

ABSTRACT

It can not be denied that the internet has increased its popularity far more than anyone expected. It has become the primary source for finding information with the benefit of low cost, convenience, hassle free, and timely. The internet has also changed the way people do the business and introduces us to a new business era, e-commerce, B2B (business to business) and B2C (business to customer). As hospitality products have the certain characteristics – intangible. The consumers cannot examine the products at the Sale point, so information becomes an important factor for them before buying. Hotel websites have become important marketing channels to deliver information of rooms, facilities, services, along with photos to attract and meet customer needs and also an interactive source where travelers can update the room inventory, rates, reserve, and pay online.

This research aims to explore the satisfaction of Pavilion Samui Boutique Resort's guests on using hotel Pavilion Samui Boutique Resort website. Also, the study examines the behavior of guests on travelling and planning trips, and the popular websites for finding information and reserving accommodation. This research is a cross-sectional survey and a questionnaire was the instrument of the study. One hundred questionnaires were distributed to the Pavilion Samui Boutique Resort's guests in the first two weeks of January by using the purposive sampling design. The data was analyzed using frequencies and percentage by SPSS version 14.

The results of the study presented that the majority of respondents preferred travelling during the high season with their friends and family. More than half of respondents felt satisfied with the hotel website overall. Anyhow, they expressed dissatisfaction with the photos of hotels and online booking engines provided on the website. In addition, they were willing to give personal detail; however, they hesitate and didn't trust the security of the hotel system in giving their credit card details online.