risk perception and inability. Therefore, it is the way forward to long-term service relationships ( Gefen, 2000). If customer is high trust on e-commerce, the customer will be intention to buy more produce on online and the trust is the main factor is affected to satisfaction and customer loyalty ( Mansour, Askenäs, & Ghazawneh, 2013)

#### Hypothesis

From the literature review, the concepts of hedonic feature, utilitarian features, affective commitment and calculative commitment on trust and e-loyalty of consumer using online hotel and flight booking

H1: the hedonic feature of booking application has an influence on affective commitment on users in Bangkok.

H2: the hedonic feature of booking application has an influence on calculative commitment on users in Bangkok.

H3: the utilitarian feature of booking application has an influence on affective commitment on users in Bangkok.



การประชุมวิชาการและนำเสนอผลงานวิจัยระดับชาติและนานาชาติ ครั้งที่ 10  
 "Global Goals, Local Actions: Looking Back and Moving Forward"

H4: The utilitarian feature of booking application has an influence on calculative commitment on users in Bangkok.

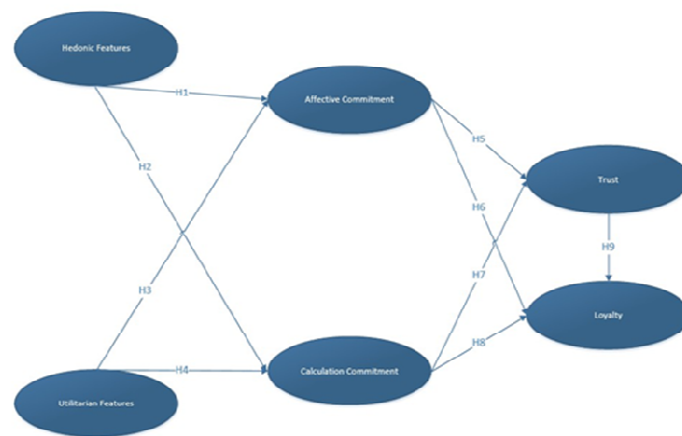
H5: the affective commitment of booking application has an influence on trust on users in Bangkok.

H6: the affective commitment of booking application has an influence on loyalty on users in Bangkok.

H7: the calculative commitment of booking application has an influence on trust on users in Bangkok.

H8: the calculative commitment of booking application has an influence on loyalty on users in Bangkok.

H9: the trust of booking application has an influence on loyalty on users in Bangkok.



## Research Methodology

The populations of this study are people who has experienced in using online hotel and booking flight. So, the respondents of this study are male and female customers who are generation X&Y, 24-53 years old or born in 1965-1994 (Gray, Pattaravanich, Lucktong , & Sangkla, 2016) The decision of the researcher in this research 385 questionnaires were distributed through online Google form and social network (Line and Facebook). The Likert scales ranging from 1 (strongly disagree) to 5 (strongly agree) were employed for each of the question in the questionnaire. Moreover, the statistics used in the data analysis were descriptive statistics which are percentage, mean, standard deviation and the inferential statistics used to test the hypothesis are simple linear regression analysis. Then, collect the research via computer program to test reliability coefficient with Cronbach's Coefficient Alpha analysis the value must not less than 0.7 (Vanichbuncha, 2016) and the results are divided into the following:

Table 1: Cronbach's Coefficient Alpha of The application features, customer commitment, trust and e-loyalty of consumers using online hotel and flight booking.

| Variable               | Sample (n=385)     |                              |
|------------------------|--------------------|------------------------------|
|                        | Total of questions | Cronbach's Coefficient Alpha |
| Hedonic feature        | 4                  | 0.832                        |
| Utilitarian features   | 4                  | 0.832                        |
| Affective commitment   | 3                  | 0.836                        |
| Calculative commitment | 3                  | 0.862                        |
| Customer Trust         | 5                  | 0.838                        |
| Customer E-loyalty     | 5                  | 0.835                        |

From the table1, the questionnaire was tested with 385 samples, the result of each questions are Hedonic feature 0.832, Utilitarian features 0.832, Affective commitment 0.836, Calculative commitment 0.862, Customer Trust 0.838, Customer E-loyalty 0.835, which mean these questions have the reliability and clearly to understand because the value of Cronbach's Coefficient Alpha analysis is more than 0.7.

## Research Findings

According to demographic characteristic of respondents, 65.2% of female age between 26 - 33 years old (61.2%) with bachelor degree (78.9%). Moreover, the majority of respondents were employees (72.2 %) with income 15,001 Baht – 30,000 Baht (58.7%). In addition, the majority of respondents using Traveloka (43.64%), type of service the application of hotel and flight booking were hotel booking (50%), with being customers for 1-3 years (49%),. The frequency of they visit less than once a month (53.2%), spent money each time when booking hotel and flight 5,001-10,000 (69.6%), and the majority of respondents chose the application of hotel and flight booking because they thought the application had the application has convenience (51.4%), the mostly of respondents knowing the application of hotel and flight booking from the advertises (57.36%).



การประชุมวิชาการและนำเสนอผลงานวิจัยระดับชาติและนานาชาติ ครั้งที่ 10  
 "Global Goals, Local Actions: Looking Back and Moving Forward"

Table 2: The testing result of relationships between independent variables in application features and commitment on trust and e-loyalty of consumers using online hotel and flight booking

|       | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig   | Adjusted R Square |
|-------|-----------------------------|------------|---------------------------|--------|-------|-------------------|
|       | B                           | Std. Error | Beta                      |        |       |                   |
| Model |                             |            |                           |        |       |                   |
| H1    | 0.701                       | 0.041      | 0.658                     | 17.119 | 0.000 | 0.432             |
| H2    | 0.513                       | 0.061      | 0.395                     | 8.411  | 0.000 | 0.154             |
| H3    | 0.685                       | 0.039      | 0.667                     | 17.510 | 0.000 | 0.443             |
| H4    | 0.507                       | 0.059      | 0.405                     | 8.660  | 0.000 | 0.162             |
| H5    | 0.539                       | 0.052      | 0.469                     | 10.386 | 0.000 | 0.218             |
| H6    | 0.536                       | 0.048      | 0.496                     | 11.167 | 0.000 | 0.244             |
| H7    | 0.457                       | 0.042      | 0.486                     | 10.877 | 0.000 | 0.234             |
| H8    | 0.466                       | 0.039      | 0.525                     | 12.084 | 0.000 | 0.274             |
| H9    | 0.525                       | 0.040      | 0.558                     | 13.144 | 0.000 | 0.309             |

From table 2, that the indicate that nigh of the paths were significant in the structural model.

Hypothesis 1: the hedonic feature of booking application has an influence on affective commitment on users in Bangkok was supported. The results revealed a path coefficient between the two constructs of 0.701, which was positively significant at P-value was 0.000.Hypothesis 2: the hedonic feature of booking application has an influence on calculative commitment on users in Bangkok was supported. The results revealed a path coefficient between the two constructs of 0.513, which was positively significant at P-value was 0.000.

.Hypothesis 3: the utilitarian feature of booking application has an influence on affective commitment on users in Bangkok was supported. The results revealed a path coefficient between the two constructs of 0.685, which was positively significant at P-value was 0.000.Hypothesis 4: the utilitarian features of booking application has an influence on calculative commitment on users in Bangkok was supported. The results revealed a path coefficient between the two constructs of 0.507, which was positively significant at P-value was 0.000

Hypothesis 5 and 6, that affective commitment has an influence on trust and loyalty, were supported. The results revealed a path coefficient between the two constructs of coefficient of 0.539 at P-value was 0.000 and. 0.536 at P-value was 0.000.

Hypothesis 7: the calculative commitment of booking application has an influence on trust on users in Bangkok were supported. The results revealed a path coefficient between the two constructs of coefficient of 0.457 at P-value was 0.000. Hypothesis 8: the calculative commitment of booking application has an influence on loyalty on users in Bangkok were supported. The results revealed a path coefficient between the two constructs of coefficient of 0.466 at P-value was 0.000. Hypothesis 9: the trust of booking application has an influence on loyalty on users in Bangkok were supported. The results revealed a path coefficient between the two constructs of coefficient of 0.525 at P-value 0.000

## Discussion

The result show, hedonic and utilitarian application features is effect to affective commitment. (Bilgihan & Okumus, 2013) indicated designs such as picture and message of hotel in online website that can make customer good impressions. And calculative commitment effect to affective commitment the result form (Gretzel & Yoo, 2008) also said travel review is important it like travel guidebook and partnership when customer want to plan for their trip so booking application should efficiency and necessary for create customer commitment. Both of commitment also effect to trust and e-loyalty and trust is influenced to e-loyalty because high level of affective commitment is created to involvement, trust and loyalty (Gretzel & Yoo, 2008). Hedonic and utilitarian application features is effect to calculative commitment, Similarly . (Larti, Vahabzadeh, & Sheikholeslami, 2016) indicated online store should easy to use and easy to understand for make customer enjoy using it and website should create focus on functional, practical and "consumer rationalism is an important precursor of future intentions" (Bilgihan & Okumus, 2013). However, this study found affective and calculative commitment had a significant positive effect on both trust that mean the cost and benefit important to create customer trust and loyalty (Bilgihan & Okumus, 2013) . (Ruyter, Moorman, & Lemmink, 2011) found an important of product characteristics which benefit to customer that a customer desires has impact on intention to stay. The trust has an influence on loyalty. Similarly the marketing literature indicated If customer is high trust on e-commerce, the customer will be intention to buy more produce on online and the trust is the main factor is affected to satisfaction and customer loyalty (Mansour M. R., 2014)



การประชุมวิชาการและนำเสนอผลงานวิจัยระดับชาติและนานาชาติ ครั้งที่ 10  
"Global Goals, Local Actions: Looking Back and Moving Forward"

### Managerial Implication and Recommendation for the Future Research

This study found concludes with the creation of a social media strategy and help the owner of business or marketing department Understand customer behavior and relationship with customer is important for competition in the online media (Bagozzi & Dholakia, 2055) For owner of business or marketing department should focus on show benefit to people visit such as Color on feature, photos make customer feel good, video, location, information, price and packet which affects the trust and loyalty to the company. although customer not often visit the application hotel and flight booking but they like the email or message for alert about the best deal that invite them return to visit the application and if the brand have activity or the best deal ,they might to often visit for check what update now in application, Moreover these benefit the review form the traveler or customer ever used the application is also importance because can support customers' purchase decisions and make customer feeling good with brand and also effect to customer trust and loyalty. Similarly form literature of (Nitzan & Libai, 2011) that suggested the result of data about relationship between customer and brand that help companies attract the high relationship with customer by developing the service.

Regarding to recommendation this research only collect data from people in generation X and Y who had used the application of hotel and flight online booking. Therefore, the future research should also collect data from owner and marketing team for analyze customer behavior in other view of cost or profit and might get a possible marketing strategy. This research survey only in Bangkok Thailand therefore future studies if other researcher would like to use this framework in other area, should adjust this research for matching with demographics. From studied of (Vasalou, Joinson, & Courvoisier, 2010) explain the demographic differences of each country effect to user relationship on social network so if different culture and nationality, its effects to customer relationship.

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การประชุมวิชาการและนำเสนอผลงานวิจัยระดับชาติและนานาชาติ ครั้งที่ 10  
"Global Goals, Local Actions: Looking Back and Moving Forward"

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การประชุมวิชาการและนำเสนอผลงานวิจัยระดับชาติและนานาชาติ ครั้งที่ 10  
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