# UNIVERSITI TEKNOLOGI MARA

# THE EFFECTS OF E-QUALITY ON TOURIST EXPERIENCE AND TOURIST SATISFACTION IN MALAYSIA

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# ABSTRACT

This study investigates the correlation of Malaysia's economy-tourism business with internet and e-commerce, and their influence on tourists' satisfaction. This research study explores travellers' adoption of e-travel services in the context of Malaysian travel services. The key objective is to identify the profile of e-commerce competitive advantages, Internet technology, electronic travel service quality (E-QUAL), and tourist experience on Malaysian tourist satisfaction adoption for e-travel services. Since Malaysia is benefiting of its internet technology and e-travel services then tourist destination in Malaysia could be one of the famous destinations in South-East Asia. This research aims to assess the effects of Internet technology acceptance, e-commerce competitive advantages, e-travel services, and tourist experience on tourist satisfaction in Malaysia. It focuses on the relationship between two individual variables of e-commerce with four items (product, brand, service, and price) and internet technology with two dimensions (usefulness and easiness) on tourist satisfaction (TS). Furthermore, two mediating variables, E-QUAL with five items (information quality, security, website functionality, customer relationship and responsiveness), and tourist experience (TEX) with three dimensions (arousal, education and escapist) are analysed. The findings indicated influence of E-COM to E-QUAL as well as internet technology acceptance on E-QUAL. Furthermore, the product and price significantly effect on TS. The effective internet information leads to higher tourist satisfaction with the selected holiday destinations, and the key contributor is the perceived easiness. The E-QUAL significantly effects tourist experience, and tourist experience to tourist satisfaction. Finally, the key contributor to tourism experience on TS was arousal. For this current study, the data were collected through self-administered survey questionnaire. Descriptive statistics, reliability and validity analysis, multiple regression analysis were used in analysing the data on the effects of internet technology, E-travel services and tourist experience on tourist satisfaction. Two statistics software, SPSS and Smart PLS were used to examine the data.

# ACKNOWLEDGEMENT

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