



**IMPACT OF WEBSITE QUALITY ON
CUSTOMER SATISFACTION AND PURCHASE
INTENTION**

(Special Reference to Sri Lankan Travel Agents)

This dissertation is submitted as a partial fulfillment of the degree of
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ABSTRACT

The purpose of this research is to test whether the quality of the travel agent websites impacts on purchase intention by increasing customer satisfaction. Even though the previous researches have proved the relationship among customer satisfaction, consumer behavior on purchases and hotel industry, in Sri Lankan context, there were no such researches done with regard to the online platforms created by the travel industry. Here the researcher has tried to measure the mediator effect of customer satisfaction using Sobel Test. A questionnaire was used to acquire a sample of 204 respondents from conveniently selected travel destinations in Sri Lanka for this. This research is an empirical study and the first of its kind to be applied in Sri Lanka. Primarily the researcher states his objective as to determine the impact of Travel Agent 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 defines the paths to carry out a Sobel Test and the researcher used IBM SPSS Statistical Software for the analysis of data. The researcher's analysis leads to the conclusion that customer satisfaction acts as a mediator on the effect of overall website's quality on purchase intention and he suggests the managers on developing more human friendly interface on online travel and booking platforms. The researcher recommends the future researchers to increase the dimensions of website quality and human interaction theories for further development of online service platforms not to narrow the scope down to the local travel industry.

Keywords: Website Quality, Customer Satisfaction, Purchase Intention, Travel Agent, Tourism Industry