
The Relationship between Traditional Travel Agencies Website Design on Customers' e-Loyalty

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Abstract - The website for a traditional travel agency is important as it is assumed that customers make purchases through a travel agency website, they trust for their tourism products and services. A pleasant website design may lead the online customers to continue to be loyal. This leads to the purpose of this study which is to understand further the relationship between website design on the customers' e-loyalty. An online survey was completed by 87 Malaysians who have made travel-related purchases on any traditional travel agency website in Malaysia. Analyses of reliability and descriptive analysis were performed on all scales. Testing research hypotheses was done using regression analysis. Results showed that website design and its factors were positively related to customers' e-loyalty. Information design, navigation design, and visual design were these predictors' order of significance in relation to each other. Information design was found to have the strongest relation whereas visual design was found to have the least relation towards customers' e-loyalty to the traditional travel agency website. The findings of this study prove that it is crucial to assist the traditional travel agencies to improve their website design in order to achieve the desired outcome for the agency

Keywords - e-loyalty, information design, navigation design, traditional travel agency, website design, visual design.

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I. Introduction

Tourism has grown more resilient as a result of technological advancements (Hall et al. 2017; UNWTO 2020). In recent years, studies on the Internet's function and influence notably in the areas of advertising and marketing, have been conducted. Advertising, marketing, distributing goods, and providing information services have all proven to be effective using the Internet. According to Zhou (2004), the web is both the largest threat and the biggest opportunity for the advertising sector in a long time. Customers used traditional travel agencies (TTAs) before the Internet revolution because they lacked confidence and trust in doing business over the internet, particularly when it came to money transfers. TTAs may deliver considerably more personalised information by acquiring and arranging information specific to their customers' travel needs. Customers must visit the travel agency during business hours to peruse the numerous catalogues and deals, as well as to inquire about the best

holiday plan (Noboa, 2002). Today, the Internet and the Web play a significant role in providing customers with more humanized, straightforward, secure, and personalized information and services. Customers prefer to use the website to get travel information and buy tickets (Cheung and Lam, 2009). A website is a must-have for every organization and a vital marketing tool. A website is also a "shop window" that is open 24 hours a day, accessing worldwide markets, promoting products and services, establishing trust, providing online help to customers to save time, and allowing people to contact (Reed, 2011). Additionally, a recent study proved that TTAs have made their companies stand out by utilizing websites for online presence (Sharma et al., 2020). This leads to the importance of ensuring a website can attract its customers to make the decision to purchase when using their website. In other aspects, tour operators such as hotels, airlines, and cruise lines prefer to sell their own products using their own websites to avoid paying commission fees (Vikram Singh & Ranjan, 2019). Due to this, for TTAs to stay in the tourism market, they should choose the right strategy in order to pull customers to book from their website and stay loyal to the website by making repeat purchases. These travel agencies should not be in the disadvantaged as these intermediaries have the upper hand as they have the capability in terms of organizing and collecting data in a large amount at one price (Vikram Singh & Ranjan, 2019). Although intermediaries such as TTAs have the upper hand, understanding how the customers see the design is important as the customers will evaluate and make their purchase before they can actually experience and consume the services (Baek & Michael Ok, 2017). The design of a product gives a consumer their first impression, which might influence their purchasing choice if that impression is powerful enough (Bloch, 1995). Additionally, researchers have paid increasing attention to the design of websites from various fields (Dianat et al., 2019). This leads to the importance of a website design to stimulate website visitors to make their purchases. In recent studies have discovered there are threats to disintermediation, and for Malaysian TTAs, they are not excused from the trend of disintermediation (Thevi Munikrishnan et al., 2019). Therefore, it becomes important for traditional travel agencies to enhance their strategies to attract customers to book their holiday products and services via TTAs. The TTAs website is vital as it is assumed that customers make their purchases through website that they trust for their tourism products and services (Albayrak et al., 2020).

This study determined the relationship between website design and e-loyalty. Website design is a multi-dimensional construct that has been classified by many academics into several areas. In an empirical study, Cyr et al. (2008) grouped website design into three categories: visual design, information design, and navigation design. Visual design aspects are concerned with the overall appearance's balance, emotional appeal, aesthetics, and cohesiveness (Cyr, 2008). For information design, entails creating a beneficial resource where online shoppers can readily obtain information such as pricing, product, and promotional information (Gao, 2013). Furthermore, navigation design involves clicking and browsing through internet resources, such as the numerous pages that make up a website (Team, 2021). The efficient website navigation makes it easier and faster for customers to get relevant and limitless information, which has a beneficial impact on online buy intentions (Winnie, 2014). A pleased-looking website will provide a favourable user experience, and the website's usability will foster a positive attitude toward an online business (Phan & Pilik, 2018). Furthermore, if online customers were pleased with their previous shopping experience, they are more inclined to use the same platform again (Winnie, 2014). Therefore, in the hospitality industry, in the context of TTAs websites, this study may assume that the customers will have the intention of staying loyal to the TTAs and making repeat purchases, which is influenced by the website design. This led to the term e-loyalty which is, the repeated satisfaction of a customer with a traditional travel agency website that keeps customer coming back to purchase products or services (Woolnough-Rai, 2020). Most academics, on the other hand, have underlined the need to preserve e-loyalty in the network (online) market with a Business to Consumer (B2C) pattern in order to ensure profitable customer relationships. Due to the cost of obtaining new consumers is higher than the cost of sustaining existing ones, the e-loyalty variable is critical (Reichheld & Scheffer, 2000). The ultimate objective of any internet marketplace is customer loyalty. The business will make every effort to keep current consumers. Eloyalty has always been a fascinating issue to investigate, especially as technology advances (Pereira et al., 2016; Srinivasan et al., 2002; Trif, 2013; Yoon & Uysal, 2005).

In the context of Malaysia, internet users have been increasing tremendously. Internet World Stats (2017) reported that there are almost 24.6 million active internet users in Malaysia, and Malaysian spend long hours browsing the internet to seek travel information, plan travel trips, and purchase travel and tourism deals (Long et al., 2018). Considering the COVID-19 context, in the transition phase toward endemicity in Malaysia, the interstate travel restriction has been lifted and international borders are opened (Aziz, 2022) which promotes tourism activities to occur. According to Aziz (2022), the reservations for accommodation increased by more than 100 percent after some of the COVID-19 standard operating procedures (SOP) have been simplified. The online travel agent (OTA) captured most of the market share in accommodation reservations (TTR Weekly, 2022) after the travel banned lifted. OTA such as Agoda has shown a significant traffic spike in online booking in Southeast

Asia countries including Malaysia (TTR Weekly, 2022). Even though the current setting shows a positive impact on Malaysia's tourism industry ecosystem, some tourism intermediaries such as TTAs still struggle in capturing the market share and competing with the OTAs (Zainuddin, 2022) due to the low adoption of technology by TTAs (Long et al., 2018; Munikrishnan et al., 2018). The adoption of technologies among TTAs in Malaysia is still slow to deploy (Long et al., 2018) including the development of effective website design (Munikrishnan et al., 2018). TTAs in Malaysia do not fully utilize as much as possible the advantage and usefulness of a website design (Long et al., 2018; Munikrishnan et al., 2018). Most of the TTAs successfully provide basic information and details about their businesses on their websites, such as company background, but lack essential features in designing a website for business purposes (Long et al., 2018). Eroglu et al. (2003) confirmed that website design can lead to a cognitive response, which according to Phan and Pilík (2018), reflects a positive attitude and perception toward a brand or organization and catalyst e-loyalty attitude among users (Chan et al., 2021). Chan et al. (2021) emphasized that a good-looking website is important to bring a pleasant user experience and the usability of the website will create a positive attitude toward an online store. Generally, a business website must look attractive and provide the need of the user as efficiently as possible to attract new customers and retain the existing customer.

Hence, promoting the e-loyalty attitude among users which are the main objective of a business and staying competitive in the market including TTAs in the tourism industry. This study was regarding the relationship between website design and e-loyalty has been carried out previously on the hotel website, OTAs websites (Hsieh, 2022), and virtual distribution channels (Pandjaitan & Hadianto, 2021). A previous study by Albayrak et al. (2020) focused on the quality and content of the travel agency website. Chan et al. (2021) identified navigation and information design as the most important value in website design that affects consumer loyalty in shopping websites in China and followed by visual design. In the tourism discipline, the study by Hsieh (2022) highlights that information content and pictures are the most essential website features in generating customer emotions and promoting repurchase intention. Unfortunately, there are fewer and limited study has been found linking between TTAs' website design and e-loyalty. Hsieh (2022) also found that the effects of various website design features on consumer-level outcomes are less explored. Hence, there is a need to study the dimension of the website design and e-loyalty in the context of TTAs websites. Therefore, this study will help the TTAs to improve the adoption of technology, especially the website design, and increase TTAs competitive advantage in the tourism market during the transition phase toward endemicity in Malaysia. Thus, this led to the purpose of this study which was to understand further the relationship of website design in terms of its visual, information and navigations on the customers' e-loyalty.

II. Literature Review

Website Design

Travel products and services, for instance, destinations, hotels, and attractions are intangible inherently and experiential. The products and services are mostly purchased in advance and distant from the actual place of consumption, which represents risk and uncertainty. The introduction of the Internet has importantly changed travellers' behaviours and the tourism business landscape. Given the appeal of convenience and product variety, travellers become progressively dependent on the Internet for travel related arrangements (Buhalis & Law, 2008). Statista (2019) stated that over 80% of American travellers visited more than three different websites or service providers before booking a flight. Therefore, the essential part of digital marketing strategies is designing and maintaining quality of websites, which is strictly intertwined with tourism management (Sun et al., 2017). In addition, the website plays an important role in complementing existing business activities. It serves as a significant platform for tourism suppliers to promote their products, communicate corporate images, and facilitate sales (Vu et al., 2021)

Given that websites have become increasingly famous among travellers and critical to the survival and competitiveness of tourism suppliers, many research efforts have been devoted to developing website evaluation models (Law et al., 2020). In an empirical research, Cyr et al. (2008) divided website design into three categories: visual design, information design, and navigation design. Research in hospitality and tourism has shown that website design and Internet marketing features contribute to the effective delivery of messages, quality of products and services, and brand image (Perdue, 2002). Therefore, the researchers would want to investigate the e-loyalty of the customers towards the design of the TTAs website. Website content and design are generally considered the two main factors in website evaluation models. Website content refers to the information related to products and services (Sun et al., 2017). However, some website content analysis studies have also shown that tourism organizations in Australia and hotels in Greece and Taiwan are not effectively using the Internet for web-based marketing and e-commerce (Baloglu & Pekcan, 2006).

Visual Design

Ones that are pleasing to the eye will attract more customers than websites that are not (Wang et al., 2011). Visual design aspects are concerned with the overall appearance's balance, emotional appeal, aesthetics, and cohesiveness. The website features colors, pictures, shapes, and font styles (Cyr et al., 2008). In addition, Babich (2021) mentioned when visitors access a website, they form a first impression in a matter of seconds, and that first impression is mostly dependent on what they see. Naturally, when people begin engaging with a product, they will assess it from all angles. Putting time and attention into the visual design can assist the customers to form a positive first impression. When it comes to selling experiences, the visual brand design will help the business stand out. To sustain customer loyalty and get respect from new potential clients, travel agencies must maintain brand consistency. People are more likely to remember information in the long term if the design is enjoyable (Hamlyn, 2017; Bentley et al., 2019). The website's visual and interactive aesthetics can project an image of a news organization behind the scenes and attract a target customer's attention (Platt, 2016). Eye movement patterns (a person's eye path begins at a specific point in the visual field occupied by the website); image perception patterns (human faces, hands, eyes, and people are instantly recognizable); and color perception patterns (different colors elicit different physiological reactions) are among them to create news and corporate websites (Foxall, 2017; Bentley et al., 2019). A decent design for TTAs website is about building trust, professionalism, and distinctiveness, as well as letting the customers know that the TTAs care about obtaining their business and sincerely want to see the customers have a positive experience with the TTAs (Creative Repute, 2019, Manan et al., 2000). Past studies highlighted the visual design of websites on satisfaction, online shopping experience, official national tourism organization websites around the world, destination websites, and OTA apps (Devaraj et al., 2002; Jeannot et al. 2022; Luna-Nevarez & Hyman 2012; Dwikesumasari & Ervianty, 2017). In recent years, emphasis has been placed on the visual communication that supports the website's functioning. Users can analyze information over a short period of time and determine if it is worthy of a more profound look due to the addition of speed to their visual perception (Hamlyn, 2017; Riaz et al., 2018). As a result, prior research on the relationship between visual design and customer e-loyalty has discovered that the visual design of travel agency websites positively predicts customers' e-loyalty in the context of the travel agency company.

Information Design

Website design comprised of information design, and visual design have a great influence on customers' trust and in return, determines their perceive risk and intention to purchase (Permatasari & Kartikowati, 2018). Information design refers to elements of a website that are used by designers to clearly and accurately convey information to the users related to products and services (Cyr, 2008). This can allow users to interact with the content of the website easily and it is said that previous research proved it can affect the success of a website (Oyibo et al., 2018). It was also stated by Cyr (2008) that improper information design can cause dissatisfaction among customers and lead this e-commerce lose their customers. The core task of users on e-commerce websites is to find products and make their purchases (Vu et al., 2021). The same author noted, with information design, it relates to the function of identifying and grouping information from a website to support the core task performed by the users. In other aspects, information design is crucial for a website to be functional to its users. It is important for a company to have accurate information design, as dissatisfaction from customers will encourage them to leave the site without making any purchases (Permatasari & Kartikowati, 2018).

E-Loyalty

The growth of electronic commerce in tourism has led to an interest in online loyalty in tourism sector (Buhalis et al., 2020). In e-commerce, loyal customers are considered extremely valuable (Sadeghi et al., 2019). According to Jeon et al., (2017), e-loyalty can be defined as a consumer's behaviour that gives benefits to the company with the result of repurchasing the product or service. While Bilgihan and Bujisic (2015); Melinda (2017); Giao et al. (2020) defines e-loyalty as the perceived loyalty to a tourism website with the intent to either revisit or use the website or make a reservation from it in the future. The same opinion is also stated by Santika & Pramudana (2018), e-loyalty is a beneficial behaviour of the customer toward an online business that resulted into repurchase the product or service. The main goal of e-loyalty is to transform a behavioral intention into purchasing actions, namely a repeat buying behavior (Cyr et al., 2008). E-loyalty is a commitment to revisiting a site consistently because shopping on that site is preferred over switching to another site (Chi et al., 2015). Given that customer loyalty leads to a company's success, since e-loyalty is an essential consequence of website services, maintaining and improving e-loyalty has become an important consideration for marketing researchers and practitioners, especially in the era of e-commerce (Bi & Kim, 2020). As such, previous researchers have come up with various driving forces to increase e-loyalty, such as e-customer satisfaction from online determinants which are website image, online routine, online knowledge (Pereira et al., 2016, Mahdzar et al.,2020), attitude toward

online travel websites from the perspectives of seniors (Kim et al., 2017), e-trust from website design which is, visual design, information design and navigation design (Cyr, 2008), and convenience like easy to navigate and user-friendly (Chang & Chen, 2008).

Relationship between Website Design and e-Loyalty

Valvi and West (2013) suggested that the more attractive a website is, the more loyal its customers will become. De Wulf et al. (2006) found that the user interface often impacts customers' intention to use the online service if the design of the website is bad, the customer will not use the website. E-loyalty appears to be strongly related to customers' perceived website service quality and its consequences (Jeon & Jeong, 2016). Specifically, the convenience of website design includes a set of elements that contribute to the maintenance of a good relationship with online customers (Rashwan et al., 2019). Amin (2016) believes that the ease of using the websites of the companies in search and organizing information leads to increased e-loyalty of customer. According to DeWulf et al., (2006), enhancing the customers' pleasure toward the website enhances the customers' e-loyalty. Suurmaa (2021) also found that providing highquality websites promotes customers' intention to purchase. So worth noting that, website design quality is crucial for online stores (Ranganathan & Grandon, 2002) and it is a strong predictor of customer quality judgments, satisfaction, and loyalty for internet retailers (Wolfenbarger & Gilly, 2003).

According to Devaraj et al. (2002), consumer loyalty eventually results through recurrent customer satisfaction with purchases. Nonetheless, empirical evidence supporting the impact of website design on e-satisfaction were found in previous studies (Alam & Yasin, 2010; Guo et al., 2017; Fatemeh et al., 2014; Ting et al., 2016). People mentioned that people are visual creatures, especially when it comes to activities like travel, it's critical to emphasize areas with stunning visuals that a person can anticipate seeing and want to experience in person. The graphic designer will work hard to display a client's fantasy holiday paradise (Creative Repute, 2019). In the context of TTAs websites, from the following argument, this study suggested that the visual design in website design element may have a positive relationship on the customers' e-loyalty to make a purchase from the TTAs website. Furthermore, previous literature found there is a relation between information design and e-loyalty, however, it was in the context of online shopping platform (Hsin-Jung Hsieh, 2022). According to Chan et al. (2021), in the study of determining the primary factors in website design that affect online customer loyalty, navigation design and e-loyalty have significant relationships and are consistent with other research findings. In fact, navigation design is the most important value in website design, same with information design, followed by visual design. Hence, based on the previous literature, the hypothesis was formulated as below:

H1: Visual design is significantly related to customers' e-loyalty towards traditional travel agency website

H2: Information design is significantly related to customers' e-loyalty towards traditional travel agency website

H3: Navigation design is significantly related to customers' e-loyalty towards traditional travel agency website

III. Methodology

The study employs a quantitative approach. The target population for this study was limited to Malaysians who have traveled previously domestically or internationally by using online booking. The sample size of 85 was determined by referring to the G*Power sample size. A total of 87 responses were successfully collected from respondents who purchased their traveled through any TTA website in Malaysia. The questionnaire was adapted from previous studies by Cyr et al. (2008), Chang and Wang (2011) and Dharmesti (2013).

The survey questionnaire consists of three sections; Section A was framed to collect demographic data which consists of 6 items. Section B contains 14 items of website design factors. Meanwhile, Section C has 4 items of e-loyalty on the five-point Likert scale starting from 1 (strongly disagree) to 5 (strongly agree). Due to scheduling constraints, the survey was distributed via social media websites. The survey was conducted through an online portal (Google forms). A self-administered survey was used to collect the data. A link to the online questionnaire was sent using social media platform applications on Instagram and WhatsApp. Prior to data collection, the initial survey questionnaire for item reliability indicates (Cronbach's > 0.70). Cronbach's alpha values for 6 items in visual design = 0.890, while Cronbach's alpha values for 4 items in information design = 0.826, navigation design of 4 items = 0.855, and e-loyalty of 4 items = 0.877 demonstrate the measurement's high reliability. These values are significantly higher than the minimum recommended levels of 0.70 (Nunnally, 1978). Descriptive and regression analysis was used to examine the relationship between TTAs website design and customers' e-loyalty.

IV. Result

Descriptive Analysis

Based on Table 1, the highest mean value for factor visual design is on ‘Travel agency website’s font is appropriate’, (M=4.24, SD=0.758), while for factor informational design is on ‘Travel agency website looks attractive’ (M=4.23, SD=0.710) and factor navigation design recorded highest mean of M=4.15 in item ‘Travel agency website’s hyperlinks are all accessible’. When customers were asked on their e-loyalty, majority of the respondents lean towards agree with the highest mean score recorded is M=4.18 illustrating that the respondent agreed to revisit the travel agency website again.

Table 1: Descriptive Statistics of Website Design and e-Loyalty

| Items | N | Mean | Std. Deviation |
|---|----|------|----------------|
| Travel agency website is simple | 87 | 4.17 | 0.750 |
| Travel agency website is clear | 87 | 4.17 | 0.750 |
| Travel agency website’s color matching is appropriate | 87 | 4.23 | 0.758 |
| Travel agency website’s font is appropriate | 87 | 4.24 | 0.609 |
| Travel agency website’s layout is reasonable | 87 | 4.09 | 0.676 |
| Travel agency website looks attractive | 87 | 4.23 | 0.710 |
| Travel agency website’s information is accurate. | 87 | 4.05 | 0.806 |
| Travel agency website’s information is up to date. | 87 | 4.05 | 0.776 |
| Travel agency website’s information is complete. | 87 | 3.83 | 0.838 |
| Travel agency website’s information is useful. | 87 | 4.28 | 0.710 |
| Travel agency website’s information is easy to navigate | 87 | 4.28 | 0.747 |
| Travel agency website’s navigation is useful. | 87 | 4.00 | 0.724 |
| Travel agency website’s hyperlinks are all accessible | 87 | 4.15 | 0.828 |
| Travel agency website can guide me to find what I’m looking for | 87 | 3.99 | 0.802 |
| I will visit the travel agency website again. | 87 | 4.18 | 0.771 |
| I will purchase from the travel agency website in the future. | 87 | 4.14 | 0.795 |
| I will purchase from the travel agency website frequently. | 87 | 3.84 | 0.874 |
| I will recommend the travel agency website to others. | 87 | 4.02 | 0.792 |

Regression Analysis

Linear regression analysis was used to test if website design significantly predicted e-loyalty intention. The results of the regression in table 2 indicated the predictors explained 46.6% of the variance ($R^2 = .466$, $F = 74.186$, $p < 0.00$). Analysis for each independent variable for website design (visual design, information design and navigation design) were also conducted and summarized in the following table 3. The result of the study showed that all independent variables such as visual design ($B=0.608$, $p < 0.00$), information design ($B=0.650$, $p < 0.00$) and navigation design ($B=0.632$, $p < 0.00$) significantly predicted customers' e-loyalty intention. Therefore, all hypothesis of the study H1, H2 and H3 are supported.

Table 2: Coefficient e-Loyalty Intentions

| Model | Standardized Beta | t | Sig. |
|--|-------------------|-------|------|
| Constant | | 1.472 | .145 |
| Website Design | .683 | 8.613 | .000 |
| Dependent Variable: customer's e-loyalty | | | |

Table 3: Summarized Coefficient

| Variable | Standardized Beta | t | Sig |
|--|-------------------|-------|------|
| Visual Design | 0.608 | 7.058 | .000 |
| Information Design | 0.650 | 7.890 | .000 |
| Navigation Design | 0.632 | 7.520 | .000 |
| Dependent Variable: Customers' e-loyalty | | | |

V. Discussion

The present study provided evidence that the three factors of a website's visual design, information design, and navigation design significantly influence customer's e-loyalty intentions. Among the three factors, information design is the most important factor influencing customers e-loyalty. This is in line with previous studies conducted that found information design can influenced customer online trust (Permatasari & Kartikowati, 2018). It was also stated in previous study that, characteristics of an app can have positive impact on satisfaction and loyalty (Tian & Lee, 2020). This was even proven true in a similar study that state the relation of satisfaction and loyalty (Vasanthakumar & Arunprakash, 2019). As for the direct relation of information design and e-loyalty, the direct relationship was found similar to a previous study conducted by Hsieh et.al (2022).

Navigation design is also important value in website design. The result is consistent with (Chan et al., 2021 and Suurmaa, 2021 study where it emphasizes that navigation design is important to ease the information retrieval process by users or customers which letter on helping them in the decision-making process to purchase a specific product. Thus, it can be interpreted as a website navigation design are able to catalyst customers' intention to repurchase.

Findings of this study showed that visual design is also one of the crucial features in getting the customers' e-loyalty towards the TTA's websites. this finding revealed the proportional relation between visual design and e-loyalty, which is consistent with the previous research (Dwikesumasari & Ervianty, 2017; Ellahi & Bokhari, 2012; Ratnasari et al., 2020). Dwikesumasari & Ervianty (2017) discovered a positive relationship between the factors that determine an app's image, customer inertia, app knowledge, and consumer satisfaction, all of which have an impact on how loyal and attached customers are to a business (Lee et al., 2017). Jeannot et al. (2022) were verifying that visual design had a beneficial impact on consumers' intentions to use and promote an e-commerce site. According to Ellahi & Bokhari (2012), a website's visually appealing design might entice customers to stay on it and browse more. If the website looks good, visitors will probably explore it thoroughly. It was further supported by Ratnasari et al. (2020), who found that if the visual design is appealing, people are more likely to browse the products on the website and make a purchase.

VI. Conclusion

It was proven that website design has relation towards e-loyalty. The study found that information design plays an important factor towards e-loyalty of customers towards TTAs website. Whereas, visual design is proven

to have the least relations towards e-loyalty amongst customers. Travel agencies in Malaysia should give their minds to their websites in order to not just attract customers to purchase, but also ensure their return for repeat purchases. This study may provide a significant contribution to the industry, especially TTAs website design to better understand customers' behaviour and loyalty towards their company. By knowing and understanding the factors for e-loyalty of customers for a website, travel agencies can know what actions can be taken in order to stay relevant in the industry. In addition, TTAs can upgrade their website quality in offering services to the customers and gain customers' loyalty. The findings of the study are limited to the Malaysian context, where Malaysia is a developing country, thus it may not be suitable to relate this finding to other countries' travel agencies. Other countries' travel agencies may be advanced in their website design, and thus may not have the same relations found in the present study context towards e-loyalty. In conclusion, this study shows that website designs influences e-loyalty, demonstrating the importance of travel agency's information design that can directly impact people in a competitive environment for tourism businesses and destination management organizations (DMOs). Furthermore, this study also acts as a guideline for future researchers who intended to explore more in this field. In any case, the findings of this study have aided in establishing where the gap occurs and which factors require more attention. The researchers urge other researchers to replicate the study for a specific website in order to ensure the accuracy of the findings for a specific travel agency. This is to ensure that the findings are more reliable and can be used for the travel agency to improve their website design and achieve the desired outcome for the agency.

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