

A STUDY ON CUSTOMER PERCEIVED SERVICE QUALITY OF ONLINE TRAVEL AGENTS (OTAs): A CASE STUDY OF FOREIGN USERS IN BANGKOK, THAILAND

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ABSTRACT

The internet revolution has brought about significant changes in the way in which travel agencies interact with customers. With the advent of the internet, customers have more power to access products, services and business providers online. In many kinds of businesses, including tourism and hospitality industry, customers can easily search for tourism and hospitality products and services twenty-four hours a day.

The purpose of this study was to find out the level of customers perceived service towards online travel agents website and services from representatives. Moreover, it looked into the potential attributes leading to customer satisfaction with online travel agents websites. The research framework considered seven dimensions of E-SERVQUAL consisting of efficiency, reliability, fulfillment, privacy, responsiveness, compensation, and contact (Zeithaml et al, 2000). This study used this concept as a framework of the study. Data collection was based upon convenience sampling method, while target population was non-Thai nationalities who live in Bangkok, Thailand. This research found out customers perceived online travel agents' service well, although, there were two main areas that companies should pay more attention to. These were supporting services and complimentary services because they play major roles in customer satisfaction.

KEY WORDS: CUSTOMER PERCEIVED SERVICE QUALITY/ SERVICE QUALITY/  
E-SERVQUAL/ ONLINE TRAVEL AGENTS

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