

Impact of Web Quality on Customer Satisfaction and Purchase Intention (special reference to Sri Lankan travel agents)

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The purpose of this research was to test whether the quality of the travel agent websites influences on purchase intention by increasing customer satisfaction. Even though the previous researches have proven the relationship between customer satisfaction and consumer behavior on purchases in the hotel industry, in Sri Lankan context, the online platforms created by the travel industry are still underestimated. Hence, this study has tried to measure the mediator effect of customer satisfaction. A questionnaire was used to collect data from a sample of 204 conveniently selected respondents for the study from conveniently selected travel destinations in Sri Lanka. The primary objective of this study was to determine the impact of Travel Agents' website quality on purchase intention by increasing consumer satisfaction. Then the researcher tested each individual quality dimension's effect on the overall quality and how the overall website quality effect on both customer satisfaction and purchase intention. A revised conceptual framework was used and the researcher defined the paths to carry out a *Sobel* Test to assess the mediator effect of customer satisfaction. The researchers' analyses lead to the conclusion that customer satisfaction acts as a mediator of the effect of overall website's quality on purchase intention. Based on the results, the researcher suggested the managers in developing a more human-friendly interface on online travel and booking platforms. To increase the sale-ability of online tourism products, the researcher recommended increasing the dimensions of website quality and *human-computer interaction* theories. Hence, this research results conclude the importance of the online customer's satisfaction and how it could be advanced for an end result of a repeat and satisfied travel product purchaser.

Keywords: Customer satisfaction, Purchase intention, Tourism industry, Travel agent, Website quality