

Consumer Behavior in Online Traveling Website: An Empirical Study of Expectation-Confirmation Theory

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ABSTRACT

In the recently years, travel websites are developing vigorously: not only the markets of travel websites, but also the purchasing frequencies are rising swiftly. The reason for which people would like to purchase on-line travel websites again is an important area of research. However, previous related studies all stressed on the situation of technology acceptance model (TAM), the study is based on the application of Expectation-Confirmation Theory (ECT), and then develops a behavior model that would influence customers' continuous travel websites usage. Using this behavior model explores after purchasing and using products and services from the travel websites, whether a gap which exists between expectation and reality would distinctly affect satisfactions. This study collected questionnaires from 233 people who have purchased products or been serviced on travel websites. Find a gap which exists between expectation and reality, service quality would affect satisfaction of customers.

Keywords : Online traveling websites ; ECT ; Transaction cost ; Service quality ; Repurchase intention

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