

UNIVERSITI TEKNOLOGI MARA

**THE EFFECT OF E-SERVICE
QUALITY ON CUSTOMER
ENGAGEMENT BEHAVIOURS VIA
ONLINE CUSTOMER EXPERIENCE
AND CUSTOMER SATISFACTION:
INSIGHTS FROM THE LUXURY
HOTELS IN MALAYSIA**

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ABSTRACT

E-service quality plays an effective role to ensure customer satisfaction and customer engagement attracts-depth study intention. However, a review of previous literature reveals a lack of focus on e-service quality on customer satisfaction and how it influences customer engagement towards the e-service provided by luxury hotels themselves. Thus, the purpose of this study is to examine the effect of e-service quality on customer engagement behaviours via online customer experience and customer satisfaction in Malaysian luxury hotels. This study also accesses the mediating effect of customer satisfaction toward the relationship between e-service quality and customer engagement behaviours and the meditating effect of online customer experience toward the relationship between e-service quality and customer engagement behaviours. In addition, the data has been collected through a set of online survey platform questionnaires answered by 370 respondents who are experienced in visiting and staying at luxury hotels in Malaysia through an e-service platform. Moreover, the sampling method used in this study is a non-probability multistage sampling technique. The results of the study were analysed via SPSS and PLS-SEM and this study concluded that all research questions were supported. The findings of this study will enable the Malaysian Association of Hotels (MAH), Ministry of Tourism, Arts, and Culture (MOTAC) and Malaysian hotel service providers in improving the quality of e-services and enhancing the successful implementation in luxury hotels to satisfy the customers thus will encourage the engagement between the customer and hotel service providers itself. In the future, the effectiveness and integrated of e-service quality may contribute to the Malaysian hotel e-service performance.

Keywords: E-service quality, customer engagement behaviours, online customer experience, customer satisfaction.

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CHAPTER 1

INTRODUCTION

1.1 Preamble

The chapter establishes the fundamental concept of this study. The idea of this study will be sketched out in this chapter. This segment addresses the study on the effect of e-service quality on customer engagement behaviours via online customer experience and customer satisfaction in luxury hotels. Furthermore, the problem statement or issues pertaining to the effect of e-service quality on customer engagement behaviours via online customer experience and customer satisfaction in Malaysian luxury hotels will be described in the problem statement. The declaration of the problem will lead to the study's purpose, research questions, hypotheses, and significance. At the same time, the academic perspective and the industry perspective will be the last section of this chapter.

1.2 Background of Study

The term 'hospitality' is used to describe a wide range of industries that focus on providing services to customers, particularly those in the leisure and amusement sectors (Natnaporn & Aeknarajindawata, 2019). The hospitality sector is distinguished from others in several ways, one of which is an emphasis on the notions of ease, pleasure, relaxation, and experience, as outlined in the needs and service delivery framework. Because of increasing customer expectations for such products and services, hospitality organization is under more pressure (Hennigs et al., 2013). Management of high-end hotels has captured the attention of scholars and industry experts in the fields of brand management and tourism administration. Furthermore, the emergence and increasing number of luxury hotels in Malaysia with the Industry 4.0 transformation as the hotel and tourism industry has grown significantly due to the advancement of information technology (IT). Due to up-to-date developments in IT in luxury hotels, the distribution of goods and services is undergoing a significant transformation (Khoo, 2019).

Besides, this study focuses on the effect of e-service quality on customer engagement behaviours via online customer experience and customer satisfaction in Malaysian luxury hotels. In addition, luxury hotels can be described as four-stars or five-