ISSN: 1309 - 0712
İşletme Araştırmaları Dergisi

Journal Of
Business Research
Turk
www.isarder.org

Measuring the Quality of Travel Agencies E-Service Application: Proposed A Model

Ali Turan Bayram
Ankara University
Beypazarı Vocational School
Ankara, Turkey
bayramt@ankara.edu.tr

R. Pars Şahbaz
Gazi University
Faculty of Tourism
Ankara, Turkey
pars@gazi.edu.tr

Extensive Summary

Introduction

Thanks to changing living conditions and developing technologies are now conducted to lots of acitivites through a multi-process web technologies. It is seen as a obligation for businesses to take advantage of this technology while satisfying the demands and needs of consumers. In this situation, In order to provide customer satisfaction; it is required to meet customer expectations, and for meeting the expectations; it has also been required to pay attention the service quality of management.. It shouldnt be ignored that Internet technology is not only used for sales transactions, But Also, ıt is a interactive tool establishing the relationship between business and the consumer. In this context, by the growing importance of service quality, ıt should be determined the factors of consumers quality while assesment.

Method

In this study, survey method was used as data collection methods. The survey consisted of twenty-eight questions. Perceived Quality on Pre-Purchase that formed of three dimensions has 12 questions and Perceived Quality on Post-Purchase that formed of four dimensions has 16 questions. Questionnaire was prepared by the with 5 Likert Scale ("1 strongly disagree" to "strongly agree 5"). In this study, participants were selected from people who have previously shopped on the travel agents' website. 163 questionnaires were used that according to the data analysis. To obtained datas was conducted to frequency analysis, reliability analysis and factor analysis.

Findings

In this section; It has been focused on the results of factor analysis according to e-service quality dimensions. Also, ıt has been focused on the Reliability coefficients belonging scale and subscales and the results of Standart deviation and mean about to statements. Findings of analysises are given in the table 2.

Table 2: Factor Analysis According to E-Service Quality Dimensions

n=163	X	SD	Factor Loadings	Explained Variance %	Alpha
E-Service Quality				**69,39**	,925
Perceived Quality on Pre-Puchase	3,73	,783		68,24	,887
Ease of Use	3,65	,966		45,31	,870
E1	3,42	1,369	,776		
E2	3,73	1,159	,798		
E3	3,59	1,131	,787		
E4	3,92	1,071	,783		
E5	3,61	1,208	,648		
Design	3,69	,929		12,34	,818
D1	3,48	1,278	,751		
D2	3,73	1,098	,811		
D3	3,88	1,071	,807		
D4	3,67	1,164	,638		
Accessibility	3,91	,967		10,59	,785
A1	3,74	1,263	,813		
A2	3,99	1,091	,826		
A3	4,00	1,108	,755		
Perceived Quality on Post-Purchase	3,51	,713		68,02	,882
Security	3,81	,934		36,45	,857
S1	3,60	1,344	,788		
S2	3,78	1,163	,814		
S3	3,88	1,116	,856		
S4	3,89	1,114	,741		
S5	3,88	1,107	,637		
Support	3,35	,949		13,76	,835
SU1	3,08	1,325	,742		
SU2	3,32	1,070	,826		
SU3	3,47	1,055	,803		
SU4	3,53	1,171	,744		
Incentive	3,34	1,146		10,62	,850
I1	3,22	1,371	,793		
I2	3,26	1,319	,876		
I3	3,52	1,228	,818		
Personalization	3,44	,889		7,19	,790
P1	3,22	1,223	,663		
P2	3,34	1,114	,749		
P3	3,44	1,139	,753		
P4	3,75	1,054	,724		

Conclusions

This study proposes a model for measuring the quality of travel agencies e-service applications. This model is handled to e-service quality with two dimensions. These dimensions are identified as pre-purchase and post-purchese perceived quality and seven sub-factors was created belonging to these two factors. According to factor analysis results, While there are ease of use, design and accessibility factors ın pre-purchase perceived quality; There are security, support, encouragement, personalization factors in post-purchase perceived quality.