Studying the Impact of Egyptian Hotels’ Websites Marketing on Customers’ E-Satisfaction

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ABSTRACT

The purpose of this research is to study the impact of Egyptian hotels’ websites marketing on customer e-satisfaction and how to achieve e-loyalty through focusing on e-satisfaction success factors (website information quality, system convenience, system safety, service quality, expectations and perceptions for hotel services and facilities, and intention to revisit) This questionnaire included items pertaining to the customer satisfaction success factors (website information quality, system convening Egyptian hotels’ websites marketing. The study focused on five star hotels. Most of the customers were dissatisfied about websites marketing in the Egyptian hotels. Enhancing quality of the marketing websites in the hospitality business leads to sustaining hotel-customer relationship, customers E-satisfaction, E-loyalty, increasing the number of new customers, improving the brand image of the Egyptian hotels, and consequently achieve profitability.

KEYWORDS
E-Loyalty, E-Satisfaction, Egyptian Hotels, Online Hotel Reservation, Web Quality, Websites Marketing

INTRODUCTION

There are numerous advantages for Internet applications in the tourism and hospitality industries. Researchers have argued that the Internet can benefit customers from direct communications with suppliers, and from searching and purchasing their preferred products and services without any geographical or time constraints.

The Internet has become a vital marketing tool between suppliers and consumers for its capabilities of Online transaction, communication and information dissemination, (Law et al., 2010; Chiappa, 2013; Ting et al., 2013).

There are numerous advantages of the Internet, including customer retention, marketing research, cost reduction, database development and revenue growth (Taylor and Strutton, 2010; Chiou et al., 2010).

Customers can arrange for their own tailor-made products or services (Toms & Taves, 2004; O’Connor & Frew, 2004). El-Gohary (2012) stated that E-Marketing adoption and implementation by Egyptian tourism organizations can be a very important tool in solving the current problems associated with Egyptian tourism industry as a result of the political unrest not only in Egypt but also in the Middle East.

The adoption and implementation of E-Marketing can help Egyptian tourism organizations in finding leverage points that can help such organizations in overcoming its current problems. The

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high level of customer’s satisfaction can be obtained by identifying the level of quality that a website needs in order to fulfill adequately all users’ requirements, especially during the information search stage. Matzler et al., (2006), argued that high customer’s satisfaction will lead to customers’ retention as users will continue to use the website and visit it regularly.

The assessment of customer satisfaction is vital issue for sustaining customer loyalty (Deveraj et al., 2002). Hur (2011) stated that a customer satisfaction level shows how an organization operates its business successfully and effectively. When E-marketing implementation of websites hotels completed correctly, the return on investment (ROI), it can exceed that of traditional marketing strategies.

Based on these considerations, this study examines the impact that the marketing of Egyptian hotels’ websites on customer e-satisfaction and how to achieve e-loyalty through focusing on e-satisfaction success factors (website information quality, system convenience, system safety, service quality, expectations and perceptions for hotel services and facilities, and intention to revisit).

LITERATURE REVIEW

Researchers attempts to find out the factors that could influence the sales of products and services over the Internet. Hospitality and tourism products seems to have intangible value and high on differentiation had a higher chance of being purchased on the Internet and viewing the success of Websites from a different perspective.

Website Performance

Huizingh (2000) discussed that design and content, which could be measured by subjective and objective means, could determine the success of a commercial Website. Wan (2002) stated that the website performance of international tourist hotels and tour wholesalers in Taiwan could be evaluated by user interface, variety of information, and online reservation.

Experimental outcome of Wan’s study showed that the Internet usage in Taiwan’s tourism and hospitality industries was mainly for advertising but not for marketing. Hospitality and tourism researchers the importance of establishing user-friendly and content-rich websites which makes understanding of e-commerce to be better.

Several studies evaluate the impact of internet on customer satisfaction and browsers experience with the digital world (Kim & Fesenmaier, 2008; Law & Bai, 2007; Yoon & Uysal, 2005; McKinney et al., 2002). Bai et al., (2008) examined usability and functionality as vital tool in evaluating electronic sites. Their competitor model started from the assumption that overall satisfaction with functionality and usability will lead to purchase intentions. Park & Gretzel, (2007), said that evaluating websites’ effectiveness requires a multidimensional approach.

E-Marketing in the Hotel Business

Online marketing, e-marketing and internet marketing terms are frequently interchanged and can be considered synonymous. Andrić and Ružić (2010) considered the concept of e-marketing as using the Internet as a means of promotion, move products or services from producers to tourists, and a sales channel. Strauss and Frost (2001) stated that E-marketing is “the use of electronic data and applications for planning and executing the conception, distribution and pricing of ideas, goods and services to create exchanges that satisfy individual and organizational goals”.

E-marketing involves establishing an electronic dialog (Brodie et al., 2007); that is, the seller offers individual customers access to information and, in turn, the interactive technologies used allow these customers to offer information to the seller (Bianchi & Mathews, 2016; Day & Bens, 2005). Although collaborative relationship benefits (e.g. encouraging customer feedback) have long been considered crucial, efficiency gains, such as allowing customers to communicate their demands or reducing customer service costs, are equally critical (Currie & Falconer, 2014).

Previous studies have highlighted the importance of information and communication technology (ICT) in the tourism and hospitality industry (Andrić, 2007; Šerić, Gil Saura, 2012; Sigala, 2003;
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