

Perceived values of the hotel website quality and behavioral loyalty among baby boomers

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Abstract

This research focuses on three dimensions of the hotel website's perceived values towards behavioral loyalty among baby boomers due to a common perception that they are eager to embrace new technologies. The baby boomers are considered one of the industry's most competitive business segments. This research aims to empirically examine the impact of the hotel website content on the behavioral loyalty of customers among baby boomers. The study adopted a quantitative approach and the samples comprised hotel online user among baby boomers in Selangor one of the states in Malaysia. Using the snowball strategy, 388 data from the respondents from the baby boomer's generation in Malaysia were collected. The study found a positive relationship between perceived values of the hotel website and behavioral loyalty among baby boomers. This research provides new information to the hotel industry on improving the level of customer's behavioral loyalty, especially among the baby boomer's generation. Hopefully, the finding in this study will help the service organization modify their strategy to increase the number of hotel website users.

Keywords:

Hotel Websites, Online Travel Agency, Perceived Values, Baby Boomers, Behavioural Loyalty.

1 Introduction

Hospitality and tourism industry have vastly changed due to the Internet which has primarily taken the role as a distribution channel (Pan, 2015). The two main online hotel booking channels are hotel website and online travel agency (OTA) websites (Hird, 1997). Besides that, based on Travel Click (2016), the share of temporary rooms sold by hotel website itself (Brand.com) in the second quarter of 2016 is 35.3 percent, followed by hotel direct through which customers call the hotel directly and walk-in (19.1%), online travel agents (OTA) (16.0%), global distribution systems (GDS) (15.8%), and central reservation offices channel (CRO) (13.80%). This statistic shows that people made reservations directly through hotel brand websites, while OTA websites cover almost half of the market share using online distribution channels. A previous study on revenue manager's survey responses shows that the hotel websites had the highest possibility to survive into the future while OTAs remained as the centerpiece of generating profit (Mest, 2017).

Hotel websites have become critical marketing tools as they present the hotel directly to customers (Amrahi, Radzi, & Nordin, 2013). In addition, hotel websites were reported to have the lowest cost a hotel pays to acquire a new customer instead the other online booking channel (Duran, 2015). Moreover, the hotel's property is more likely to be generous to customers who book directly with hotels in terms of upgrades, Wi-Fi, and all other add-ons that will make customers happy (McGuire, 2017). Then, website quality plays an important role in forming a positive attitude, trust, and customer satisfaction with the website, which in turn affect their intention to use it for travel-related purposes (Tang, Jang & Morrison, 2012).

Another important concept discussed in this study is perceived value. Perceived value is one of the most powerful drivers of today's marketplace (Chang, Yang & Wang 2009) The concept of perceived value has been recognized as one of the most important measures when hotels attempt to obtain a competitive edge in the market (Demirgunes, 2015); it has been suggested that perceived value is the best indicator of purchase and repurchase intentions (Anuar, Musa, & Khalid, 2014). Hence, this study will further investigate the relationship between perceived hotel websites that determine customer loyalty.

Specific online retailers (perceived values and loyalty intention) can be compared. Different websites from different countries, especially different cultures, can be compared as cross-cultural studies (Zehira, Sehitoglu, Narcikaraa, Zehirc, 2014). Moreover, different factors can be included in the study, and in this way, different customer segments can be analyzed (Zehira and et al., 2014). Thus, the perceived value of hotel website quality is used as the independent variables, namely ease-of-use, information quality and website aesthetic, and one dependent variable, customer behavioral loyalty among baby boomers.

This study focused on Baby Boomers born from 1946 until 1965 (53– 72 years old) (Whitebourne & Willis, 2016) because they continue to trail both Gen Xers and

Millennials on most measures of technology adoption. Besides, adoption rates for this group have been growing rapidly in recent years (Jiang, 2018).

Based on Costa, Matos, Rosario, Salvador, Vale-Dias & Zenha-Rela (2016) evaluating use and attitudes towards social media and ICT for Portuguese youth: the MTUAS-PY scale, this group of people is always associated with technologies anxious and reluctant to adopt new technologies. Previous research also mentioned the baby boomers face some unique barriers to adopting new technologies: from a lack of confidence in using new technologies to physical challenges manipulating various devices (Anderson & Perrin, 2017). Still, there was a study that suggests otherwise. In her study, Jaclyn (2017) stated that the baby boomers are just as obsessed as Millennials with their smartphones and spend their time with smartphone at home to connect with friend and family member also for search any information. Hence, it is very important and interesting for this study to examine the relationship between hotel website quality and behavioural loyalty among this group of people.

In line with the preceding notion, the main aim of this research study empirically investigates the effectiveness of hotel website quality on customer's behavioral loyalty among baby boomers. An immediate objective supports the main objective: to assess the relationship between perceived values of the hotel website quality and customer's behavioral loyalty among baby boomers. The research question is then formulated; what is the relationship between perceived values of the hotel website and customer's behavioral loyalty?

2 Literature Review

An advanced online hotel reservation system would fulfil all of the travel booking requirements of travel agencies and agencies and offer advanced analytics thereby helping the hotel industry to develop (Deshmukh 2017). The top features to look out in hotel reservation system in 2017 would be full integration, predictive intelligence (Weissman, 2015; Graham, 2017), change in revenue model (Tan, 2015), chat bots or Mobile Travel Chat (MTC) (Weston, 2016; Tandesh, 2017), real-time and mobile (Hotel Propeller, 2016), conversational interfaces (Stolfa ,2016; Eye For Travel, 2018), augmented reality and virtual reality, payment and data security and mobile data integration (Critchley, 2017).

2.1 The Relationship between Hotel Website Quality and Behavioral Loyalty

The number of internet users increased, so the number of visitors to hotel website also increased (Cavlek, 2016). It is tougher for organizations to create a centre of attention for potential customers because the number of websites increased from time to time and even more to change them to real customers (Auger, 2005). The hotel website provides information, generate a brand image, and works as a sales medium. Hotel managers can build a website that will hold up their brand names in two ways: as a direct marketing tool and as a direct sales medium because hotel websites are important (Panagopoulos, Kanellopoulos, & Konstantinidis, 2011).

Previous studies have proposed dissimilar dimensions to measure website quality (Wang, Law, Guillet, Hung, & Fong, 2015). Meanwhile, Hahn, Sparks, Wilkins, & Jin, (2017) declared that website quality is a multifaceted multi-dimensional construct proposed to evaluate websites' aesthetic. Then, according to Moody and Galletta (2015), a website must distribute several crucial features to cultivate a better online experience. They also argued that "poor web design will result in a loss of 50% of possible sales due to users being unable to find what they want and 40% of potential repeat visits due to early negative experience". In addition, Bilgihan and Bujisic (2015) proved that web design features are essential for online relationship marketing.

Based on what has been studied by Yeung and Law (2004), the website design covers its functionality. In line with this, the evaluation of website quality-associated literature from 1992 to 2007 conducted by Hernández, Jimenez, and Martin (2009) mentioned that; quality of information, system and ease of use are important aspects of website design. Apart from that, Yeung and Law (2004) defined the meaning of a website quality as the degree of information provision about the website's services as to what extent a website is efficient and enjoyable for its services being promoted.

From the studies above, it has been proven that hotel website must have some features to be powerful and effective for customers. Thus, this study will focus on perceived values of hotel website's needs: perceived ease-of-use, information quality, and website aesthetic. Therefore, this study proposes:

H1: There is a relationship between perceived values of the hotel website quality and customer's behavioral loyalty among baby boomers.

2.2 The Relationship between Perceived Ease-of-Use and Behavioral Loyalty

In Peng, Xu, and Chen (2013) study, in order to effectively fulfil the purposes of its customers, hotel websites should help their visitors solve their problem and produce easy progression to complete their travel arrangements. The hotel website must be easy to use and has a responsive plan because the culture of the travel industry and many visitors to hotel's website are dynamic. The views of the site will be on smartphones, tablets, and other computer devices. An excellent website should be capable of resizing and allowing reservations on any of these devices. This will make it easier to use a website and allow quick confirmation procedures for reservation (Xu, 2017).

In the late 20th century, the concept of perceived ease-of-use was used to measure the presence of information were easy to read and understand (Loiacono, 2000). In line with this, an easy to use a direction-finding bar that extends across each top page of the website, understandable and present links that are easy to search straight to visitors to diverse sections of the webpage is among the characteristics of a good hotel website (Salem, 2016). Moreover, there should be a clearly visible call-to-action to show clients through the reservation process and find answers to the inquiry (Hsu et. al, 2012). Given

the above discussion related to ease-of-use, this study proposed ease-of-use focusing on the features of finding information.

According to Schwingshackl and Rungaldier (2019), baby boomers are not online 24/7, such as Millennials and far less avid users of online resources for travel planning and booking. However, they are also affine to the Internet and social media and use online channels to plan and book their trips. Modern, user-friendly technology is important to them, and they appreciate the convenience of online and mobile services. A website with easy navigation structure, quality content, complete information, and seamless and easy-to-use booking experience is important to them.

Previous studies showed that; as there are more difficulties felt when using the technology, the less probably they were to adopt it (Kwon, Bae, & Blum, 2013). In the circumstance of retail business, it was discovered that customers' satisfaction with the purchase experience and purchase intention was anticipated by website ease-of-use (Belanche, Casaló, & Guinalíu, 2012). Perceived ease of use has been proven to be a significant factor influencing customers' revisit intentions and purchase intentions (Jeong & Lambert, 2001; Jeong, Oh, & Gregoire, 2001; Kim & Kim, 2004). Hence, this is assumed:

H1a: There is a relationship between ease-of-use of the hotel website quality and customer's behavioral loyalty among baby boomers.

2.3 The Relationship between Perceived Information Quality and Behavioral Loyalty

In the previous IT and online retail studies, the importance of information quality has been highlighted as it can influence user satisfaction (Cantallops & Salvi, 2014), purchase results (Ponte, Trujillo, & Rodríguez, 2015), business association building and information technologies use intent (Zhou, 2015). Li, Peng, Jiang and Law (2017) proved in their study that information quality was an important indicator to be the success of a hotel's website and meanwhile, in other studies, information quality was the most effective factor motivating customer's intention to use and book rooms through hotel websites (Perdue, 2001; Jeong & Lambert, 2001; Wong & Law, 2005; Bilgihan & Bujisic, 2015).

Besides, in terms of information quality, hotel websites must provide image content: majority of hotel websites contains a picture gallery of their services, facilities, exterior, interior and locations. The pictures should be ideal like the actual one, convincing customers to purchase and revisit the hotel if they are satisfied with the service (Inversini, 2014). According to Li et al., (2017), most hotels hardly provide customers with insights about the destination. Interface maps allow visitors to explore shops, restaurant, and others facilities nearby the hotel. This will increase the chances of a booking by the visitor. Therefore, this study will explore more about perceived information quality in hotel website quality and how it affects customer's behavioral loyalty among baby boomers. Hence, this study presumed:

H1b: There is a relationship between information quality of the hotel website quality and customer's behavioral loyalty among baby boomers.

2.4 The Relationship between Perceived Website Aesthetic and Behavioral Loyalty

Due to the thriving of E-commerce, website is the primary boundary between customers and online suppliers. Furthermore, the importance of the website aesthetic has also come out in the last decades (Xu, 2017). In fact, that aesthetic value improves user's perception on usability and credibility (Seckler, Opwis, & Tuch, 2015; Robins and Holmes, 2008; Tuch, Roth, Hornbæk, Opwis, & Bargas-Avila, 2012). Many companies started to develop the aesthetics in their online websites to perform and stay competitive (Gefen, Karahanna, & Straub, 2003; Wang et al., 2011).

In the context of hospitality, several studies used the terms "attractiveness" and "visual appearance" as identical with "aesthetics" (Douglas & Mills, 2005; Park & Gretzel, 2007; Perdue, 2001). The scope of hotel website aesthetics consists of layout, graphic, background paired with contrasting text, and multimedia (Yeung & Law, 2004; Chan & Law, 2006; Kline, 2004; Qi, Law, & Buhalis, 2014). It must be noted that a lot of focused study was placed on Hong Kong-based hotel websites, and for future, researchers must carry out more studies in other geographical areas (Xu, 2017). Hence, this study will explore more about perceived aesthetic of hotel website quality in Malaysia.

A prior study has also found that over 46.1% of consumers made opinions about the credibility of websites that depend on the design look of the site, including layout, color scheme, and font size (Seckler et al., 2015). Based on Linaard, Fernandes, Dudek, and Brown (2006), they demonstrated that websites took visitors 50 milliseconds to make the first thought on a web page. Meanwhile, Robin and Holmes (2008) found that it only took users 3.42 seconds to evaluate the integrity of the website content based on its appearance. In summary, the importance of the website aesthetics was proven by its positive impact on usability and credibility and customer satisfaction (Moshagen & Thielsch, 2010) but not yet in customer's behavioral loyalty. Therefore, it is assumed:

H1c: There is a relationship between website aesthetic of the hotel website quality and customer's behavioral loyalty among baby boomers.

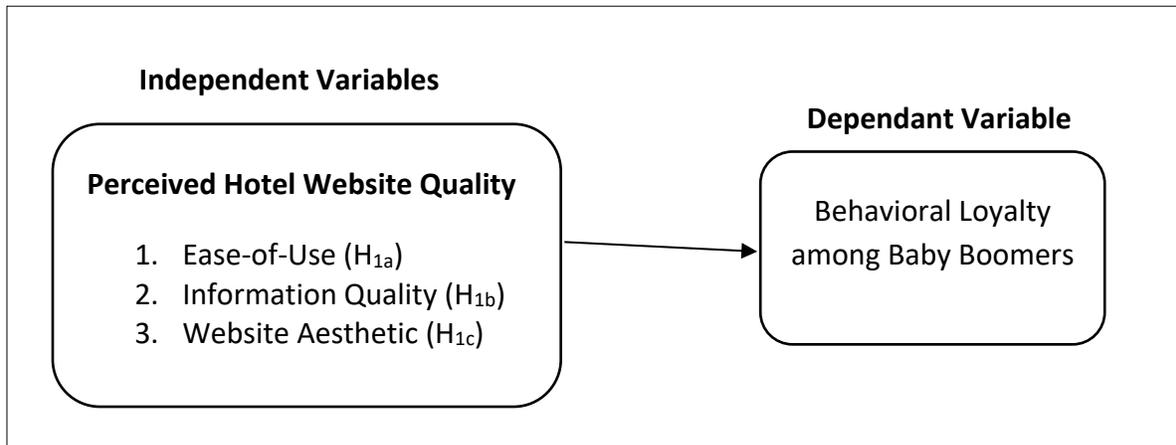


Figure 1: Conceptual study framework

3 Methodology

3.1 Research Paradigm

As this study aimed to examine the effectiveness of a perceived hotel's website quality towards behavioral loyalty among baby boomers, a quantitative approach was used to collect the significant data for the earlier stated variable. The appropriateness of using the quantitative approach as mentioned earlier is that this study will enlarge knowledge based on the relationship between two or more variables (Mead, 2017). Based on Dhanapal, Vashu, and Subramaniam (2015), who conducted study about "Perceptions on the challenges of online purchasing: a study from "baby boomers", generation "X" and generation "Y" point of views", the research methodology used is a quantitative research method. Accordingly, the researchers collected the data using a survey questionnaire with psychometric Likert Scale questions. A non-probability purposive sampling method was adopted. The questionnaire was distributed to Baby Boomer's generations in Selangor and 388 respondents in total were obtained.

From the following notion, the use of quantitative research in this study is acceptable as researcher plans to collect wide information of how Baby Boomers in Malaysian visitors of hotels website perceived the required hotel's website quality attributes and how they translate their visit of the hotel's website into their behavioral loyalty. Therefore, the unit analysis for this study was individuals who are the visitors of the hotel's website who experienced or used the hotel website. A survey questionnaire was distributed to the individuals or customers in a non-contrived setting to get the information from them that will represent a sound basis for hospitality and tourism in Malaysia. The data for this study were collected only once during the whole project thus it is cross-sectional in nature. The research design used in this study is a descriptive research which is the type of quantitative research that ideal and suitable to be adapted and applied during the research process.

3.2 Population and Sample

Statista (2018) reported the number of hotel online users in Malaysia is 2.7 million in 2018. The population consists of Millennials, Baby Boomers, and Generation X. Therefore, Baby Boomers is a sampling frame for this study. A screening question will be asked before the respondent can answer the survey to ensure they are the Baby Boomers. In the screening question part, the respondent must tick on age level. If they came from Generation X, Y, Z, they could not proceed to the next question. If the respondents from Baby Boomer's generation, the form will proceed with the next question to complete the survey. This is to ensure all the respondents are from Baby Boomer's generation. Thus, it would not be easy for the researcher to analyse the entire population. Braun, Kuljanin and DeShon, (2017) supported this, where in research analysis connecting several hundred and even thousands of elements, it would be practically unfeasible to collect data from, test, or examine every element. Studying a sample rather than the whole population is also escorted to more trustworthy results, mostly because exhaustion is reduced, resulting in fewer errors in collecting data, particularly when the elements concerned are large in number.

Krejcie and Morgan (1970) stated that the minimum of 384 respondents is sufficient when the total population is about 2.7 million. Moreover, Roscoe (1975) also noted that sample size larger than 30 and smaller than 500 are suitable for most quantitative research studies. Other than that, Ittig (2003) revealed that 20 to 30 questionnaires are able to be distributed per day (approximately 6 hours), especially when dealing with a self-administered survey. The surveys were conducted around 30 days. In line with that, 384 were expected to be collected, which are considered sufficient for the data analysis. However, as respondents' sample size came from hotel online users, the screening questions were first asked potential respondents. Hence, the sample size of 384 respondents are sufficient for this study.

3.3 Research Instrument Design

The self-administered questionnaire was designated and structured into four sections. It was developed and adapted based on the variables in the study framework gained from the literature review. Items in each dimension were adapted from previous literature and some modifications were made in order to achieves the research objectives. The first section contains screening questions to distinguish respondent and individual characteristic questions such as 1) whether they booked any overnight accommodations online in the last 12 months, 2) whether they ever booking using online hotel website, 3) online purchasing frequency to understand respondent's previous travel experience and online purchase experience, 4) their current age (whether generation X, Y, Z and Baby Boomers). The second section which is on the independent variables, consisted of three parts: 1) ease-of-use, 2) information quality, 3) website aesthetic. Then, the fourth section assess customer's behavioral loyalty

among baby boomers. The last section is the respondent’s demographic profile, such as gender, education level, monthly household income, living area, and occupation.

The level of website quality is determined by ease-of-use, information quality, website and website aesthetics. Measurement items for all variables were developed based on prior studies and customized to fit the context of this study. Respondents were asked to rate each measurement item on a 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). Additionally, all attention check questions were designed to rule out participants who were not paying attention to the survey content. Each attention check question is necessary for participants to click on a certain response and was randomly detached throughout the questionnaire. Each construct of the study, number of items, and where they are adapted from are tabulated in Table 1.

Table 1: Instrumentation

Dimensions	No. Of Items	Sources
Screening Questions	4 items	(Xu, 2017)
<i>Independent Variables</i>		
Ease-of-use	9 items	(Zhang & Venkatesh, 2018; Peng, Xu, & Chen (2013)
Information Quality	10 items	(Wen, 2012; Wang et al., 2015; Ponte et al., 2015)
Website Aesthetic	9 items	(Xu, 2017)
<i>Dependent Variable</i>		
Behavioral loyalty	4 items	(LeRouge et. al., 2014).
Demographic profile	6 items	Researcher

3.4 Measurement and Definition of Variables

3.4.1 Measurement ease-of-use

Perceived ease-of-use is defined as customer’s awareness of ease of performing a task in context of information system (Davis, 1985). As far as e-benefit without relational communications and physical substance, clients discover data and choose merchandise by themselves (Shobeiri, Mazaheri & Laroche, 2014). Various study classifies the scopes of e travel service quality, ease-of-use distributed with three parts: navigation, information access and transactional purpose (Shobeiri et al., 2014). Similarly, Featherman, Miyazaki and Sprott (2010) found similar attributes for ease-of-use. Growing upon the study of Shobeiri et al. (2014) and Featherman et al. (2007), ease-of-use in this study context focused on the following aspects: 1) ease of searching accommodation allied information (e.g., contact information, amenities, address, room pictures); and 2) ease of navigation in terms of time required to complete a job. Five measurement items of ease-of-use were adapted from Park et al. (2007). Table 2 shows the items used to measure ease-of-use.

Table 2: Perceived ease-of-use

Code	Items	Sources
PEOU1	I can find what I want with a minimum number of clicks	Zhang and Venkatesh (2018)
PEOU2	I can go to exactly what I want quickly	Zhang and Venkatesh (2018)
PEOU3	The search functions on this website are helpful	Zhang and Venkatesh (2018)
PEOU4	The website has well-arranged categories	Peng, Xu, and Chen (2013)
PEOU5	The website does not waste my time	Peng, Xu, and Chen (2013)
PEOU6	My interaction with the system is clear and understandable	Peng, Xu, and Chen (2013)
PEOU7	Interacting with the system does not require a lot of my mental effort	Peng, Xu, and Chen (2013)
PEOU8	I find the system to be easy to use	Peng, Xu, and Chen (2013)
PEOU9	I find it easy to get the system to do what I want it to do	Peng, Xu, and Chen (2013)

3.4.2 Measurement of Information Quality

Measurement items of information quality for this study were adapted from three sources and are shown in Table 3. Five measurement items were adapted from the study of Wen (2012), three measurement items were adapted from Ponte et al. (2015), and two measurement items was adapted from Wang et al. (2015). Drawing on preceding definitions, information quality in this study background was defined as the extent to which online booking websites were viewed as good foundations of information and providing customers with exact, comprehensive information (Ho & Lee, 2007).

Table 3: Perceived Information Quality

Code	Items	Sources
PIQ1	The website provides in-depth descriptions of accommodation and its services (e.g., room amenities, facility information, location, surrounding area information)	Wen (2012)
PIQ2	The website provides accurate information of accommodation (e.g., room availability, room pictures)	Wen (2012)
PIQ3	The website provides customized information of accommodation	Wen (2012)
PIQ4	The website is a very good source of Information	Wen (2012)
PIQ5	The website gives me enough information so that I can identify the item to the same degree as offline	Wen (2012)
PIQ6	The information on this website is relevant	Ponte and et al. (2015)

PIQ7	The information on this website is convenient	Ponte and et al. (2015)
PIQ8	The information on this website is up-to-date	Ponte and et al. (2015)
PIQ9	The website does not exaggerate its information	Wang and et al. (2015)
PIQ10	The hotel's website provides me with all the information that I need.	Wang and et al. (2015)

3.4.3 Measurement of Perceived Website Aesthetics

This study utilized the nine measurement items of aesthetics developed by Xu (2017), who insisted a visually attractive website could influence customers' loyalty towards the website. Based on the elements of website aesthetics provided by Xu, (2017) and the definition of website aesthetics given by Wang et al. (2011), aesthetics in this study context was referred to as the extent to which the appropriate usage of color, graphics, image and animations of a website yields an impress of beauty. Measurement items of website aesthetics are shown in Table 4.

Table 4: Perceived of Website Aesthetic

Code	Items	Sources
POWA1	The website looks attractive	Xu (2017)
POWA2	The website looks organized	Xu (2017)
POWA3	The website uses colors properly	Xu (2017)
POWA4	The website uses fonts properly	Xu (2017)
POWA5	The website uses multimedia features properly	Xu (2017)
POWA6	The website is imaginative	Xu (2017)
POWA7	The website is entertaining	Xu (2017)
POWA8	The website's clean graphic styles keep me calm	Xu (2017)
POWA9	The information at this website is clearly presented.	Xu (2017)

3.4.4 Measurement of Behavioral Loyalty

Behavioral loyalty is defined as repeat benefaction: the proportion of times a purchaser selects a similar product or service in a precise category compared to the entire number of purchases made by the purchaser in that classification (Neal, 1999). The majority of existing loyalty studies has been functioning as a form of post-purchasing of a certain product or service in a given period. Four measurement items were adopted from LeRouge et al. (2014) to express the behavioral loyalty among baby boomers.

Table 5: Behavioral Loyalty

Code	Items	Sources
Loyalty 1	I visit this website more frequently than others of the same category	LeRouge et al. (2014).

Loyalty 2	When I need to make a purchase, this Web site is my first choice	LeRouge et al. (2014).
Loyalty 3	I will recommend the website to someone who seeks my advice	LeRouge et al. (2014).
Loyalty4	I will encourage my friends and others to book hotel with that website	LeRouge et al. (2014).

3.5 Data Collection

In this study, data or information required was collected among Malaysians from age 53 and above (Baby Boomers). An online survey method was chosen due to its benefit in saving time, simple access to a particular population, and reasonably free cost compared to traditional paper and pencil survey (Wright, 2005). The survey was done using the Google Form platform due to its large and unlimited access to create a form, relatively free cost, response speed, email notification of results, and mobile-friendly forms (Randall, 2013).

The participation is voluntarily and information was kept private and anonymity. Due to having an online survey, the researcher distributed the questionnaires using all the social media to reach respondents such as Whatsapp, Facebook, Twitter, and Instagram. The data from the collected respondents appeared automatically in the spreadsheet provided by the Google form platform. Using Google Forms, the researcher set only Baby Boomers who can answer this questionnaire through screening questions. The screening questions were set as compulsory otherwise, the respondent could not proceed to the next question and no missing data was found throughout the entire entries. All the respondent answers in these forms had been fed directly into a spreadsheet automatically populated as entries made in the form. The date and time of each questionnaire being answered were also available in this spreadsheet. Three hundred eighty-eight respondents in total were obtained at the end of the month for the data analysis process.

4 Result and Discussion

4.1 Response Rate

This study targeted to collect data a minimum of 384 respondents based on Krejcie and Morgan (1970) sample size table as discussed in Section 3.2 which is the population of about 2.7 million = 384 respondents. The questionnaires were distributed using an online survey application, Google form and 388 survey questionnaires were successfully collected. Screening questions are placed at the beginning of a survey to determine whether respondents have certain characteristics that would make them eligible to participate in this study. Therefore, this study managed to collect 388 samples for evaluation which is valid samples.

4.2 Demographic Profile of Respondent

Table 6 shows the respondent's profile of 338 total respondents. 59.5% of them are females while 40.5% are male. The majority of the respondents were 53-62 years old and the largest group of respondents with 81.2% because they were using gadgets and browsing the internet nowadays rather than another group. Apart from that, the respondents with Bachelor's Degree made up the largest respondent group with 49.5% other than SPM, Diploma and Master's holder. The highest education level reached by the respondents is very important for this research to understand the analysis and findings on respondents' technology readiness towards using the website. Due to the age level, most respondents are 53 years old and above with RM2001 to RM3000 income. The majority of the respondents might be from pensioners who receive half of their age level. Then, all of the respondents are currently live in Selangor, one of the States in Malaysia.

Table 6: Demographic Profile

Items		Frequency	Percentage (%)
Gender	Female	231	59.5
	Male	157	40.5
Age	53 -62 years old	315	81.2
	63 years old above	73	18.8
Highest Education Level	SPM	8	2.1
	Diploma	170	43.8
	Bachelor's Degree	192	49.5
	Master	18	4.6
Level Income	below RM 1,000	12	3.1
	RM1,001 - RM 2000	55	14.2
	RM2,001 – RM 3000	138	35.6
	RM3,001 – RM 4 000	80	20.6
	RM4 001 – RM 5 000	20	5.2
	RM5 001 – RM 6 000	30	7.7
	RM6 001 – RM 7 000	22	5.7
	RM7 001 – RM 8 000	12	3.1
	RM8 001 - RM 9000	16	4.1
	RM9 001 and above	3	0.8
	below RM 1,000	12	3.1
	RM1,001 - RM 2000	55	14.2

4.3 Reliability Analysis

Table shows the value of Cronbach's Alpha and proved that all items were reliable to present the particular variable in this research.

Table 7: Reliability Analysis

Constructs	Number of Items	Cronbach Alpha
Perceived Ease-of-Use	9	0.890
Perceived Information Quality	10	0.907
Perceived Website Aesthetic	9	0.949
Behavioral Loyalty	4	0.916

The result shows that the alpha coefficient for factor influencing behavioral loyalty indicates high and low coefficient values of 0.890 for perceived ease-of-use, 0.907 for perceived information quality and 0.948 for perceived of website aesthetic. Besides, a coefficient value of 0.916 is recorded for behavioral Loyalty. Cronbach's alpha values for independent and dependent variables were obtained through SPSS. On top of that, all the values in the measurement surpassed the minimum acceptability reliability coefficient values of 0.6. Therefore, no item was deleted.

4.4 Descriptive Analysis

Each item in every dimension of the perceived ease-of-use, perceived information quality, perceived of website aesthetic, and behavioral loyalty were measured by using descriptive analysis, which consists of the standard deviation and means based on five-point Likert-scale Note: Likert Scale (1: Strongly Disagree, 2: Disagree, 3: Neither Agree nor Disagree, 4: Agree, 5: Strongly Agree).

4.4.1 Descriptive Analysis for Perceived Ease-of-Use

Perceived Ease-of-Use is the independent variable in this research. Based on the table below, the mean score distribution ranging from 3.9124 to 4.0979 indicates that the respondents neither agreed nor disagreed and mostly agreed for the items under the perceived ease-of-use variables. Therefore, in this section, the findings on the perceived ease-of-use are presented in Table 8.

Table 8: Mean Score for Perceived Ease-of-Use

Code	Items	N	Mean	Std. Deviation
PEOU1	I can find what I want with a minimum number of clicks	388	3.9124	.42839
PEOU2	I can go to exactly what I want quickly	388	3.9794	.33655
PEOU3	The search functions on this website are	388	3.9562	.38126

	helpful			
PEOU4	The website has well-arranged categories	388	3.9794	.32083
PEOU5	The website does not waste my time	388	4.0258	.47616
PEOU6	My interaction with the system is clear and understandable	388	4.0129	.39681
PEOU7	Interacting with the system does not require a lot of my mental effort	388	4.0979	.38134
PEOU8	I find the system to be easy to use	388	4.0438	.44389
PEOU9	I find it easy to get the system to do what I want it to do	388	4.0129	.35560

Note: Likert Scale (1: Strongly Disagree, 2: Disagree, 3: Neither Agree nor Disagree, 4: Agree, 5: Strongly Agree)

Based on Table 8, the highest mean score for PEOU is under PEOU7 (M=4.0979, SD=0.38134) as the respondents agreed that interacting with the system of hotel website does not require a lot of user mental effort. PEOU8 scores the second highest mean with (M=4.0438, SD=0.44389) where the respondent agreed with the item, they find the system to be easy to use. The lowest mean score for this variable fall under the PEOU1 (M=3.9124, SD=0.42839) where the respondents neither agreed nor disagreed with the item they can find what they want with a minimum number of clicks.

4.4.2 Descriptive Analysis for Perceived Information Quality

Perceived Information Quality is also one of the independent variables in this research. Based on Table 9 below, the range of mean score distribution is between 3.9201 to 4.0722 which shows that the respondents neither agreed nor disagreed and agreed in terms of the perceived information quality towards the behavioral loyalty among baby boomers.

Table 9: Mean Score for Perceived Information Quality

Code	Items	N	Mean	Std. Deviation
PIQ1	The website provides in-depth descriptions of accommodation and its services (e.g., room amenities, facility information, location, surrounding area information)	388	4.0052	.41294
PIQ2	The website provides accurate information of accommodation (e.g., room availability, room pictures)	388	4.0593	.47587
PIQ3	The website provides customized information of accommodation	388	4.0464	.45796
PIQ4	The website is a very good source of Information	388	3.9948	.40663
PIQ5	The website gives me enough information so that I can identify the item to the same degree as offline	388	4.0103	.46578
PIQ6	The information on this website is relevant	388	4.0722	.35210

PIQ7	The information on this website is convenient	388	4.0696	.32597
PIQ8	The information on this website is up-to-date	388	3.9201	.59395
PIQ9	The website does not exaggerate its information	388	4.0206	.48713
PIQ10	The hotel's website provides me with all the information that I need.	388	4.0103	.46020

Note: Likert Scale (1: Strongly Disagree, 2: Disagree, 3: Neither Agree nor Disagree, 4: Agree, 5: Strongly Agree)

It is clearly stated that the majority of the respondents accepted the item PIQ6 with (M=4.0722, SD=0.35210) by which they agreed that the information on the website is relevant. It is then followed with the PIQ7 (M=4.0696, SD=0.32597) by which they agreed that the information on the website that they used is convenient. PIQ5 and PIQ10 have the same mean score (M=4.0103) which showed that the respondents agreed that the website gave them enough information to identify the item to the same degree as offline and the hotel's website provides them with all the information that they need. Lastly, the lowest mean is from PIQ8 with (M=3.9201, SD=0.59395). It was noted that the respondents neither agreed nor disagreed for the item the information on the hotel website is up-to-date.

4.4.3 Descriptive Analysis for Perceived of Website Aesthetic.

Perceived of Website Aesthetic is also one of the dependent variables in this research. Based on Table 10 below, the range of mean score distribution is between 3.9923 to 4.1160 which shows that almost all the respondents agreed on perceived of website aesthetic towards the behavioral loyalty among baby boomers.

Table 10: Mean Score for Perceived of Website Aesthetic.

Code	Items	N	Mean	Std. Deviation
POWA1	The website looks attractive	388	4.0851	.45521
POWA2	The website looks organized	388	4.0954	.48617
POWA3	The website uses colors properly	388	4.0515	.52081
POWA4	The website uses fonts properly	388	4.0644	.48595
POWA5	The website uses multimedia features properly	388	4.0567	.50001
POWA6	The website is imaginative	388	4.0515	.57728
POWA7	The website is entertaining	388	3.9923	.52082
POWA8	The website's clean graphic styles keep me calm	388	4.0670	.41997
POWA9	The information at this website is clearly presented.	388	4.1160	.56096

Note: Likert Scale (1: Strongly Disagree, 2: Disagree, 3: Neither Agree nor Disagree, 4: Agree, 5: Strongly Agree)

The highest mean score for Perceived of Website Aesthetic is POWA9 (M=4.1160, SD=0.56096) which exhibits those respondents agreed with the item the information at the website is presented. The second highest mean score of POWA is POWA2 (M=4.0954, SD= 0.48617) where the respondents agreed with the items that mentioned the website looks organized. POWA7 has the lowest mean (M=3.9923, SD=0.52082) in this variable, indicating that the respondents neither agreed nor disagreed with the items stating that the website is entertaining. The other code in POWA such as POWA1, POWA3, POWA4, POWA5, POWA6, and POWA8 show that the respondents agreed with the idea that the website looks attractive, uses colors and fonts properly uses multimedia features properly, the website is imaginative, and the website’s clean graphic styles keep they calm.

4.4.4 Descriptive Analysis for Behavioral Loyalty among Baby Boomers

Behavioral Loyalty is the only dependent variable in this study. Based Table 11, the range of mean score distribution is between 4.0284 – 4.1340 which shows that the respondents agreed in terms of behavioral loyalty among baby boomers.

Table 11: Mean Score for Behavioral Loyalty

Code	Items	N	Mean	Std. Deviation
Loyalty1	I visit this website more frequently than others of the same category	388	4.0284	.60721
Loyalty2	When I need to make a purchase, this Web site is my first choice	388	4.0464	.64932
Loyalty3	I will recommend the website to someone who seeks my advice	388	4.1340	.45758
Loyalty4	I will encourage my friends and others to book hotel with that website	388	4.0954	.52205

Note: Likert Scale (1: Strongly Disagree, 2: Disagree, 3: Neither Agree nor Disagree, 4: Agree, 5: Strongly Agree)

The highest mean score for Loyalty is Loyalty3 (M=4.1340, SD=0.45758) which exhibits those respondents who agreed that they would recommend the website to someone who seeks their advice. The second highest mean score of Loyalty is Loyalty4 (M=4.0954, SD=0.52205), where the respondents agreed that they would encourage their friends and others to book hotel with that website. Loyalty2 has the second lowest mean (M=4.0464, SD=0.64932) in this variable, indicating that the respondents agreed that; when they want to make purchases, that website is their first choice. The lowest mean is Loyalty1 (M=4.0284, SD=0.60721) in this variable as respondents agreed that they visit this website more frequently than others of the same category. The result shows that all baby boomers become loyal towards the hotel website that they used when the hotel websites provide good perceived values in terms of its ease-of-use, usability, information quality, security risk, and website aesthetic. Most of them showed their loyalty by visiting the website more frequently than other hotel websites, and then

recommend the hotel website to others, encourage their friends and others to book hotel with that website and website will be the first choice when they want to book a hotel room.

4.5 Multiple Regression Analysis

In this study, multiple regression analysis is used. Multiple regression is a method to analyse the relationship of dependent variables with multiple independent variables (Kumar, Talib & Ramayah, 2013). The research main hypothesis and sub- hypotheses are as shown below:

H1: There is a significant relationship between perceived values of the hotel website quality and customer’s behavioral loyalty among baby boomers.

H1a: There is a significant relationship between ease-of-use and behavioral loyalty among baby boomers.

H1b: There is a significant relationship between information quality and behavioral loyalty among baby boomers.

H1c: There is a significant relationship between perceived website aesthetic and behavioral loyalty among baby boomers.

Table 12: Result of Multiple Regression Analysis for Relationship between Perceived Values of the Hotel Website Quality

Predictor	Model 1
DV: Behavioral Loyalty	IV: Perceived Values of the Hotel Website Quality
Std. β	0.502 ***
R ²	0.600
Adj. R ²	0.595
F-Change	114.550***
Predictor	Model 1

Note: * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

Based on Table 12 above, the behavioral loyalty is explained with 60 percent ($R^2 = .600$, $F = 114.559$, $p < .001$ ***) of the variance in perceived values of the hotel website quality. Beta coefficient value ($\beta = .502$, $p < 0.001$) is generated by the positive relationship of behavioral loyalty which indicates that the behavioral loyalty is influenced by the perceived values of the hotel website quality. As shown above the table, behavioral loyalty is significantly influenced by the perceived of hotel website quality and therefore the hypothesis is supported. Baby Boomers show their loyalty to the website when the website has positive perceived values of the hotel website quality.

4.6 Hypothesis Summarization

Overall, there is one main hypothesis, and three sub hypotheses formulated in this study. The independent variables for this study are perceived values of the hotel website quality that consists of perceived ease-of-use, information quality and website aesthetic while for dependent variable is behavioral loyalty among baby boomers. The summarization result of these hypotheses testing is described in Table 13.

Table 13: Summarizes Results for Hypotheses

Code	Hypotheses	Result
H1	There is a significant relationship between perceived values of the hotel website quality and customer's behavioral loyalty among baby boomers.	Supported
H _{1a}	There is a significant relationship between ease-of-use and behavioral loyalty among baby boomers.	Supported
H _{1b}	There is a significant relationship between information quality and behavioral loyalty among baby boomers.	Supported
H _{1c}	There is a significant relationship between website aesthetic and behavioral loyalty among baby boomers.	Supported

5 Conclusion

The findings indicated that the one major hypothesis is fully supported in this research as well as the other three sub-hypotheses. The results from the multiple regression analysis indicate that hypothesis for perceived values of the hotel website quality is significantly and positively related to the customer's behavioral loyalty among baby boomers in the hotel industry. Besides that, from linear regression analysis, the results indicate that the three sub hypotheses for perceived ease-of-use, information quality, and website aesthetic also have significant and positive relationships with customer's behavioral loyalty among baby boomers. Thus, all these hypotheses are fully supported and satisfied with the research objective and research question number one.

The following regression analysis discusses the relationship of the independent variables to the dependent variable in this research. The linear regression analysis suggests a significant correlation relationship between the perceived ease-of-use, information quality and website aesthetic with the customer's behavioral loyalty. Meanwhile, the multiple regression analysis tells that there is a significant correlation relationship between the perceived values of the hotel website with customer's behavioral loyalty among baby boomers. The cause and effect the relationships are established through the proportional change in the dependent variable when the independent variables are changed. Thus, the following discussion is specifically focusing on the research question proposed in this research which is 1) what is the effect of the relationship between perceived values of the hotel website and customer's behavioral loyalty?

In conclusion, when customers do not face any problem when using hotel website, it will lead to behavioral loyalty. Customers viewed the hotel website technology as something easy to use, provided them with good resources and information, good security in terms of transaction, and a good appearance. Based on a previous study, the researchers have demonstrated that perceived values of the hotel website quality have a positive relationship with customer's purchase intention and customer satisfaction and lead to customer loyalty (Xu, 2017).

This study provides additional knowledge on the important perceived values of the hotel website quality for the customer's behavioral loyalty especially on baby boomers generation. This research also contributes to several evidence on the guest's important perceptions on the technology as it is useful in daily lives, which affect their loyalty in using the hotel website for room hotel reservation. This research provides some clear evidence that the hotel website's perceived values play a vital role in triggering the customer's behavioral loyalty among baby boomers in using the hotel website.

Other than that, it will provide new information to the hotel industry on improving the level of customer's behavioral loyalty, especially among baby boomer's generation. It also applies to other generations, such as generation X (42 to 52 years old), Y (24 to 41 years old) and Z (18 to 23 years old). Hopefully, the finding in this study will help the service organization modify their strategy to increase the number of the hotel website users. This study may also help hotel industry to understand more about customer's behavioral loyalty on hotel reservation system. Hotel industry needs to have a deep understanding whether the technology does lead to satisfy, loyalty, and fulfill the customer's needs.

The future researchers should consider extending this research model with other new factors perceived values of the hotel websites towards the behavioral loyalty and probably can explore other generation's preferences such as generation Z or others. Extraction of other factors for the perceived values of the hotel website quality is definitely important to determine more of the adaption of technology among the users. Thus, including the other factors of perceived values of the hotel website will help to understand better the adaption of user in utilizing the room reservation process with the technology.

Although the above results contribute further in understanding the relationship between perceived values of the hotel website towards the behavioral loyalty among baby boomers. The researcher faces few limitations to complete this research. The first and the most important one is to get the size of the population because the number of baby boomers generation in Malaysia is quite big and no report has mentioned the number of population of the baby boomers generation in Malaysia. Thus, researcher did not get the accurate number of population or unknown population. Other than that, researcher also has a problem to distribute the questionnaires directly to the baby boomers generation that the researcher had to apply 'snow-balling' strategy by asking her friends to distribute the questionnaires to their parents and their friends among the

baby boomers generation. It took two months to collect all the data because of the population size is big and the minimum data needed is 384 respondents.

This research aims to assess the relationship between perceived values of the hotel website towards customer's behavioral loyalty among baby boomers generation. This research has fully achieved the research objective, and the research question have been answered. The study variables are observed to get a significant predictive effect on the behavioral loyalty among baby boomers. Thus, it can be concluded that perceived values of the hotel website quality that consists of perceived ease-of-use, usability, information quality, security risk and website aesthetic are the potential predictors towards the customer's behavioral loyalty among baby boomers generation. Improving the hotel brand website in the hospitality industry is one of the actions taken by the hotel to enhance their services and increase the customer's loyalty.

6 About the author

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