

Abstract

This study investigates consumers' experience of using online travel agent (OTA) and examines how OTA's quality and trust influence consumers' satisfaction. The proposed research model was tested using data collected from 350 valid observations. Structure equation modeling was employed to verify and validate the research model.

The results show that hotel quality has a significant, positive effect on hotel trust, OTA quality and satisfaction. Hotel trust was found to positively influence OTA trust and satisfaction. OTA quality and trust have a significant, positive effect on satisfaction. Price consciousness moderates the OTA quality-satisfaction and OTA trust-satisfaction relationships. The outcomes provide insights into how online travel agent can improve quality and trust to enhance consumers' satisfaction.

Keywords: OTA, hotels, Quality, Trust, Satisfaction