Determinants of E-loyalty in Travel Agencies

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Fall 2023

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FINAL PROJECT/THESIS APPROVAL SHEET

Viva-Voce Examination

Viva Date ___/ /____

Topic of Research: Determinants of E-loyalty in Travel Agencies

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Dedication

I would like to start by dedicating my entire thesis to my parents, who have supported me throughout my entire life. I'm grateful that you've given me the courage to pursue my aspirations and aim high. Secondly, my sincere gratitude also extends to my siblings and friends. I couldn't have finished my thesis without their affection and support.

Acknowledgment

Firstly, I want to express my gratitude to **Allah Almighty** for providing me with the tenacity and skills necessary to get to this point in my life and finish my MBA dissertation. I would like to thank my supervisor, **Dr. Muhammad Kasheer**, a respected and well-known figure at **Bahria University,** for all his assistance in giving me with the constant guidance, support, and confidence I needed to finish my thesis. Thank you, Sir, for your constant aid in providing me with work outlines. I completed the assignment satisfactorily and according to the correct procedure. I owe him a great deal for his advice as well; without his attention and support, my thesis would not have been what it is today.

I am grateful to my **family members** too for their guidance and inspiration, as well as for their constant support and the countless prayers they have said for me throughout the course of my life.

Lastly, I just wanted to say thank you to everyone for their support and consideration during my study. And to everyone else who has helped me with my research: I really appreciate your kindness and generosity.

Thank you all very much!

Abstract

E-loyalty, a word derived from the broader notion of customer loyalty, is the persistent commitment of customers to a particular digital service provider or online platform. It gauges the degree to which customers are prepared to interact and recommend these organizations' services to others. This study examines the elements that impact customers' loyalty to online platforms by examining the drivers of e-loyalty in the context of Pakistani travel agencies. The goal of the study is to comprehend e-loyalty determinants and the complex linkages that exist between them and a moderator, travel frequency. Data from 400 respondents who used travel agencies in Pakistan were gathered through questionnaire. To find connections between the constructs, the Partial Least Squares Structural Equation Modelling (PLS-SEM) method with Smart PLS 4.0 software was used, drawing on the theoretical foundation. The key findings suggest that service quality, trust, customer satisfaction, pricing, information quality and website design are the key indicators of e-loyalty who have a positive and significant impact on e-loyalty of travel agencies. Besides this, the moderating effect of travel frequency strengthens the relationship between all the above-mentioned determinants except pricing. Although pricing has a positive significant impact on e-loyalty, travel frequency doesn't moderate the relationship between e-loyalty and pricing.

Keywords: *Service quality, Online travel agencies, e-loyalty, travel frequency, information quality, website design, customer satisfaction, trust, pricing.*

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Chapter 1

Introduction

1.1. Background

The rapid growth of the internet and digital technologies has significantly impacted the travel industry, including the rise of online travel agencies (Rita, et al, 2022). With the increasing number of options available to consumers, travel agencies face the challenge of establishing and maintaining customer loyalty in the digital era. The travel industry has experienced a significant transition in the quickly changing digital era, driven by the emergence of e-commerce and online services (Sharma & Mishra, 2014). As conventional physical travel companies transition to the digital sphere, maintaining client loyalty in the digital sphere becomes critical (Maliwichi, et al, 2021). This transformation has led to the emergence of a complex web of interrelated elements that mold and impact e-loyalty, or consumers' loyalty to travel firms' online platforms. Understanding the factors that influence e-loyalty in this dynamic environment is essential for travel agencies hoping to survive and even prosper in the highly competitive online travel industry (Rita, et al, 2022). This thesis aims to explore the determinants of e-loyalty in travel agencies, focusing on the factors that influence customers' loyalty towards online travel agencies.

The term "e-loyalty" describes the dedication or commitment customers have for online services or e-commerce offered by travel firms. E-loyalty, a word derived from the broader notion of customer loyalty, is the persistent commitment of customers to a particular digital service provider or online platform (Qalati et al, 2021). It gauges the degree to which customers are prepared to interact and recommend these organizations' services on a regular basis.

Understanding e-loyalty is crucial in this thesis. It involves examining the significant factors that influence customers' repeated purchase behavior and advocacy in the context of online travel agencies (Massoudi, 2020). The thesis explores various dimensions of e-loyalty, with a specific focus on the services provided by online travel agencies. This includes assessing the design of their websites, the quality of services, pricing, customer satisfaction, trust, and information quality.

1.2   Gap Analysis

Studies on e-loyalty as well as its determinants had a significant impact on online businesses (Romadhoni, et al, 2022; Rita et al, 2022; Qatawneh, et al., 2023). Most studies investigated the appropriate indicators of e-loyalty at the national and international levels across various industries (Sutherland et al., 2021; (Rita, et al, 2022). The literature on determinants of e-loyalty for travel agencies still seems to be insufficient for a complete understanding, even though it is regarded as the most important component that demonstrates commitment of customers to a particular digital service provider or online platform around the world (Qalati et al, 2021). Based on existing literature, many researchers studied the concept and determined various factors as the determinants of e-loyalty (Romadhoni, et al 2020; Giao et al., 2020). However, a better measure of e-loyalty is required to capture all the dynamics associated with e-loyalty (Qatawneh, et al., 2023). Using that metric, a large study that includes investigating the impact of multiple determinants is required. None of the studies have been conducted earlier using all these variables together on the travel agencies and none of them have used travel frequency as a moderator for the determinants of e-loyalty. So, this study tries to fill the gap by focusing on the multiple determinants that include "service quality, website design, information quality, pricing,

trust and customer satisfaction". Travel frequency as a moderator has been used to check the relationship between determinants of e-loyalty and e-loyalty. Moreover, none of the existing studies have used all these seven variables together. Having stated that, it is apparent that studies are required to overcome this gap. This study has analyzed the impact on determinants of e-loyalty on travel agencies and has given a detailed picture of the determinants of e-loyalty that affect the travel agencies along with the information as if travel frequency moderates their relationship.

1.3   Problem Statement

The research problem in this thesis focuses on the determinants of e-loyalty in travel agencies. It aims to address the specific gap in knowledge regarding the factors that influence customer loyalty in the context of online travel services. Although e-loyalty has been extensively studied in various industries, there is a need for a deeper understanding of the unique determinants of e-loyalty specific to travel agencies. To the best of our knowledge, comprehensive literature, and detailed work on the specific determinants of e-loyalty on travel agencies is very rare. Some research studies which have been conducted on the topic of e-loyalty (Romadhoni, et al, 2022; Rita et al, 2022; Qatawneh, et al., 2023) have either studied the impact of service quality and customer satisfaction or pricing and website design on various other industries. But limited work has been done on the determinants of e-loyalty for travel agencies. Likewise, travel frequency has not been used as a moderator earlier with the determinants of e-loyalty and e-loyalty itself. This research problem recognizes the importance of identifying and examining the key factors that contribute to customer loyalty in the online travel agency sector.

That's why this research study has been conducted to address the problem. So, the problem statement that has been addressed in this current research study is to check which of the determinants of e-loyalty affect the e-loyalty of travel agencies. And, to check whether travel frequency moderates the relationship between e-loyalty and its determinants.

1.4 Research Questions

The queries regarding the factors that influence e-loyalty in travel companies are the focus of the study questions in this thesis. The study is directed by these research questions, which also offer a structure for gathering and analyzing data.

- Is there any influence of service quality, pricing, information quality, trust, and customer satisfaction on e-loyalty of travel agencies?
- Does travel frequency moderate the relationship between e-loyalty and its determinants for travel agencies?

1.5 Research Objectives

- To evaluate the influence of service quality, pricing, information quality, trust, and customer satisfaction on e-loyalty of travel agencies.
- To study whether travel frequency moderates the relationship between e-loyalty and its determinants for travel agencies.

1.6 Significance of the Study

The inspiration for conducting a research study is based on the growing prominence of digitalization in every sector, where e-loyalty is considered as a groundbreaking paradigm for enhancing the satisfaction of customers and boosting the productivity of the businesses. This

research is important because of what it could do for the online travel industry as a whole and for the field of travel agency management. Travel agency managers and marketers may get important insights from this study by recognizing and comprehending the factors that influence e-loyalty in travel agencies. The results of this study have the potential to inform future efforts aimed at enhancing consumer loyalty and elevating the online customer experience within the travel agency industry. Furthermore, the study can broaden our grasp of online customer behavior and relationship marketing while also advancing the theoretical understanding of e-loyalty. The study is an important and timely research project because of its potential influence on the industry and its practical implications.

This research will make a substantial contribution to academic literature. It will present a complete picture of an extensive and methodical analysis of the factors that influence e-loyalty based on the most recent publications and quantitative data available. Studying this phenomenon theoretically will help us better understand its trouble spots and seek to fix them. Our knowledge of the most recent advancements and contributions of e-loyalty in travel agencies will be enhanced by the study's findings. Online travel companies will benefit from this research study's production of a high-quality document that will provide them with insight into how to successfully use e-loyalty determinants within their organizations to develop policies that manage and enhance efficiency. Gaining insight into the factors that influence e-loyalty in travel companies can have useful consequences for the sector. The results of this thesis may be used by travel firms to enhance e-loyalty, customer satisfaction, and retention strategies that work. Travel agents can strengthen their online presence and competitive advantage by prioritizing areas of improvement and allocating resources based on their identification of the elements driving e-loyalty.

1.7   Thesis Organization

There are six sections/chapters in the thesis. As an introduction, the first chapter explains the purpose and reason of the study along with highlighting gap, research questions and significance of the study. The second chapter provides a review of a selection of research publications on the subject of "Determinants of E-loyalty in travel agencies." Based on the current and relevant literature, the hypotheses are formulized and summarized along with developing conceptual framework at the end of the second chapter. The experimental design and research procedure, together with the SEM applied scientific approach, are described in detail in Chapter 3. In the fourth chapter, the data is then processed, examined, and the findings are given. The same chapter has a thorough discussion of the main findings. The study is summarized in the fifth chapter, which also offers insights into potential areas of future research and the limitations of the thesis.

Chapter 2

Literature Review

Several studies have investigated the topic of e-loyalty, its determinants and the methodology used to measure such parameters. Online travel agencies (OTAs) have grown in popularity in the digital era as travelers look for convenience, affordable prices, and a variety of alternatives. But in this fiercely competitive market, travel firms must succeed in fostering and retaining customer loyalty (Massoudi, 2020). This study of the literature delves into the elements that influence e-loyalty in travel agencies by looking at pertinent studies and ideas that provide insight into what makes customers loyal to online travel firms.

The term "e-loyalty" describes a customer's desire to stick with and refer others to a specific e-service provider. Customers' propensity to recommend the company, their propensity to make additional purchases, and their loyalty to online platforms are all included in the concept of e-loyalty (Rita, et al. 2022). Travel agencies need to understand e-loyalty since it has a direct influence on long-term performance, profitability, and client retention.

Romadhoni, et al (2020) conducted a research study to explain the relationship model between customer loyalty, e-trust, e-satisfaction, e-quality of service, and e-commitment. To develop client e-loyalty, this relationship is predicated on the relationship marketing theory from an online viewpoint. The study's findings demonstrate the importance of e-service quality, e-satisfaction, e-trust, and e-commitment in fostering online customers' e-loyalty.

The way a travel agency's website looks has a big impact on how devoted its consumers are to it online. Attracting and keeping customers is mostly dependent on elements like website design,

usability, accessibility, and simplicity of navigation. Research indicates that a website that is both aesthetically pleasing and easy to use has a favorable impact on client satisfaction and loyalty (Tandon et al., 2017). Giao, Vuong, & Quan conducted research study in 2020 to find out how customer e-loyalty is affected by the quality of a website, with an emphasis on the mediating roles that e-trust, e-satisfaction, and perceived enjoyment play. The study's findings indicate that customer e-loyalty is positively impacted by the quality of a website. Notably, it is discovered that consumer e-satisfaction and e-trust operate as a partial mediating factor in this connection. Apart from the mediating elements, perceived enjoyment also contributes to the formation of the relationship between website quality and customer e-loyalty. (Giao et al, 2020).

In every company, including travel companies, customer loyalty is mostly determined by the quality of the services provided. Important elements of high-quality services are reliability, empathy, responsiveness, and dependability. The foundation of customer experiences in the travel industry is service quality (Alshamsi et al., 2021), It is at the core of the sector's digital transformation. In the virtual world, providing the promised service is only one aspect of service quality; another is considering the complete online client experience (Samosir et al., 2021). Customer satisfaction is enhanced by effective and user-friendly interfaces, quick response times to inquiries, and smooth transaction procedures (Bariha, 2021). Within the travel agency industry, e-loyalty is contingent upon the capacity to deliver individualized and effective services that accommodate the varied requirements and inclinations of the technologically sharp customer base (Al-Gharaibah, 2020).

The significance of service quality in affecting e-loyalty in travel companies has been highlighted by several research (Bernardo, Marimon, & Alonso-Almeida (2012), Hahn et al.

(2017)). Customers are more likely to grow in trust, contentment, and loyalty to the agency if they believe that the services are of excellent quality. Positive interactions with customers and higher levels of e-loyalty are facilitated by prompt and attentive customer care, effective complaint resolution, and competent employees.

Many research studies have been conducted in the current era to examine the dynamic relationship that exists between consumer satisfaction, loyalty, and e-service quality in the context of e-marketing. Research by Al-dweeri et al. (2017), Oktavia et al. (2018), and Rahi & Abd Ghani (2018) all points to the same important conclusion: the quality of e-services has a big impact on customer satisfaction, which in turn encourages customer loyalty.

Al-dweeri et al. (2017) suggested that improved customer loyalty is a natural consequence of high-quality e-services. This discovery is consistent with research by Bernardo et al. (2012) and Oktavia et al. (2018), which suggest that e-service quality has a significant impact on customer loyalty when combined with pricing and brand image concerns. These findings highlight how important e-service quality is as a cornerstone for building relationships with customers in the world of digital media.

Chen et al. (2015) emphasized the importance of OTAs in fostering customer loyalty by offering smooth and excellent e-services. These opinions are supported by Rahi et al. (2017) and Sobihah et al. (2015), who argued that OTAs may promote client loyalty by effectively providing excellent e-service experiences. The strategic significance of OTAs concentrating on improving the digital customer journey is highlighted by the critical role that e-service quality plays in influencing customer loyalty.

Scholars such as Chen et al. (2015), Rahi et al. (2017), and Sobihah et al. (2015) expand on this discussion by highlighting the significance of Online Travel Agencies (OTAs) in the e-service quality and customer loyalty equation. OTAs' ability to maintain client loyalty depends on their ability to provide high-quality e-services via web or app-based interfaces.

In travel businesses, e-loyalty is also influenced by pricing tactics and perceived value. Consumers assess the value they get for the money they spend. According to research, providing value-added services, discounts, and competitive prices raises customers' perceptions of value and increases their e-loyalty. Fair pricing policies and openness also help to foster consumer pleasure and trust. Sutherland et al. (2021) in their research study suggested that pricing strategies (PSs) are critical factors that determine relative pricing levels and have a major impact on a company's capacity to meet its objectives under conditions.

According to Kienzler & Kowalkowski (2017), it is important for businesses to comprehend the context of pricing tactics, especially in the sophisticated field of travel agencies where consumer expectations are ever-changing, and competition is intense.

According to research study conducted by Vilarino in 2014 on the Egyptian travel companies, pricing becomes an important factor in drawing customers and guaranteeing that those customers would find satisfaction with the services provided which will in turn will enhance customers loyalty. The significance of price is emphasized by its function in influencing consumer attitudes, establishing market positioning, and boosting total sales (De Toni et al., 2017). Sutherland et al. (2021) drew attention to the flexibility of pricing methods, showing that businesses may use dynamic pricing strategies that react quickly to changes in supply and demand.

Customers that are satisfied with a travel agency have a higher propensity to make repeat purchases, refer people to the agency, and sustain a long-term connection (Sofronov, 2018). Key factors that influence consumer satisfaction and, in turn, e-loyalty are positive experiences, exceeding customer expectations, and attending to their wants and preferences. Customer satisfaction is a key component of e-loyalty and influences both recurring business and word-of-mouth referrals for the services.

Customer loyalty and satisfaction have long been seen as closely related factors that drive business success in a variety of industries, with the service industry being one of the focus areas. According to Komalasari and Budiman (2018), a key component of maintaining loyal customers and, consequently, the success of organizations, is providing customer satisfaction. The viewpoint expressed here is consistent with a large body of academic literature suggesting a strong and positive relationship between customer satisfaction and the desire to remain loyal (Al-dweeri et al., 2017; Sobihah et al., 2015).

One of the most studied antecedents of customer loyalty has been found repeatedly to be consumer satisfaction (Komalasari & Budiman, 2018). In the service business, particularly within the framework of the hospitality industry, this association has been consistently and robustly observed (Chen et al., 2015). The relevance of customer delight in determining customer loyalty is emphasized by research emphasizing the essential for hotel providers to reach high levels of customer satisfaction to secure loyalty and exceed competition (Lahap et al., 2016).

Beyond conventional service sectors, the online business domain has seen extensive research on the correlation between consumer satisfaction and loyalty (Chen et al., 2015; Kassim &

Abdullah, 2010; Sobihah et al., 2015). Researchers such as Abdullah et al. (2016), and Lia et al. (2016), believe that customer satisfaction acts as a vital indication of customer loyalty in the digital world. All of these researchers agree that a satisfied customer is more likely to show devotion to online platforms, especially when it comes to e-commerce companies.

Customers of travel agencies are very e-loyal when they feel trusted. Building trust entails keeping your word, safeguarding client information, and upholding honest corporate procedures (Chu and Zhang, 2016). Because customers depend on trust to make educated decisions and participate in repeat business, trustworthiness is strongly correlated with customer satisfaction and perceived value (Quan, Giao, and Vuong, 2020).

The term "travel frequency" describes how frequently people take part in travel-related activities. Customers can differ in this regard; some may travel frequently, while others may only travel infrequently. The link between e-loyalty and its determinants i.e., website design, service quality, price, customer satisfaction, information quality, and trust, may be moderated by the frequency of travel. The idea behind using travel frequency as a moderator is that different people's travel patterns may have different effects on determinants of e-loyalty.

For instance, compared to infrequent travelers, frequent travelers may have different expectations and preferences from those who travel more frequently. The determinants may have varying effects on their e-loyalty levels. Thus, depending on how consumers travel, different drivers of e-loyalty may have different impacts. These differences may be found by looking at travel frequency as a moderator variable.

It can be concluded that an outline of the main factors influencing e-loyalty in travel companies has been discussed in this review of the literature. Customers' loyalty to online travel agencies is influenced by a variety of characteristics, including website design and usability, service quality, price, and perceived value; these factors also include customer satisfaction, trust, and information quality. Travel companies must comprehend these factors to create tactics that improve e-loyalty, keep clients, and provide them with a competitive edge in the online market. To get a greater understanding of these factors and their effects on e-loyalty in the travel agency industry, more investigation and empirical studies are required.

2.1   Hypothesis Formulation

Following hypotheses are formulated based on current and existing literature:

H1: Service quality has a significant positive impact on the e-loyalty of travel agencies.

H2: Website has a significant positive impact on e-loyalty of travel agencies.

H3: There is a positive relationship between trust and e-loyalty of travel agencies.

H4: Pricing has a significant impact on the e-loyalty of travel agencies.

H5: Customer satisfaction has a significant positive impact on e-loyalty of travel agencies.

H6: Information quality has a significant positive impact on the e-loyalty of travel agencies.

H7: Travel frequency moderates the relationship between service quality and e-loyalty.

H8: Travel frequency moderates the relationship between website design and e-loyalty.

H9: Travel frequency moderates the relationship between information quality and e-loyalty.

H10: Travel frequency moderates the relationship between trust and e-loyalty.

H11: Travel frequency moderates the relationship between pricing and e-loyalty.

H12: Travel frequency moderates the relationship between customer satisfaction and e-loyalty.

2.2   Supporting Theories

A frame of reference is built to understand the determinants of e-loyalty for the current investigation. Multiple determinants and a moderating variable are used to examine e-loyalty in travel agencies. The supporting theory that builds better comprehension of these concepts are "Trust-Commitment theory and Technology acceptance model".

- **Trust-Commitment Theory**

    It comprehends the dynamics of commitment and trust in customer-business interactions. According to the concept, trust is an essential precondition for commitment in relationships, and the two are mutually reinforcing in the formation and maintenance of long-term partnerships. Building and maintaining trust in online interactions is essential for encouraging commitment and loyalty, according to Trust-Commitment Theory, which is relevant to e-loyalty in travel companies. Customers are more likely to commit to utilizing a travel agency's services often and show e-loyalty if they believe the company is trustworthy, open, and truly cares about their pleasure.

- **Technology acceptance model**

    The widely accepted theoretical framework known as the Technology Acceptance Model (TAM) was created to explain how people accept and use technology. TAM was created by Fred Davis in 1989 and has since been expanded upon and altered several times. TAM

may be used to analyze how consumers see the utility and usability of online platforms in the context of e-loyalty in travel agencies. Users are more likely to create a favorable desire to utilize a travel agency's website or app if they believe it meets their travel needs and is user-friendly. This can result in real usage and eventual e-loyalty. Because it offers insights into the factors influencing consumers' adoption and continuous usage of online services, TAM is especially pertinent to the study of e-loyalty.

2.3 Conceptual Framework

In this research study, the conceptual framework proposes service quality, website design, information quality, trust, pricing, and customer satisfaction to be the independent variable and e-loyalty as a dependent variable, with the travel frequency acting as a moderator.

Dependent Variable:

- o E-loyalty

2. **Independent Variables:**

   o   Website Design

   o   Service Quality

   o   Pricing

   o   Customer Satisfaction

   o   Trust

   o   Information Quality

Moderator: Travel Frequency

2.4   Functional form:
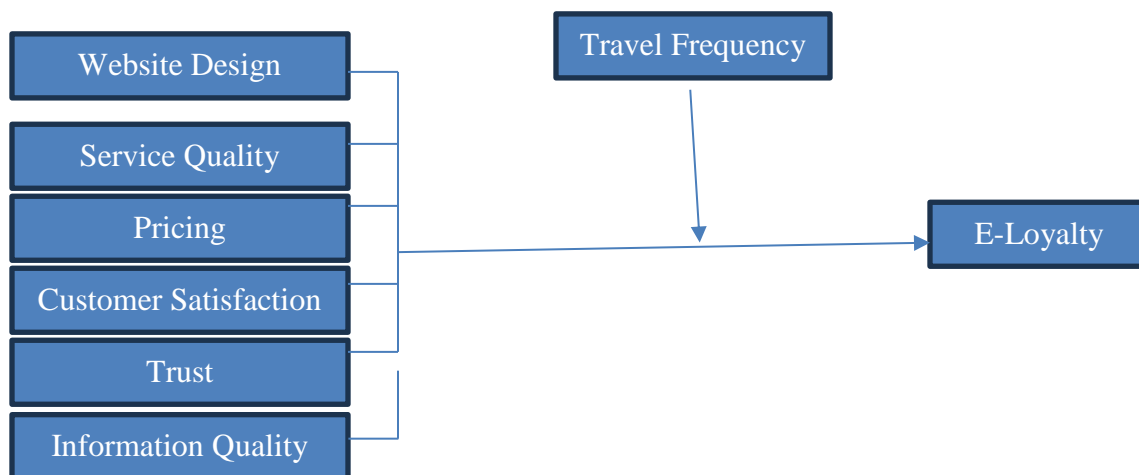
Linear Function Form: The dependent variable (e-loyalty) and the independent variables (determinants) are assumed to have a linear relationship in the linear function form. Regression analysis frequently employs this approach, which may be suitable if you anticipate a linear connection between the determinants and e-loyalty. It can be stated as:

$$EL = f (ED, SQ, PR, CS, Tt, TF, IQ, EL)$$

$$EL = \alpha + \beta1(WD) + \beta2(SQ) + \beta3(PR) + \beta4(CS) + \beta5(Tt) + \beta6(IQ) + \beta7(WDxTF) + \beta8(SQxTF) + \beta9(PRxTF) + \beta10(CSxTF) + \beta11(TtxTF) + \beta12(TtxIQ) + \varepsilon$$

where E-Loyalty represents the dependent variable denoted by EL, $\beta1$ to $\beta12$ represent the regression coefficients, and ε represents the error term.

E-Loyalty = EL

Website Design = WD

Service Quality = SQ

Pricing = PR

Customer Satisfaction = CS

Trust = Tt

Information Quality = IQ

Travel Frequency = TF

Chapter 3

Research Methodology

3.1. Introduction

A systematic approach to problem-solving that involves a series of processes, and several procedures is known as research methodology (Jagdale, 2019). It entails looking for fresh and useful knowledge on a certain topic of choice. It is the main goal of research techniques to validate previously stated facts. A variety of sources, such as websites, journals, books, research papers, questionnaires, and surveys, can be used to get information. Techniques including study, observation, comparison, experimentation, reasoning, and analysis help to facilitate research.

The research onion proposed by Saunders et al. (2019) will be employed in the study while using the methodological component of the research. The onion serves as a blueprint for building methodical chapters and techniques inside studies. The best and most relevant data collection and analysis techniques for the investigation's purpose are selected and encouraged with the help of this research onion. The development of a consistent approach is the aim of the research project, as stated by Saunders et al. (2019). This study examines the impact of determinants of E-loyalty in travel agencies. The research methodology will be discussed in depth first, and then the data gathering techniques will be thoroughly analyzed and discussed.

3.2. Research Philosophy

In research, philosophy seeks to define the nature and evolution of knowledge as it relates to the methods of data collection, analysis, and utilization. Research philosophies can be broadly classified into three categories: Ontology, Epistemology, and Axiology (Aesa, 2020).

- Ontology pertains to the nature of reality and shapes the researcher's comprehension of management, the project, and the issue. It also impacts social worries. In essence, ontology is the study of reality. (Saunders et al, 2019)

- Axiology is the study of how the researcher and respondent's morals and values are integrated into the investigation. Research philosophy is the foundation and focal point of the investigation, influencing everything from the topics to the questions and the findings (Saunders et al. 2019).

- Epistemology is the study of knowledge, and its presumptions define what constitutes legitimate, suitable, and valid knowledge. According to Saunders et al. (2019), it advances the information gained from study.

The research philosophy that is applicable to this study is as follows:

Epistemology is the research philosophy that applies to this particular topic. Inquiring into the accepted knowledge in an area while addressing facts and statistics is essentially the focus of epistemology. It asks questions regarding the already-accepted body of knowledge in the field of study and establishes the veracity of the data via extensive testing (Saunders et al. 2019). The present study employs epistemological research methodology, as it involves an investigation into the accepted body of knowledge regarding the factors that influence loyalty in travel agencies.

This body of knowledge is deemed valid and is supplemented by groundbreaking and cutting-edge research of the authors' other research studies.

3.2.1. Philosophical Stance

In business research, there are many different philosophies. The philosophy refers to the assumptions and viewpoints surrounding information creation. Different ideologies have different characteristics that make them suitable for different kinds of research. It is vital to acknowledge that philosophical variations constitute a significant portion of the topic matter while composing a business research paper (Saunders et al., 2019). Researchers in this discipline have debated for a number of years whether using a single research paradigm is more effective or if combining various ideologies is the optimal approach to doing research. This is a key stage in the foundation of the investigation, thus it's vital to know what kind of assumptions are acceptable for the present study. Following are the four main philosophies in business management:

- **Interpretivism**
- **Critical Realism**
- **Positivism**
- **Pragmatism**

Philosophical stance chosen for this study:

Positivism was chosen as the philosophical attitude to be taken into consideration after investigation into what perspective would be most appropriate and best suited for the current research project and its goal. According to Saunders et al. (2019), positivism focuses on

understanding social reality and drawing conclusions that resemble laws from observations, whereas philosophy looks for fleeting connections and similarities in evidence. From a positivist perspective, social processes are real and independent of participant and researcher behavior. The purpose of positivism is to provide exact and accurate facts (Silverman, 2017). According to positivist research, the things that need to be looked at and studied can only be done in a realistic manner and cannot incorporate opinions or judgements from the researcher; instead, they should simply be seen. According to positivism, there is an ultimate reality, and all values are constant and relevant to all subjects. Positivists hold that empirical or statistical research that depends on measurement and observation is the sole way to acquire knowledge and information. All of the information is regarded as posteriori knowledge, or information gleaned from research investigations as opposed to human thinking. (Wright and Phair, 2021).

In this research, positivism is relevant since it generates hypotheses that may be investigated and provide answers.

3.3 Research Approach

The research methodology is covered by the research approach as it will give a clear image of the data collection and analysis procedures (Anon, 2022). The process and application of data & theory accumulation are synchronized with research technique decisions, claims Saunders et al. (2019). The deductive approach begins by developing theories and then assumptions derived from the chosen theory that will further investigate the links with the chosen hypotheses. If the deductive approach is used, the objective is to examine the chosen theory along with data obtained in advance from people who took part as respondents to investigate the outcomes further. In quantitative research approaches, the deductive strategy is commonly utilized

(Saunders et al., 2019). The deductive approach will be used in this research study since it is most associated with scientific inquiry. After analyzing current theories on the phenomenon under investigation, the researcher evaluates theories that are derived from those concepts (Saunders et al. 2019).

3.4 Research Method

The term "research methods" refers to the strategies used to collect data and identify the type of study being undertaken. There are three sorts of data collection techniques: mono method, multi method, and mixed method.

The mono technique was used in this study, and the research was quantitative in character since it is consistent and delivers precise data. The outcomes of this investigation will be quantified using statistical data analysis techniques. The data will be analyzed and quantified using the questionnaire.

3.5. Methods of Data Collection

To analyze the impact of determinants of E-loyalty in travel agencies, primary data collection technique is used. The first-hand source data is collected through structured questionnaire. A five-point Likert scale was used in the questionnaire. The respondents of research were instructed to rate each question /item on five-point Likert scale where 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree and 5 = strongly agree.

The questionnaire was adapted from previous studies and slightly modified. Questionnaires were administered to the target respondents to inspect the impact of ICT on procurement performance.

Additionally, secondary data was gathered from earlier studies, publications, journals, research papers, and other sources. The goal of gathering secondary data was to strengthen the body of literature. Nevertheless, the focus of the study is to analyze the impact of determinants of E-loyalty in travel agencies in Pakistan, so it was not possible to rely solely on secondary data.

The questionnaire asked participants to score their opinion based on five-point Likert scale with 1 standing for "strongly disagree" and 5 for "strongly agree" for all the variables, except the travel frequency. Travel frequency was based upon two frequencies which constitutes 1. frequently, 2. Rarely.

The questionnaire items and their source are mentioned in the table given below:

Table 1: Measurement Variables and Sources

Variable Name	No. of items	Source
Service Quality	4	Adapted from (Elgarhy, 2022)
Website Design	4	Adapted from (Albayrak et al., 2019)
Pricing	4	Adapted from (Elgarhy, 2022)
Customer Satisfaction	4	Adapted from (Rizal et al., 2020) and (Jasni et al., 2020)
Trust	4	Adapted from (Rizal et al., 2020)
Information Quality	4	Adapted from (Khan et al., 2019)
Travel frequency	1	Adapted from Questionnaire on Travel and

		Tourism
E-loyalty	5	Adapted from (Jeon, 2018) and (Jasni et al., 2020)

3.6. Sampling Techniques

Sampling techniques are crucial for conducting research. To conduct reliable and authentic research analysis, accurate sample size and reference scale is required. According to Kumar there are two techniques used for sampling i.e., Probability sampling and non-probability sampling. (Kumar, 2005). In the existing study, we have adopted the non-probability sampling technique as it is the reliable sampling method.

3.6.1. Convenience Sampling

Convenient sampling technique is utilized in this study. Convenience sampling, as the name suggests, is based on the convenience of the researcher or the object. In convenient sampling, samples are taken from a group of people convenient to reach out or contact. This method depends on data gathering from respondents of population who are suitably accessible to take part in study. This sampling technique says that getting respondents wherever you can get them and whatever time you like (Sounders, Lewis, & Thornhill, 2016). This technique is adopted because it is the demand to the study.

3.7. Population

The population includes all elements from set of data. Population can be the community of a particular country or part of a community. While sample is a small portion of population. Sample

is undertaken for a desire of conducting exploration (Flick, 2015). So, we have decided to conduct the study in Pakistan.

3.8 Sample Size

In research, choosing the right sample size and observations is essential. Without the right sample size, data may not be dependable, and conclusions drawn would not be generalizable. Four hundred respondents who utilized travel agencies made up the study's sample. Morgan's Table is utilized to finalize the sample for the current investigation. (Morgan & Krejcie, 1970).

3.9 Time horizon

This is a cross-sectional study and will analyze the data gathered through organizations using surveys at a single point in time.

3.10 Data Collection Procedure

After adapting the questionnaires, it was further simplified for the ease of respondents to get accurate and reliable responses. Factor of vagueness has been eliminated by simplifying the questionnaire (Flick, 2015). Data collection has been done through distributing structured questionnaires amongst respondents who used travel agencies. The questionnaires were distributed using online mediums and data was collected on a personal basis. To aid the reasonable findings and conclusions for the study, the data gathered from the questionnaires has been synchronized properly. A total of 400 responses were received in a span of 2.5 months. Almost all the questionnaires received had complete results.

3.11 Software used.

400 valid responses were recorded and analyzed in Smart PLS 4.0 for the testing applied to this research.

Chapter 4

Analysis and Discussion

4.1   Introduction

In this chapter we will discuss all the practices and instruments used in the study. Smart PLS 4.0 has been used to analyze data using the partial least square method. According to Lomax and Schumacker (2012), SEM employs many models that aid in determining the link between observable and latent variables. The fundamental purpose is to put the theoretical model and its structures to the test. SEM includes factor analysis, path analysis, and regression.

This chapter approves the consistency and the validity of research models like frequency distribution, regression analysis, correlation, and confirms the relationship between the dependent and independent variables of the study .

4.2   Structural Equation Modeling (SEM)

The structural equation modelling technique was used to determine the impact of service quality, website design, information quality, trust, pricing, and customer satisfaction on E-loyalty, with travel frequency acting as a mediator. We used Smart PLS 4.0 software to analyze data using the partial least square method for this purpose. According to Lomax and Schumacker (2012), SEM incorporates a variety of models to help determine the relationship between observable and latent variables. The overarching goal is to put the theoretical model and its underlying structures to the test. Factor analysis, route analysis, and regression are all part of SEM.

4.3   Assessment of Measurement Models

The outer weights and loadings of each item measure of the first order formative E-loyalty construct were assessed. All the 30 items had significant weights and loadings that exceeded the suggested minimum threshold values. The bootstrapping results of the customer E-loyalty model at the first-order level indicates that the indicator item weights and loadings were significant (t>1.96; p>0.05). The bootstrapping results of the formative first-order constructs (Table 4.1) reveal that all indicators have substantial indicator weights and loadings (t>1.96; p>0.05).

Table 2:: E-loyalty Model assessing weights and loadings.

	Weights			Loadings		
	W	T values	P Values	Loading	T Values	P Values
CustomerSat_1 <- CustomerSat_	0.256	78.596	0.000	0.931	115.789	0.000
CustomerSat_2 <- CustomerSat_	0.268	92.301	0.000	0.953	163.740	0.000
CustomerSat_3 <- CustomerSat_	0.270	83.050	0.000	0.949	126.618	0.000
CustomerSat_4 <- CustomerSat_	0.263	80.016	0.000	0.947	119.822	0.000
E-loyalty_1 <- E-loyalty_	0.224	59.813	0.000	0.913	93.671	0.000
E-loyalty_2 <- E-loyalty_	0.222	66.471	0.000	0.909	83.586	0.000
E-loyalty_3 <- E-loyalty_	0.225	59.443	0.000	0.879	90.363	0.000
E-loyalty_4 <- E-loyalty_	0.226	69.854	0.000	0.933	122.123	0.000
E-loyalty_5 <- E-loyalty_	0.212	61.937	0.000	0.871	55.318	0.000
Frequency <- Frequency	0.2314	58.471	0.000	0.933	122.123	0.000
InfoQuality_1 <- InfoQuality_	0.272	77.869	0.000	0.908	100.566	0.000

InfoQuality_2 <- InfoQuality_	0.269	73.209	0.000	0.921	114.563	0.000
InfoQuality_3 <- InfoQuality_	0.275	65.746	0.000	0.931	150.809	0.000
InfoQuality_4 <- InfoQuality_	0.274	66.697	0.000	0.911	95.408	0.000
Pricing_1 <- Pricing_	0.266	70.253	0.000	0.942	141.050	0.000
Pricing_2 <- Pricing_	0.282	75.450	0.000	0.949	132.240	0.000
Pricing_3 <- Pricing_	0.255	58.233	0.000	0.934	90.877	0.000
Pricing_4 <- Pricing_	0.272	65.996	0.000	0.897	84.897	0.000
SQ_1 <- SQ_	0.242	48.738	0.000	0.941	132.897	0.000
SQ_2 <- SQ_	0.266	67.276	0.000	0.942	123.873	0.000
SQ_3 <- SQ_	0.263	61.274	0.000	0.951	165.332	0.000
SQ_4 <- SQ_	0.290	49.510	0.000	0.934	122.916	0.000
Trust_1 <- Trust_	0.256	62.798	0.000	0.889	74.928	0.000
Trust_2 <- Trust_	0.279	73.343	0.000	0.926	123.810	0.000
Trust_3 <- Trust_	0.282	78.219	0.000	0.933	126.994	0.000
Trust_4 <- Trust_	0.277	69.156	0.000	0.906	78.317	0.000
WebDesign_1 <- WebDesign_	0.246	63.045	0.000	0.911	89.077	0.000
WebDesign_2 <- WebDesign_	0.279	68.926	0.000	0.925	104.772	0.000
WebDesign_3 <- WebDesign_	0.270	76.508	0.000	0.954	169.062	0.000
WebDesign_4 <- WebDesign_	0.278	77.676	0.000	0.940	111.156	0.000
Frequency x Pricing_ -> Frequency x Pricing_	0.245	78.219	0.000	0.933	126.994	0.000
Frequency x InfoQuality_ -> Frequency x InfoQuality_	0.287	65.996	0.000	0.897	84.897	0.000
Frequency x SQ_ -> Frequency x SQ_	0.276	58.233	0.000	0.934	90.877	0.000
Frequency x WebDesign_ -> Frequency x WebDesign_	0.264	73.209	0.000	0.921	114.563	0.000
Frequency x CustomerSat_ -> Frequency x CustomerSat_	0.251	73.343	0.000	0.926	123.810	0.000
Frequency x Trust_ -> Frequency x Trust_	0.263	58.233	0.000	0.934	90.877	0.000

Figure 1 : T values for outer loading model of independent and dependent variables
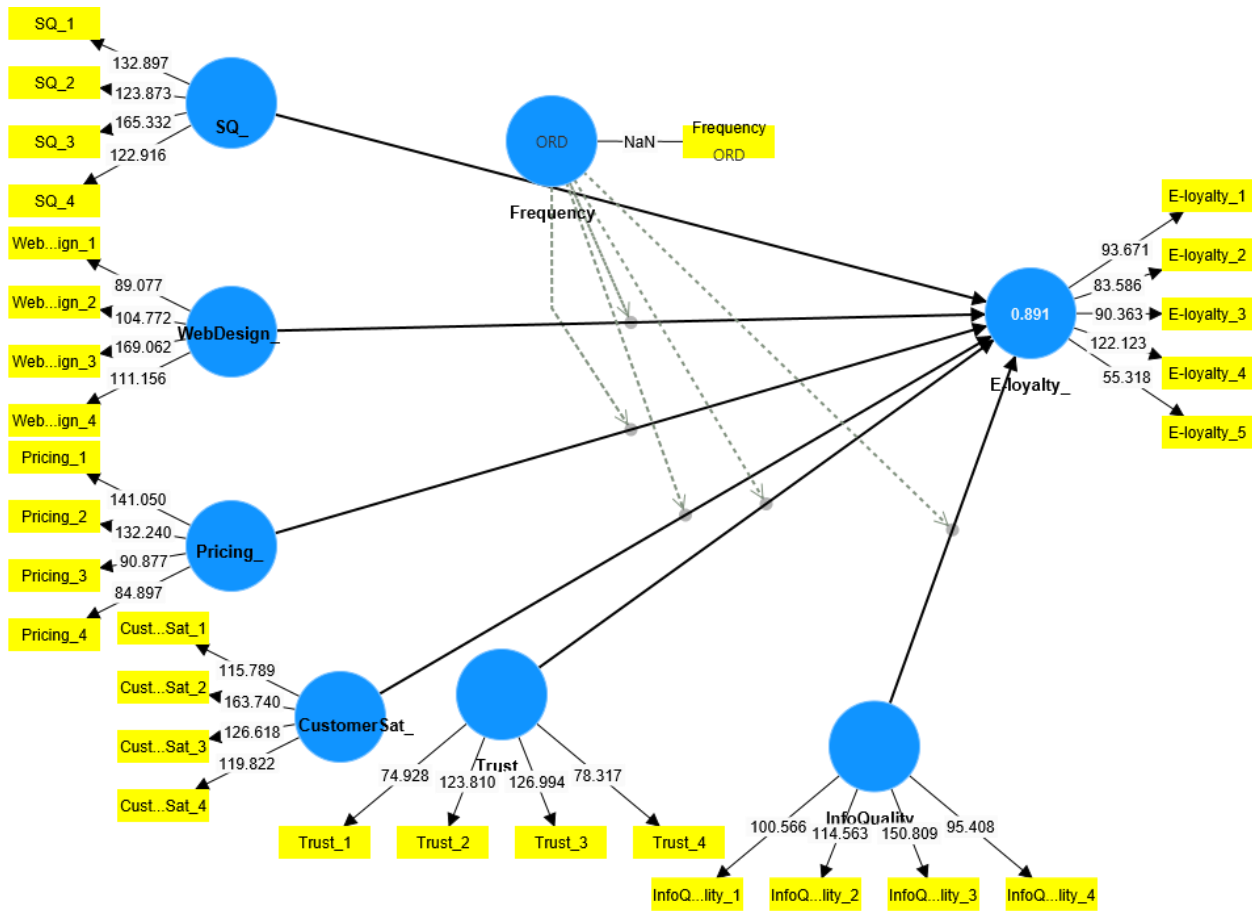
4.4   Reliability

In Smart Pls, composite reliability is utilized to measure the dependability of scale items. Reliability demonstrates the instrument's quality. It is necessary to know the dependability of the instrument employed to check the reliability of the data gathered and the outcomes. It demonstrates the instrument's consistency and repeatability in assessing convergent validity,

composite reliability is recommended over Cronbach alpha. (Peterson & Kim, 2013). The reason for this is that Cronbach alpha underestimated the instrument's reliability. In comparison to Cronbach alpha, composite reliability ratings are greater and indicate real instrument reliability.

In this situation, composite reliability is demonstrated because all values of all instruments are larger than 0.7. This suggests that the instrument is highly trustworthy and can be used in a variety of circumstances to measure the same concept at several points in time. Researchers can rely on its replies and results with trust. As mentioned in the table 4.2, All results are more than .70, demonstrating the instrument's dependability in the current investigation. The composite reliability values for service quality, website design, customer satisfaction, pricing, trust, information quality, and e-loyalty are satisfactory in this case. The findings of this study can be confidently generalized to the Pakistani travel agencies as well as to the travel agencies of other developing and developed countries.

Table 3: Reliability

	[1]Cronbach's Alpha	[2]Composite Reliability (Rho_A)	[3] Composite Reliability (Rho_c)
CustomerSat_	0.960	0.961	0.971
E-loyalty_	0.942	0.943	0.956
InfoQuality_	0.938	0.938	0.955
Pricing_	0.948	0.949	0.963
SQ_	0.958	0.961	0.969
Trust_	0.934	0.935	0.953
WebDesign_	0.950	0.952	0.964

[1] Composite Reliability acceptance = ≥ 0.7
[2] Cronbach's Alpha acceptance= ≥ 0.5
[3] Cronbach's Alpha acceptance= ≥ 0.5

4.5   Construct Validity

According to Garson (2016) and Hair et al. (2013), it is the degree to which a construct is anticipated to measure the concept following the demonstration of discriminant and convergent validity.

4.5.1   Convergent Validity

The Average Variance Extracted (AVE) results prove convergent validity. The AVE is a measure of how much variance a latent variable can account for. Fornell and Larcker (1981) state that when a construct's AVE value is more than 0.5, adequate convergent validity is achieved. Convergent validity for every instrument was computed. Table 4.3 clearly shows that all loadings are between 0.7 and 0.9, and the AVE value is 0.5 or better than 0.5. As a result, convergent validity is established for the current study's instrument because all permissible values are greater than 0.5.

Table 4: Convergent Validity

	[4]Average Variance Extracted (AVE)
CustomerSat_	0.893
E-loyalty_	0.812
InfoQuality_	0.843
Pricing_	0.866
SQ_	0.887
Trust_	0.835
WebDesign_	0.870

[4] AVE Acceptance= ≥0.5

4.5.2 Discriminant Validity

For assessing discriminant validity, we are using the following methods:

- Fornell-Larcker criterion

- Heterotrait-Monotrait Ratio (HTMT)

4.5.2.1   *Fornell-Larcker Criterion*

AVE values can be used to prove discriminant validity in accordance with the Fornell-Larcker criterion. Discriminant validity was assessed to ascertain the instrument's uniqueness for the current investigation. The square root of AVE should be larger than the total of all correlations between all constructs, according to the discriminant validity table (Hair et al., 2016). Accordingly, the latent variable's variance when shared with its block of indicators ought to be greater than the variance when shared with other latent variables. In the Smart PLS 4.0 output, the square root of AVE can be found in the diagonal cells of the Fornell-Larcker criteria table, and its correlation can be found off-diagonal, below it. Discriminant validity exists if the values on the diagonal are higher than the ones below it (Garson, 2016).

As can be seen in Table 4.4, values on the diagonal are greater than the values below them. This proves that the instrument constructs used in the current study have discriminant validity. All items have loaded with values more than 0.70 on the diagonal, meeting the Fornell-Lacker criteria, which is sufficient to demonstrate the discriminant validity of the instrument used in this investigation.

Table 5: [5]Fornell-Larcker Criterion

	CustomerSat_	E-loyalty_	Frequency	InfoQuality_	Pricing_	SQ_	Trust_	WebDesign_
CustomerSat_	**0.945**							
E-loyalty_	0.877	**0.901**						
Frequency	0.135	0.126	**1.000**					
InfoQuality_	0.907	0.920	0.183	**0.918**				
Pricing_	0.954	0.859	0.188	0.890	**0.931**			
SQ_	0.887	0.739	0.160	0.784	0.895	**0.942**		
Trust_	0.932	0.927	0.168	0.939	0.913	0.823	**0.914**	
WebDesign_	0.967	0.878	0.138	0.906	0.965	0.891	0.920	**0.933**

[5] Square root of the AVE (bold) on the diagonal

4.5.2.2   *Heterotrait-Monotrait Ratio (HTMT)*

The correlation between the study's constructs is evaluated using this methodology. This approach to evaluating discriminant validity in structurally based equation modelling is very novel. It is easy to understand and straightforward. For HTMT, there are a few threshold values. Garson (2016) states that discriminant validity is absent if the HTMT value is greater than its cut-off value. Kline (2011) states that the HTMT cut-off value is 0.85, whereas Jiang (2008) suggests a cut-off value of 0.90. All values below the 0.85 and 0.90 threshold are displayed in table 4.5 below. This validates the current study's discriminant validity.

Table 6: [6]Heterotrait-Monotrait Ratio (HTMT)

	omerSat_	loyalty_	quency	Quality_	ricing_	SQ_	Trust_	sign	uality_	Trust_	erSat_	ricing_	sign_	SQ_
CustomerSat_														
E-loyalty_	0.039													
Frequency	0.137	0.130												
InfoQuality_	0.058	0.058	0.189											
Pricing_	0.031	0.173	0.192	0.039										
SQ_	0.060	0.775	0.161	0.823	0.142									
Trust_	0.060	0.058	0.173	0.142	0.017	0.087								
WebDesign_	0.024	0.017	0.142	0.088	0.024	0.173	0.142							
Frequency x InfoQuality	0.021	0.025	0.096	0.024	0.026	0.036	0.023	0.024						
Frequency x Trust_	0.029	0.023	0.088	0.012	0.028	0.032	0.015	0.023	0.173					
Frequency x Customer	0.049	0.031	0.070	0.009	0.040	0.052	0.021	0.039	0.088	0.088				
Frequency x Pricing_	0.045	0.017	0.097	0.012	0.058	0.060	0.005	0.054	0.060	0.899	0.024			
Frequency x WebDesig	0.046	0.021	0.071	0.016	0.055	0.054	0.009	0.052	0.142	0.012	0.031	0.060		
Frequency x SQ_	0.051	0.017	0.082	0.017	0.060	0.072	0.017	0.054	0.767	0.809	0.886	0.893	0.142	

[6] HTMT Acceptance= ≤0.90

4.6   Structural Model of the Study

To see how the endogenous components' linear regression affects one another, structural models are employed (Hair et al., 1998). Structural models allow researchers to identify patterns of correlations between study components (Leohlin, 1998). The theory, the suggested constructions, and their connections are all put to the test directly using this model. The following standards are used to assess structural models:

- Path coefficients
- Significance of path coefficients (p value and t value)
- R squared

R-square

The percentage of variance in the dependent variable produced by the independent variable is defined as R-square. R squared in SmartPls expresses how effectively an independent variable predicts variables from the study's data. It also demonstrates the relationship between the dependent and independent variables through the variation in the dependent variable induced by one or more of the study's independent variables. The interpretation of R squared in Smart pls is the same as it is in other software, and it is referred to as the coefficient of determination. This coefficient indicates how much variance in endogenous factors is explained by external variables. R squared is calculated by squaring the correlation between the prediction and actual values utilized in the model (Hair et al., 2017). The derived values of R-squared for theoretical model of current study are as follows:

Table 7: R-squared

	R^2
E-Loyalty	0.891

From this value of R-squared, it can be concluded that all the independent variables have impact on the dependent variable i.e., E-loyalty. From the above table, it can be noted that independent variables have 89.1% impact on E-loyalty thus contributing towards the whole model. This can also be seen in the figure 1.

4.7   Hypothesis Testing

4.7.1   Path coefficients (Direct Effect Relationship and Moderation Effect)

The standardized slope of the regression equation is known as the path coefficient, sometimes known as the standardized regression weight. It illustrates the direction and proportional significance of the independent variable's influence on the dependent variable.

Path coefficients are useful in determining the overall, direct, and indirect effects of variables on one another. Here in this study, there isn't any indirect effect as we are studying the direct effect of dependent variables and the moderator i.e., travel frequency on the e-loyalty.

Moderation analysis is a process through which the relationship between independent and dependent variables is discovered through the introduction of third variable. This third variable is called moderator or moderating variable. A moderating variable's effect is statistically defined as an interaction that influences the direction and/or strength of the relationship between dependent and independent variables. For the theoretical model of current study, the moderation is tested and calculated between the variables of the study.

Bootstrapping was used to determine the significance of each association between the study's variables. The result table is as follows:

Table 8: Path coefficient

	Coefficients	[7]T Statistics	[8]P Values	Significance
CustomerSat_ -> E-loyalty_	0.021	2.172	0.043	Yes
Frequency -> E-loyalty_	0.037	2.091	0.018	Yes
InfoQuality_ -> E-loyalty_	0.338	4.242	0.000	Yes
Pricing_ -> E-loyalty_	0.213	3.172	0.032	Yes
SQ_ -> E-loyalty_	0.182	4.490	0.000	Yes
Trust_ -> E-loyalty_	0.503	4.755	0.000	Yes
WebDesign_ -> E-loyalty_	0.250	2.278	0.011	Yes
Frequency x InfoQuality_ -> E-loyalty_	0.067	2.931	0.007	Yes
Frequency x Trust_ -> E-loyalty_	0.069	2.712	0.000	Yes
Frequency x CustomerSat_ -> E-loyalty_	0.047	2.945	0.028	Yes
Frequency x Pricing_ -> E-loyalty_	0.087	2.108	0.134	No
Frequency x WebDesign_ -> E-loyalty_	0.196	2.898	0.029	Yes
Frequency x SQ_ -> E-loyalty_	0.022	2.591	0.017	Yes

It is crucial to consider the t-statistic and p-value values in this table. In this case, the significance of the association between the variables is shown by a t-value more than 1.96 ($t>1.96$) and a p value less than or equal to 0.05 ($p\leq0.05$). In this case all the variables i.e.,

---

[7] T statistics Acceptance $= \geq 1.96$
[8] P Values Acceptance $= \leq 0.05$

service quality, website design, information quality, trust, pricing, customer satisfaction and e-loyalty are showing significant and positive relationship for this study. Also, the moderating variable shows a significant and positive relationship for all the variables except pricing. Service quality is impacting e-loyalty at ($p \leq 0.05$) significance level and the t value is greater than 1.96 which is 4.490. Website design is showing statistically significant impact on e-loyalty as its p value is less than 0.05 i.e., ($p \leq 0.05$) and its t-value is 2.278. Information quality is also showing a statistically significant impact on e-loyalty as its p value is less than 0.05 i.e., ($p \leq 0.05$) and its t-value is 4.242. Pricing shows a statistically significant impact on e-loyalty as its p value is less than 0.05 i.e., ($p \leq 0.05$) and its t-value is 3.172. Customer satisfaction is also showing a statistically significant impact on e-loyalty as its p value is less than 0.05 i.e., ($p \leq 0.05$) and its t-value is 2.172. Trust is also showing statistically significant impact on e-loyalty as its p value is less than 0.05 i.e., ($p \leq 0.05$) and its t-value is 4.755.

Also, the moderating variable shows a significant and positive relationship with all the variables except pricing. It means that travel frequency will strengthen the relationship between the independent variables and the dependent variable. It is not showing significant moderation effect of pricing with e-loyalty when travel frequency acts as a moderator.

On the basis of these relationships among all the variables, direct effect and moderating effect shows that following hypotheses of current study have been accepted and none of the hypothesis is rejected. The t values for H1, H2, H3, H4, H5, H6, H7, H8, H9, H10 and H12 are higher than 1.96 and their p-values are also less than 0.05. Hypothesis 11 is rejected in our study because its p value is not significant, also its t-value is less than 1.96. This is also visible from figure 2.

Figure 2: Significance of relationship between all variables after bootstrapping
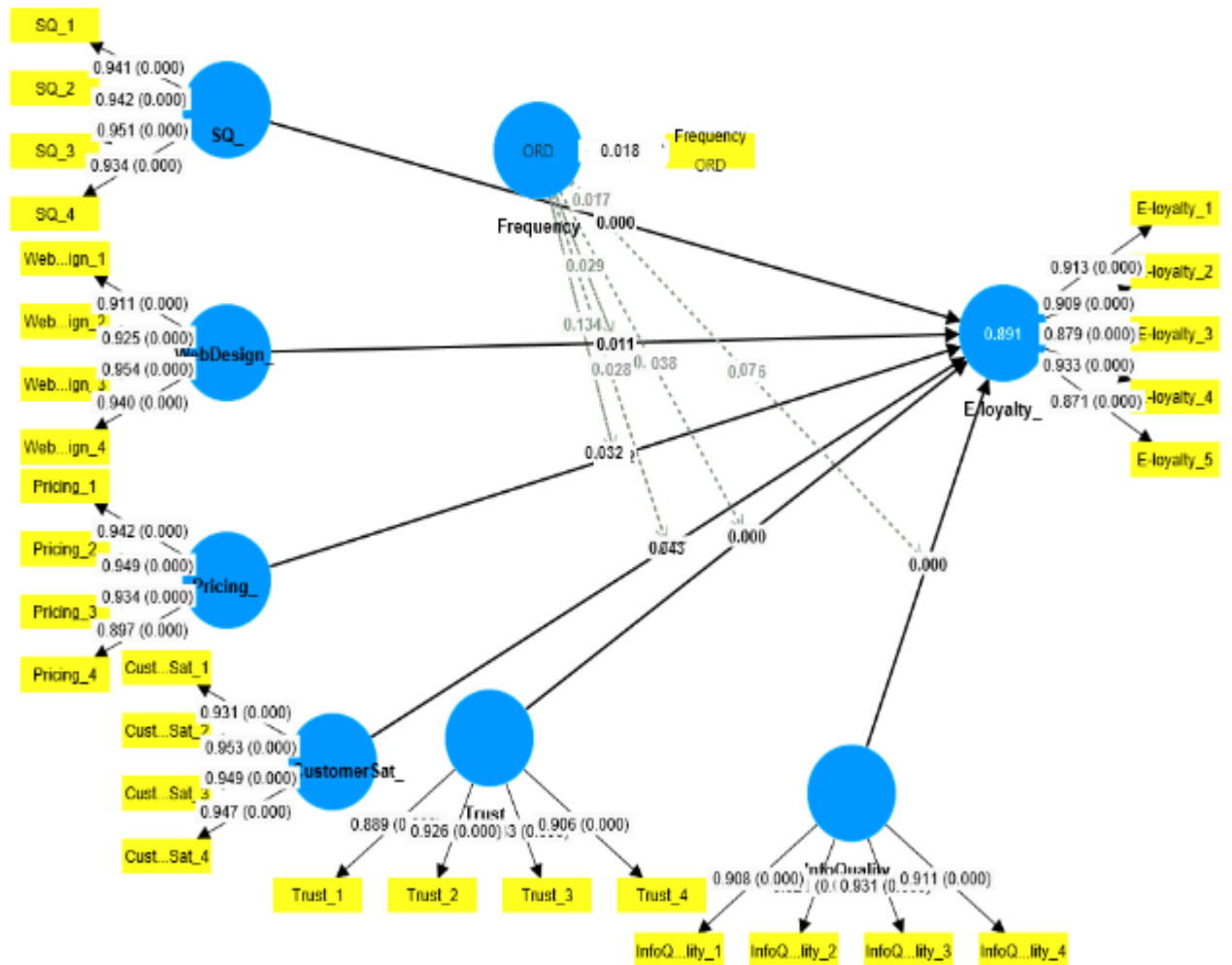
Summary of Hypothesis

Hypothesis	Statement	Accepted/ Rejected
H1	Service quality has a significant positive impact on the e-loyalty of travel agencies.	Accepted
H2	Website has a significant positive impact on e-loyalty of travel agencies.	Accepted
H3	There is a positive relationship between trust and e-loyalty of travel agencies.	Accepted
H4	Pricing has a significant impact on the e-loyalty of travel agencies.	Accepted
H5	Customer satisfaction has a significant positive impact on the e-loyalty of travel agencies.	Accepted
H6	Information quality has a significant positive impact on the e-loyalty of travel agencies.	Accepted
H7	Travel frequency moderates the relationship between service quality and e-loyalty.	Accepted
H8	Travel frequency moderates the relationship between website design and e-loyalty.	Accepted
H9	Travel frequency moderates the relationship between information quality and e-loyalty.	Accepted
H10	Travel frequency moderates the relationship between trust and e-loyalty.	Accepted
H11	Travel frequency moderates the relationship between pricing and e-loyalty.	Rejected
H12	Travel frequency moderates the relationship between customer satisfaction and e-loyalty.	Accepted

Chapter 5

Conclusion, Limitations & Future Implications

5.1 Conclusion

This research study was aimed to investigate the direct impact of determinants of e-loyalty in travel agencies and the moderating effect of travel frequency on the relationship between e-loyalty and its determinants. In our study we gathered primary data by rotating questionnaires to the individuals who used travel agencies. We obtained 400 responses for our study on which further testing, and analysis was done. In this research study, we applied PLS 4.0 for analysis using partial least square method and boot strapping method.

The determinants of e-loyalty i.e., service quality, website design, pricing, trust, customer satisfaction and information quality have a positive impact on e-loyalty, and this has been proved in this current research as well. We can see that the p value for all these variables is below 0.05, which means that they have a significant effect on e-loyalty. Also, the t-values are greater than 1.96, therefore service quality, website design, pricing, trust, customer satisfaction and information quality are positively and significantly affecting e-loyalty. The results of this research are consistent with the research conducted earlier. According to earlier studies (Tandon et al., 2017; Tirtayani & Sukaatmadja, 2018), a user-friendly and well-designed website has a beneficial impact on customer loyalty across a range of online sectors. This is validated by our research study for travel agencies as well. Similarly, In the service industry, customer loyalty has been found to be significantly influenced by service quality. Hahn et al. (2017) anticipated that greater levels of customer loyalty would result from enhanced service quality, which is also verified by our research study.

In several sectors, price has been shown to affect customer loyalty (Kienzler & Kowalkowski, 2017). The result of our study shows that the same is applicable in travel agencies where competitive pricing methods that provide alluring bargains and discounts are likely to have a favorable impact on client loyalty in the context of online travel agencies.

The significant and positive results of customer satisfaction in this study show that one of the most important things in building loyalty is customer satisfaction. Client satisfaction increases the likelihood of repeat business and word-of-mouth referrals. The results of this research study are consistent with the research study conducted by Sofronov, (2018). Similarly, the significant and positive results of trust in this study show that when it comes to online transactions, trust is crucial, particularly in the travel industry where clients exchange personal data and conduct financial transactions. Credible travel companies are probably going to attract more devoted customers. The results of this research study are consistent with the research study conducted by Tirtayani & Sukaatmadja, (2018).

The moderating variable shows a significant and positive relationship with all the variables except pricing. Results show that travel frequency strengthens the relationship between the independent variables and the dependent variable. It is not showing significant moderation effect of pricing with e-loyalty when travel frequency acts as a moderator.

So overall it is concluded that s service quality, website design, pricing, trust, customer satisfaction and information quality have a positive impact on e-loyalty, and if travel frequency is taken as moderator, it also strengthens their relationship except in the case of pricing.

5.2   Limitations of Study

The results' applicability to other countries or cultural settings may be limited as this study was concentrated to Pakistani travel agencies. Different countries may have distinct travel habits and tastes, which might affect the study's external validity. There may have been limitations on the scope and depth of data collecting and analysis because the thesis had to be finished in four months. A longer study period could have made it possible to examine the factors influencing e-loyalty in more detail. There could be restrictions on the amount of data that can be gathered, depending on the research methodologies that are used. For example, depending too much on surveys may restrict the breadth of knowledge when compared to more qualitative methods such as focus groups or interviews.

5.3   Theoretical and Practical Implications

This research will make a substantial contribution to academic literature. It will present a complete picture of an extensive and methodical analysis of the factors that influence e-loyalty based on the most recent publications and quantitative data available. Studying this phenomenon theoretically will help us better understand its trouble spots and seek to fix them. Our knowledge of the most recent advancements and contributions of e-loyalty in travel agencies will be enhanced by the study's findings. Online travel companies will benefit from this research study's production of a high-quality document that will provide them with insight into how to successfully use e-loyalty determinants within their organizations to develop policies that manage and enhance efficiency. Gaining insight into the factors that influence e-loyalty in travel companies can have useful consequences for the sector. The results of this thesis may be used by travel firms to enhance e-loyalty, customer satisfaction, and retention strategies that work. Travel agents can strengthen their online presence and competitive advantage by prioritizing areas of

improvement and allocating resources based on their identification of the elements driving e-loyalty.

5.4   Future Implications

Future researchers might concentrate on limitations and implications to raise the standard of research in future. Future studies might broaden the scope by examining how e-loyalty factors change between nations through cross-cultural study. This could provide light on the subtle cultural differences influencing travel sector customer behavior. Future studies might take a longitudinal strategy to monitor e-loyalty determinant changes over an extended period to overcome the time limitation. This would make it possible to analyze trends and patterns in greater detail. Incorporating qualitative techniques, such focus groups, or interviews, with quantitative data might enhance our comprehension of the variables affecting e-loyalty. This has the potential to catch subtle insights that quantitative surveys would overlook. The external validity of the results might be improved by broadening the study's geographic scope to cover other nations or regions. This would advance knowledge of the worldwide e-loyalty determinants in a more thorough manner.

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QUESTIONNAIRE

Service Quality

This travel agency provides reliable services.

Strongly disagree
Disagree
Neutral
Agree
Strongly Agree

This travel agency provides quality performance.

Strongly disagree
Disagree
Neutral
Agree
Strongly Agree

This travel agency has a commitment to its customers.

Strongly disagree
Disagree
Neutral
Agree
Strongly Agree

This travel agency has quality features of database system and service.

Strongly disagree
Disagree
Neutral
Agree
Strongly Agree

Website Design

The site is easy to navigate.

Strongly disagree
Disagree
Neutral
Agree
Strongly Agree

The site has an attractive appearance.

Strongly disagree
Disagree

Neutral
Agree
Strongly Agree

The design is appropriate to the type of site.

Strongly disagree
Disagree
Neutral
Agree
Strongly Agree

The website makes it easy to find what I need.

Strongly disagree
Disagree
Neutral
Agree
Strongly Agree

Pricing

This travel agency uses a premium pricing strategy to match competitor pricing.
Strongly disagree
Disagree
Neutral
Agree
Strongly agree

This travel agency provides discounts and sales in the form of bundles.
Strongly disagree
Disagree
Neutral
Agree
Strongly Agree

Overall, I prefer pricing strategy over quality.
Strongly disagree
Disagree
Neutral
Agree
Strongly agree

The prices given by this travel agency are in accordance with the services provided.
Strongly disagree
Disagree

Neutral
Agree
Strongly Agree

Customer Satisfaction

I am generally pleased with this travel agency website services.
Strongly disagree
Disagree
Neutral
Agree
Strongly Agree

I am satisfied with this travel agency website services.
Strongly disagree
Disagree
Neutral
Agree
Strongly Agree

I believe that I made the right decision when I used this online travel agency services.
Strongly disagree
Disagree
Neutral
Agree
Strongly Agree

The promising service offered by this online travel agency meets my expectation.
Strongly disagree
Disagree
Neutral
Agree
Strongly Agree

Trust

I am willing to give my credit card number at this Travel agency websites.
Strongly disagree
Disagree
Neutral
Agree
Strongly Agree

I trust what this travel agency website says about its products and services.
Strongly disagree
Disagree

Neutral
Agree
Strongly Agree

This travel agency websites are reliable.

Strongly disagree
Disagree
Neutral
Agree
Strongly Agree

I believe this travel agency will fulfill its obligations.

Strongly disagree
Disagree
Neutral
Agree
Strongly Agree

Information Quality

Information at the website of this travel agency is well organized.

Strongly disagree
Disagree
Neutral
Agree
Strongly Agree

I feel the information regarding security of payments is clearly stated.

Strongly disagree
Disagree
Neutral
Agree
Strongly Agree

I feel secure about making reservations online at this travel agency.

Strongly disagree
Disagree
Neutral
Agree
Strongly Agree

Information of the website was helpful to make my purchase decision.

Strongly disagree
Disagree
Neutral
Agree

Strongly Agree

Travel Frequency

Travel frequency

Once a month
Once half a year
Once a year
Once over a year

E-loyalty

I intend to continue using this travel agency product for a long time.

Strongly disagree
Disagree
Neutral
Agree
Strongly Agree

I would like to recommend this travel agency to friends and colleagues.

Strongly disagree
Disagree
Neutral
Agree
Strongly Agree

I am willing to say positive things about this travel agency to other people.

Strongly disagree
Disagree
Neutral
Agree
Strongly Agree

I would recommend this travel agency to those who are planning for travel.

Strongly disagree
Disagree
Neutral
Agree
Strongly Agree

I am committed to this travel agency or website.

Strongly disagree
Disagree
Neutral
Agree
Strongly Agree

Determinants of E-loyalty in travel agencies