

# *The Influence of Hotel Website Performance on Customers' Booking Intention-- A study of Atlantis Online Official Website in Sanya*

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**Keywords:** Hotel website performance, booking intention, Sanya Atlantis online official website

**Abstract:** With the continuous development of the Internet and the continuous rise of e-marketing, the form of consumer reservation has changed from face-to-face booking or telephone booking to Internet booking. As the main place for customers to book online, the official website has become an important online marketing platform for Sanya Atlantis Hotel. Nowadays, how to increase the attention of the website and increase reservation revenue is the the problem that Sanya Atlantis has to think. This needs to constantly improve their own website according to the development trend of the times, optimize the website performance.

## **1. Introduction**

Sanya Atlantis as a resort hotel, integrates eight formats as one of the tourism complex, such as entertainment, catering, shopping, performing, property, international exhibition, characteristic marine culture experience [1].

Every year in the face of such a large tourist group, this hotel will obey the technology and times to make marketing plan. The hotel investment and operation with its return ability is no longer feasible, and need to find a balance cash flow or financing strategy.

Due to the network channel is not limited by any region and space, and is accessible to any customer in the world [2]. The development of Internet technology has led to more and more consumers starting to use the Internet for check the hotel information and travel arrangements. In order to better enjoy the benefits, most hotel operators have set up their own websites to promote and booking on the Internet.

The hotel website is both an electronic platform for gaining profit and an online channel for sharing information. The focus of hotel management should shift from just creating a hotel website to improving its performance [3].

Therefore, this article tries to investigate how the performance of Internet consumers when browsing the Sanya Atlantis official website affects their willingness to book, and to explore the connection between these two concepts. The results of this paper will help the managers and technicians of high-end hotels in Sanya to focus on the importance of hotel website performance

design and optimization for better benefits.

## **2. Problem definition**

For the hotel website performance and booking intention, scholars at home and abroad have fully discussed, and have achieved very rich research results. However, the existing research is mostly for comprehensive evaluation of multiple hotel website or large online booking platform and the Internet consumer booking intention. While their website features and service object are not appropriate for Atlantis hotel. Therefore, it is necessary to conduct an in-depth study of hotel website performance and booking intention targeted the Atlantis hotel.

### **2.1. Aim of research**

Based on the above reasons, this paper puts forward the hotel website performance on the influence of consumers booking intention of this research, hope that through the empirical research test relationship between Sanya Atlantis online official website performance and booking intention.

The research results of this paper hopes to have a further understanding of the theoretical relationship between hotel website performance and customers' booking intention, making up for the shortcomings in the previous research, and providing some enlightenment for later scholars to conduct relevant research. Combined with the current situation, some useful development suggestions can be provided for Sanya Atlantis Hotel to improve and optimize website performance and increase customer booking intention.

## **3. Literature Review**

### **3.1. Definition and dimensions of performance of hotel website**

Hotel website is the online communication channel and the profit online platform of hotel services and product information. A well-designed hotel website may assist enhance the hotel's revenue and visibility by providing helpful information and additional perks to guests. [4] However, only a few of these factors were analyzed and related customers intended to make online purchases. This proves that hotels need to attract customers to buy their products by designing information-quality, affordable product prices, sensitive content and time-saving hotel websites.

#### **3.1.1. Information-quality**

Chang and Chen [5] defines information quality that consumer evaluation of whether the website information function meets consumer needs, reflecting the overall excellence of the website, Law and Hsu [6], proposed that the hotel website should provide diverse and accurate information, such as product information quality, hotel facilities quality, etc. Information on the website, contact information and surrounding information, maps, etc. AuYeung and Law [7] presented that websites provide customers with expected information, where high quality information is one of the main motivators that influence consumers to book through hotel websites. From a hotel perspective, if customers use the hotel website to find hotel information, the quality of reliable information affects their booking intentions [8].

### 3.1.2. Affordable product prices

Price is a measure of the amount that a consumer needs to pay to get the product. The corresponding amount needs to be paid on the hotel website in exchange for the corresponding product. Consumers' willingness to pay may decrease as more money is consumed in exchange for higher levels of products [8]. Customers may show a positive attitude towards price promotions as they believe that money is saved and they do not need to spend much time measuring and making final price decisions [9]. Furthermore, price promotions can have an impact on booking intentions and purchases [10].

### 3.1.3. Sensitive content

The security and privacy of a hotel website refers to the continuous management of information to protect it from internal and external threats. The hotel's security payment system has a significant impact on the overall quality of the website.

Therefore, Faizan [11] said that more and more online booking using advanced payment to improve and guarantee the success rate of booking, but may also become the reason for consumers to terminate booking. One of the important considerations is the payment security factors, such as the threat from many phishing sites and payment vulnerabilities that impact consumers' booking intention.

### 3.1.4. Time-saving

Consumers usually choose the hotel website they need to browse. However, the hotel home page needs to load a lot of pictures about the product, which is time-consuming. Although beautifully designed graphics can make the page more attractive, consumers lose interest due to the time-consuming of loading [8]. Therefore, the website should keep the home page concise and reduce the loading time.

Consumers will choose to buy products that are cost-effective when they browse the information on the hotel website. They usually choose to fill in the reservation information and pay immediately due to the number and time limits of products. In this process, the payment page should not only be simple and fast, but also be linked to other payment systems with fast security [12]. Thus, consumers can buy their favorite products in the shortest possible time, while fast booking time can be more effective to promote hotel booking sales online [13].

## 4. Research Design

In this section, models and hypotheses were constructed based on literature review and then explained for selecting the study method in this paper. The design of the questionnaire, variable measures, and the sampling strategies were also described. Finally, an overview of the data collection process and the content of the data analysis were given.

### 4.1. Research Question

The following research questions are posed in order to fulfill the research objectives:

How does the Sanya Atlantis online official website performance affect consumers' booking intentions?

## 4.2. Hypothesis

According to previous relevant literature research, hotel website performance will affect customers' booking intention. To answer the research question of “how hotel website performance affects consumers' booking intentions”, the researchers identified four dimensions of independent variables (information quality, affordable product price, sensitive content and time-saving) and three measurement items of dependent variable from the literature review.

The hypotheses of this study are proposed as following:

H1: Information quality of the Sanya Atlantis online official website performance has a positive effect on customer's booking intention.

H2: Affordable product price of the Sanya Atlantis online official website performance has a positive effect on customer's booking intention.

H3: Sensitive content of the Sanya Atlantis online official website performance has a positive effect on customer's booking intention.

H4: Time-saving of the Sanya Atlantis online official website performance has a positive effect on customer's booking intention.

## 5. Definition and dimensions of booking intention

Psychology believes that an individual's attitude towards objects affects their intention, and a consumer's intention to book reflects the degree of emotion that one favors or acts against a particular stimulus. This study summarizes the factors affecting booking intention from Ghazali et al., [8] and Hellier et al., [14] into three categories, namely post-visiting booking, hotel high-quality website, and rebooking intention.

## 6. Sampling

Chinese customers with online hotel booking experience were the target group for this study. A large number of people with online shopping experience is large and common, but the number of users on OTA network platforms is more than those booked on hotel websites. This makes the pertinence and representativeness of the research difficult to achieve.

This questionnaire is distributed to Internet customer groups and selects customers who choose to visit the Sanya Atlantis official website for research. In the probability sample, each unit in the total sample has the same chance of being chosen. Non-probability sampling is a technique in which investigators select samples based on their own preferences or subjective opinion. Therefore, this study decided to adopt the techniques of the non-probability sampling method.

Because of the influence of COVID-19, the questionnaire sending has increased in difficulty. Among the numerous methods of non-probability sampling, convenience sampling is easy to implement, and the survey cost is low. Snowball technology refers to find the target individuals before being recommended by the same target individuals, which helps to improve efficiency. So these two sampling techniques were selected for the investigation.

## 7. Data Analysis

Based on previous research results, and extracts the website performance dimensions that influence customers' intention to book in the official website. A quantitative method was used to collect valid questionnaires from 289 customers. The data analysis process was conducted through SPSS software to explore the relationship between the variables. Analysis of demographic characteristics, descriptive analysis, correlation analysis, linear regression analysis were used to

examine the four dimensions, and one-way ANOVA analysis is vital to determine whether the demographic characteristics of customers influence their booking intentions.

## 8. Results

### 8.1. Demographic Characteristics

The participants in this study were customers who had visited official website, according to the analysis of demographic characteristics provided in the preceding chapter. The number of females was higher than males, with 168 and 121, respectively. This may be attributed to that female consumers have greater purchasing ability and desire to consume than men. Women pay more attention to the cost performance of products, therefore they will carefully select and compare. While men do not spend much money directly on booking products. And quickly book products when they need to use it.

However, the age distribution of researchers in this data was uneven, with 184 people aged 18-35, followed by 90 people aged 36-59, and the least compared with people over 60, only 5.19%, or 15 people. The age of customers can reflect the level of education, the results show that the number of bachelor's degree is large, accounting for 68.17%, and the proportion of graduate and doctoral students is 16.96% and 4.15%, respectively. These show that young people are generally highly educated and well educated, while most middle-aged and elderly people do not receive very advanced education. This demonstrates that the younger consumers are generally more familiar with the Internet. They are willing to accept new things and visit websites, and are accustomed to using online payment methods for transactions. The more educated consumers are, the more they want to visit the official website for more comprehensive information and more needs. The elder consumers are more likely to rely on traditional offline or through traditional travel agency apps to booking.

The annual income of customers explains the economic level. Among them, there are 137 people with an annual income of 100,000-199,999, 92 people with an income of less than 100,000 yuan, 43 people with an income of 200,000-499,999 yuan, and only 17 people with a high income of 500,000 yuan or more. This may be because the Sanya Atlantis Hotel has 1,314 rooms. Even so, the price is lower than that of other hotels in the same level. And there are many items available for entertainment, which is very suitable for middle-income consumers to buy products.

The largest number of customers came to Sanya for leisure and sightseeing, accounting for 69.2%. This shows that Sanya Atlantis hotel is a super seven-star hotel integrating vacation, entertainment, catering, shopping, performing arts, international convention and exhibition and special marine cultural experience. Thus, most consumers will choose to visit the website to know about it when they come to Sanya for leisure and sightseeing.

In addition, among the customers who visited the official website, the largest number of people booked online within the year, accounting for 46.37%, followed by 40.14% for 0-15 times, 11-15 times accounting for 10.38%, and only 3.11% for 16 or more times. It demonstrates that consumers book 0-5 times and 6-10 times online, they may have an exploratory about the official website and are curious and interested in such booking operations. They need to keep searching for knowledge and visiting websites to learn how to book products, thus the two account for the majority. For consumers who have made 11-15 online reservations and 16 or more times, the main purpose of visiting the official website is to buy products, so the proportion is relatively small.

### 8.2. Hotel website performance and booking intention

This study aims to explore how hotel website performance affects customers' booking intentions.

As described in previous literature reviews, hotel website performance is divided into four dimensions, namely information quality, time, sensitive content and price. Thus, the relationship between these factors and differences can be discerned using descriptive analysis, correlation analysis and linear regression analysis. In this section, results pertinent to the study's topic are presented, and probable effects are examined.

### **8.2.1. Information quality and booking intention**

From the correlation analysis data and the linear regression analysis data, the information quality is closely related to the customer's booking intention. The Pearson correlation coefficient is 0.617. Moreover, information quality can have a significant positive correlation on customer booking intention. Therefore, information quality can positively influence customers' booking intentions. Thus, hypothesis 1 was supported.

Sanya is located in the southernmost part of China. Customers are constrained by face-to-face transactions, and gradually begin to book Atlantis Sanya through mobile phones and other electronic devices. With the development of the Internet and the impact of the COVID-19, information quality gradually serves as an important reference for customers. It can not only provide relevant information support, but also make reasonable and rational decisions based on the information quality, which plays an important role in customers' booking intention.

### **8.2.2. Affordable product prices and booking intentions**

Prices and booking intentions are positively correlated, and prices have an impact on booking intention in a significant way. Table 4 reveals that the correlation coefficient is 0.627 and the regression coefficient is 0.270, proving hypothesis 2.

It can be seen that the price is an important factor affecting the customer's booking intention, especially compared with the competitive price of the official website and other similar hotels. Therefore, the price formulation and strategy need to be very careful. If the price of the online official website is higher than that of other platforms, it will deter most consumers, so the online official website shows lower prices or promotion, which will make customers think that high-end products become good and cheap, and then choose to order.

### **8.2.3. Sensitive content and booking intention**

The sensitive content were conducted by the correlation analysis and linear regression analysis. It shows that the sensitive content and the booking intention were positively correlated, and that the sensitive content had a significant positive correlation effect on the booking intention. So hypothesis 3 was supported.

With the development of the online shopping, customers who enjoy the convenience of the official website will also bring sensitive content issues that cannot be ignored. If customers' privacy information and security are leaked and threatened in the official website, customers will reduce their reservations to Sanya Atlantis. On the contrary, if the official website well protects the sensitive content of customers, it will increase customers' trust in the official website, thus improving customers' booking intention.

#### **8.2.4. Time-saving and booking intention**

On the other hand, a correlation analysis was also used to examine the relationship before time and booking intention. According to the relevant statistics, time was found to have a high correlation with booking intention, Linear regression coefficients also indicate the greatest effect of time. So, hypothesis 4 was supported.

Because of the wide nature of the Internet, the hotel's products are mostly passed on and shared on other platforms. However, how customers spend less time choosing and booking is one of the most competitive factors. Time in the official website and other related variables constantly have an impact on the booking intention. Therefore, customers are most concerned about the time performance of official website. In other words, website loading time, search time, operation time, and payment time are the most distinctive influences on the booking intention of the Sanya Atlantis online customers.

#### **8.2.5. Age and booking intention**

A one-way ANOVA analysis was done to see if demographic features had an effect on booking intention, and age was found to be a significant factor. As the popularity of Internet shopping in China is short, young customers account for the majority. They are Internet-experienced, active-minded, curious, impulsive, like to follow trends, and tend to book new products. However, older customers have less experience, lack of trust in the Internet, pursue stability, and tend to look for comfortable and high-quality products. Thus, it is inevitable that different age groups have inconsistent booking intentions on the Sanya Atlantis official website.

### **9. Conclusions and Recommendations**

Finally, the performance of a hotel's website has a positive and distinct correlation influence on clients' booking intentions. The findings reveal that their dimensions have varying degrees of linkage and effect.

#### **9.1. Recommendations**

In view of the previous analysis and discussion results of this paper, suggestions are made to optimize the performance of the official website, and some suggestions are made to increase the customer booking intention. In order to build a good hotel website, these recommendations mainly focus on website designers, hotel managers and marketers. The evidence backs up all of the assumptions, and the research question is answered.

##### **9.1.1. Recommendations for hotel websites performance**

In order to obtain more online booking revenue, hotel managers should optimize the website performance, allocate more resources, and develop the website into a multi-functional platform to meet the various needs of customers. The development of e-commerce brings severe challenges to hotel websites, such as customers relying more on visiting online booking platforms when booking. Therefore, providing higher hotel website performance is a key success factor of customer booking intention, and increasing customer interest through unique, comprehensive website performance means that customers who can experience a good experience tend to have a higher willingness to book.

Through the analysis of this paper, Sanya Atlantis online official website is facing mostly young middle-income customers. Hence, the website should not only launch good quality and inexpensive

products, but also set up easy-to-understand pages and easy-to-operate systems. It should have intuitive product information pages, shorten the time to operate familiar with the site, and improve the user experience. In addition, the response time of the site is also very important, because the response time directly affects the efficiency of the site and facilitate timely feedback, which can help customers to browse, but also to allow traffic to convert. The hotel website needs to have a secure payment environment to help customers to book products with a happy mood.

### 9.1.2. Recommendations for booking intention

The intention of the customer booking is a double-edged sword. Customer booking intention is a tool to predict the actual purchase behavior and make the official website forecast to adjust the marketing strategy. However, due to the convenience cancel of online booking, online booking hotel booking rate and customer arrival rate are significantly higher than the traditional booking way. For hotel operators, the hotel real earnings become wavering, will lead to real hotel occupancy rate [15]. Therefore, the Sanya Atlantis needs to pay attention to the customer's booking intention to identify real or fake booking intention.

It is especially important to accurately grasp the booking intention and influencing factors of the hotel customers. The hotel can complete the online reservation to send the corresponding reservation confirmation message or email, and remind the corresponding cancellation measures. If the customer is a permanent resident or a potential permanent resident, hotel should timely update the customer history and note the customer reservation information and check-in habits. When the customers choose the hotel again, it will not only greatly save the booking time, but also increase the goodwill of the customers to hotel. These can improve the choice of the hotel again and reduce the hotel customer turnover rate and increase the repeated occupancy rate.

## 10. Limitations

Since the questionnaire in this paper was designed to be easy to understand, customers may not fill in it carefully, which affected the accuracy of the data. In the process of questionnaire distribution and collection, there was a strong randomness, and finally found that their age is between 18 and 35 years old. Therefore, the research results may be biased, and future studies should be analyzed for large sample data.

Despite answering research questions, each item in the questionnaire only included the most important questions, potentially allowing other dimensional features in the data to enhance or impact the analysis of correlation and linear regression models. Customers' intentions to book the Sanya Atlantis hotel are influenced by information quality, time, sensitive content and price, according to the research, while other elements may also influence their decision-making. These include the outcomes of demographic features that influence booking intention based on age, as well as trust, satisfaction, social effect, customer loyalty, transaction support, interaction, and other factors.

With the rise of big data, the data acquisition method is not limited to questionnaires. Follow-up research can use big data to mine and collect information, and dig out valuable content, so as to more truly reflect customers' booking intentions. Due to the Internet information is updated quickly, customers can search for articles when collecting information.

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