

Impact of WEBQUAL Dimensions on Customers Attitudes toward E-Reservation Services Adoption (ERSA) in Jordanian Hotels

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Abstract

The aim of this study is to examine the main factors that affect Jordanian customers to adopt E-Reservation Services System in the hotel. To achieve this aim, this study used a survey data of 300 international tourists who have already booked the hotel services by the internet in six hotels with five star ranks in the Dead Sea area, using Statistical Package for the Social Sciences (SPSS) (version.18) and Structural Equation Model (SEM) (AMOS.8). Findings of this study indicate that there are ten direct significant relationships and one insignificant relationship. Firstly, direct significant of ERSA is attitude. Secondly, nine direct significant factors effect of attitude subsequently are information accuracy, trust, web appearance, interactivity, and reliability, and usefulness, ease of use, responsiveness and innovativeness. While integrated communications has no significant effect on customers' attitude toward ERSA in Jordan. Future implications and recommendations are discussed.

Keywords: E-Reservation Services adoption, customers attitude, Jordan

1. Introduction

The Information Communications Technology (ICT) in recent decades has a rapid growth in the world. So there are new tools applications have emerged to help technological development in all areas of our world life today. Internet is the most important technological field that has contributed significantly to facilitate the various uses in multiple areas, which show these uses in the fields of E-business, E-marketing and E-commerce.

Jordan is considered as one of the countries that applies Internet applications and takes its advantages with beginning to use this technology in all government and private sectors. The E-reservation system, as an online application, is used in private sector. E-ticketing services in airline companies and E-reservation services in hotels services in the tourism sector are examples on E-reservation. Private sector directs their effort toward obtaining the internet advantages to carry out various activities and tourist services. This is basically done through their websites. Hence, Jordanian tourist companies are interested in applying some of these E-reservations, such as the query operations, booking, payment for hotels through E-Reservation Services (RES), rental cars and train tickets in some states.

Recently, decision makers in Jordan encourage the hotel services industries to adopt E-reservation services systems as part of their main sales mechanism. The aim of those decision makers is to convince potential online customers about online booking in order to reduce companies' marketing costs and increase sales. By applying E-reservations tourist companies can raise their revenues and afford better service for their customers. This is a winner relationship because getting, growing, keeping more online customers is very significant raise their revenues. However, identifying the factors that influence online booking is an issue for these tourist companies. Although the importance of online booking, limited studies have been conducted in Jordan. Moreover, previous studies indicated that too little is known of the drivers of E-reservations services customers' behavior. Therefore, this study aims to develop and empirically a theoretical model for ERSA in Jordanian hotel. Eventually, this study examines the main factors that affect Jordanian customers to adopt such system.

2. Problem statement

Internationally, the percentage of E-commerce users has been increased rapidly in developed countries, while not in developing countries. For instance, in Jordan, the E-commerce percentage quite low compare with other countries with nine (9) percent use the e-commerce applications out of forty four (44.2) as internet users in 2014. So this percentage indicates that the Jordanian customers have not completely readiness at yet to buy the organizations products and services by using the internet. However, the picture for E-reservation services is very unclear when it comes to understanding the customer's perspective about this application (ERSA). Theoretically, most of the research has focused on Europe countries; while, Empirical studies related to ERSA across the Middle East region in general and in Jordan in particular remain rare. Based on these literature gaps, this research recognize and analyses the important factors that influence hotel customers ERSA usage patterns. Hence, for understanding that factors influence customers to adopt ERS, this study will try to investigate several factors by examining it which could effect on customer attitude toward ERSA.

3. LITERATURE REVIEW

3.1. E-Reservations Services

According to Wigand (1997) the concept of electronic commerce is modern terminology, which entered the field of business, whether local or global, and increased attention through the use of modern tools of communication in various business activities of companies, which done by using the Internet or e-mail or mobile phone, and that activity have called E-business concept which include e-commerce, E-marketing activities, E-mail travel E-banking, E-tourism and other new concept.

Kotler et al. (2010) defined the E-commerce “The general term for an industry where the buying and selling process is supported by an electronic medium such as the Internet or another type of computer network system”). The growth of e-commerce over the past decade has significantly influenced product distribution channels within tourism sector (Green & Lomanno, 2012; Kracht & Wang, 2010). One of the travel industry sector has been transformed by applying (ICT) improvements is the hospitality sector. Therefore, based on this e-business opportunity, a large amount of hotels have already built their own websites to provide their customers by reservations services (Buhalis & Law, 2008).

ERS is one of the E-tourism applications which defined as “The tourism industry that is supported by (ICTs) and applies e-commerce developments for tourism organizations and destinations” (Chen, 2014). Applying of this application could reduce marketing costs and increase sales volume. In addition, online travel retailers can increase their incomes by improving marketing strategies and present better service, if they know which factors could increases the possibility of online booking (Bakar& Hashim, 2008).

3.2. Customer Satisfaction and Customer Attitude

There are several past research have been tried to define customer satisfaction. For example Oliver (1981 pp. 24) defined satisfaction “as a summary of psychological state resulting when the emotion surrounding disconfirmed expectations is coupled with the consumer's prior feelings about the consumption experience”. According to Kotler (2000) defined satisfaction as: “a person’s feelings of pleasure or disappointment resulting from comparing a product perceived performance (or outcome) in relation to his or her expectations”.

In general, most of previous research examined the level of customer satisfaction by the quality of services (Ming Wang, 2003). Continually, a lot of past studies on e-consumers satisfaction understand that there is some differentiation between e-customers satisfaction factors and formal customer satisfaction factors, so e-satisfaction are modeled as the consequences of attitude toward the e-portals (Chen & Chen, 2009). However, Hansemark and Albinsson (2004) defined satisfaction is “an overall customer attitude towards a service provider, or an emotional reaction to the difference between what customers anticipate and what they receive, regarding the fulfillment of some need, goal or desire”. In another word, Customer satisfaction is considered a customers attitude (Yi, 1990). However, Customer satisfaction as an attitude is like a judgment following a purchase act or based on series of consumer-product interactions (Yi, 1990). Also Levesque et McDougall (1996, p.14) found that some relationship between the customer attitude and their satisfaction, Therefore, in this study the customers satisfaction will consider as a part of overall customer attitudes towards the actual behavior.

Based on above, most of the services quality research showed that services quality dimensions are the main determines of customers satisfactions, and a few of past studies had examined effect it’s on customers attitude, which defined as “The degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavior in question” (Ajzen 1991, p. 188). Ajzen and Fishbein (1980) indicate that attitude toward behaviour reflects the estimation of positive or negative feeling to certain behaviour. However, this construct depends on whether it is positively or negatively estimated. Fishbein and Ajzen (1975) showed that attitude effect on actual behavior through behavior intention based on Theory Reasoned of Action (TRA). While, some of past studies indicated that attitude can affect actual behavior directly, and it is a more accurate predictor of behavior than behavior intention (Albrecht & Carpenter, 1976; Bentler & Speckart, 1979; Manstead, Proffitt & Smart, 1983).

3.3. E-Service Quality

Because of the early research in the area of goods quality was quite rich, and there nil in the area of service quality. Zeithaml, Parasuraman and Berry. In early 1990 they have developed one instrument for understanding service quality (Zeithaml, Parasuraman, & Berry, 1990). According to the SERVQUAL developers, ninety seven item instrument was delivered to two hundred respondent of who had a moment before used the services of an tools repair firm, a credit card company a long distance telephone company, a securities brokerage and a retail banking establishment. The difference scores that resulted from this segment of the SERVQUAL development were analyzed adopting “several statistical analyses” which resulted that the original items and the consolidation of several quality dimensions into five new, joint dimensions (Zeithaml, Parasuraman, & Berry, 1990, p. 24). Therefore, the SERVQUAL refers to five dimensions of quality:

- Reliability (delivering the promised outputs at the stated level).

- Responsiveness (providing prompt service and help the customers; the reaction speed Plays a vital role here).
- Assurance (ability of a service firm to inspire trust and confidence in the firm through Knowledge, politeness and trustworthiness of the employees).
- Empathy (willingness and capability to give personalized attention to a customer).
- Tangibles (appearance of a service firm's facilities, employees, equipment and communication. Materials). Which were: Tangibles - physical facilities, equipment, staff appearance, etc;

Reviewing the literature presented several studies have been conducted by using the SERVQUAL model so far in different service industries, such as telecommunication, education, restaurants, banking, health care... etc, by adapting its dimensions in order to make it less reliant on interpersonal interactions but more technologically relevant e.g. (Sigala, 2004; Long and McMellon, 2004; Kim & Stoel, 2004). Zeithaml et al (2000) defined e-service quality as "the extent to which a website facilitates efficient and effective shopping, purchase and delivery". The five SERVQUAL dimensions (reliability, responsiveness, assurance, empathy and tangibility) are as well important on the Internet, among the possible exception of empathy as this is based on human interaction (Voss, 2000). Cox, et al (2001) discussed that lack of virtual human dealings means that determinants such as competence, cleanliness, courtesy, comfort and friendliness, care, commitment helpfulness and flexibility are not particular relevant in e-commerce, however determinants such as accessibility, credibility, appearance, communication, availability, understanding, integrity and trustfulness are evenly appropriate to e-commerce as in physical services. Yang and Jun (2002) examined the perceptions of service quality by sampling include both Internet purchasers and no purchasers. They found that six service quality dimensions were perceived by Internet purchasers which are reliability, access, ease of use, personalization, security, and credibility. However, the unique to non-purchasers were the dimensions of responsiveness and availability, while the credibility dimension did not come up.

According to Jeong et al. (2005), they found that only two services quality dimensions of hotel websites which are (information completeness and ease of use) are important determinants of perceived website quality. While, Bauer et al (2006) suggested that five quality dimensions: functionality/design, reliability, process, responsiveness and enjoyment based on (E-TRANSQUAL) Framework which includes emotional elements and intangible as well as useful benefits to assess the E-service quality concept. Shachaf and Oltmann (2007) they have been applied only three e-service dimensions Quality namely: responsiveness, reliability, and courtesy. This study showed that there are no significant differences among different user groups along any of these dimensions, this supporting the discussion that the online environment facilitates equitable service and may result a few challenges of diverse user groups. Ho and Lee (2007) indicate that there are five core components of e-travel service quality are identified in their study namely information quality, website functionality, customer relationships, security, and responsiveness. The reliability and validity of this five-factor scale are applied and it is found that the e-travel quality service scale has strong predictive capability in relation to online customer satisfaction and loyalty intention. Moreover, the companies that provide client services and designers of information systems should emphasize reliability and responsiveness; also these dimensions should be emphasized over other SERVPERF performance dimensions. In cases of limited user resources (Landrum, Prybutok, Zhang, & Peak, 2009).

Markovic and Raspor (2010) modified SERVQUAL scale to assess service quality perceptions from the perspective of international and domestic tourists. The study findings showed that the rather high expectations of hotel guests regarding service quality including reliability, empathy and competence of staff, accessibility and tangibles are the key factors that best explained customers' expectations of hotel service quality. Moreover, Khawaja and Bokhari, (2010) examined nine factors including: reliability, navigability, responsiveness, efficiency, functionality, ease of use, usefulness, information accuracy and web appearance on customers satisfaction toward website quality. Results of this study showed that only ease of use, usefulness, information accuracy and web appearance were significantly related to student satisfaction. While reliability, navigability, responsiveness, efficiency and functionality dimensions were not. Also they noted that the student use university portal for getting information, prefer to use it frequently if it is apparently look good and easy to use. In different area, by examining the impact of tourism service quality dimension in the Jordanian five star hotels. Al-Rousan and Mohamed (2010) study showed that dimensions of service quality such as empathy, reliability, responsiveness and tangibility significantly predict customer loyalty, and the tangibility dimension was the most significant predictor of customer loyalty. However, for assessing the service quality gaps based on expectations and perceptions of customers in a four-star hotel in Iran. Service quality gaps have been measured through correlation analysis based on a comprehensive set of service quality dimensions (reliability, responsiveness, security and confidentiality, approachability, communication, understanding the customer, credibility, tangibles, competence and flexibility), Shahin and Dabestani (2010) study showed that all of the service quality gaps are positive. Also indicated that a service quality dimension has the highest positive value. Finally "Communication" had the highest correlation with other service quality dimensions.

Neha Jindal 2012 study indicate that there are five key dimensions of e-service quality, including website functionality, security, information quality, courtesy and responsiveness. Finding of this research suggests that website functionality and information quality were the two most critical factors in evaluating e-travel service quality. Also this study appears that online customers evaluate e-travel service quality mainly on the basis of website functionality. In general the most common web site quality dimensions to be applied are information quality, reliability, function, attractiveness, credibility, systematic structure and navigation (Kumbhar, 2012). In Kumbhar (2012) study the researcher found that system availability, efficiency, e-fulfillment, cost-effectiveness, assurance, responsiveness, convenience, contact, perceived value and brand reputation were most important e-service quality dimensions which can be use to assess service quality of e-service and customers satisfaction in e-service backgrounds.

In another study, Moon (2013) tried to divide the e-service quality dimension into two categories tangible e-service quality which includes web design esthetics, ease of use, virtual tour, and visualization. In addition, intangible e-service quality engages information content, reliability, security, and customization. This study investigate the relations between among tangible and intangible e-service quality and effect it on customer satisfaction, and customer loyalty, results of this study showed that the significant effect of tangible e-service quality on the intangible e-service quality and the significant effectiveness of e-service quality in improving customer satisfaction and loyalty. Janita and Miranda (2013) examine the service quality dimension as perceived by online selling side users of e-marketplace, which were reliability and privacy, utility of the information, value-added services and efficiency. All the service quality variables founded to have a significant and positive impact on the client satisfaction – with reliability and privacy being those of the greatest influence. WEBQUAL and Fuzzy Analytic Hierarchy Process (FAHP) were applied in services quality area. There are several criteria have been used for evaluating service quality in the hotels of Isfahan. Results of this study indicate that quality of information has the highest priority; and usability dimensions and services interaction are the next priorities, Shahin, Pool and Poormostafa (2014). Finally, to determine the dimensions of service quality perceptions of customers in e-tourism sector in the Indian context. Karekar 2014 conducted a study to understand the relative effect of information content, security, functionality, customer interactions, and responsiveness on customer's satisfaction level in the Indian e-tourism. The study results show that all these service quality dimensions influenced customer's satisfaction significantly.

4. Model Building And Hypothesis Development

Based on the above dissection this study tries to answer the main questions what are the main factors influences ERSA by customers in Jordan. Actually, ERS considered as one of the E-services quality field, which measure by it WEBQUALE dimensions. This study consists of ten WEBQUAL dimensions namely: 1) Reliability, delivering the promised outputs at the stated level updated and appropriate; 2) Interactivity: consumers' ability to interact with website and to receive tailored / personalized information and achieving the task; 3) responsiveness, website downloading and interaction time; 4) Integrated Communications, website integration with other communication/marketing media; 5) Information accuracy, provides courses information, answering the questions, updating the information; 6) innovativeness: website uniqueness and creativity; 7) Web appearance, aesthetics and navigation; 8) Trust: online security and information privacy; 9) Ease of use, intuitiveness: ease of website use / interaction; 10) Usefulness, using the system enhancing the job performance. And link all these dimensions with customer's attitude which finally influence on ERSA as shown in Figure 1. To answer the main question, the following sub questions were proposed: Q1. What is the influence of local customer's attitude toward ERSA in Jordanian hotel? Q2. What is the influence of WEBQUALE dimensions of on local customer's attitude toward ERSA in Jordanian hotel.

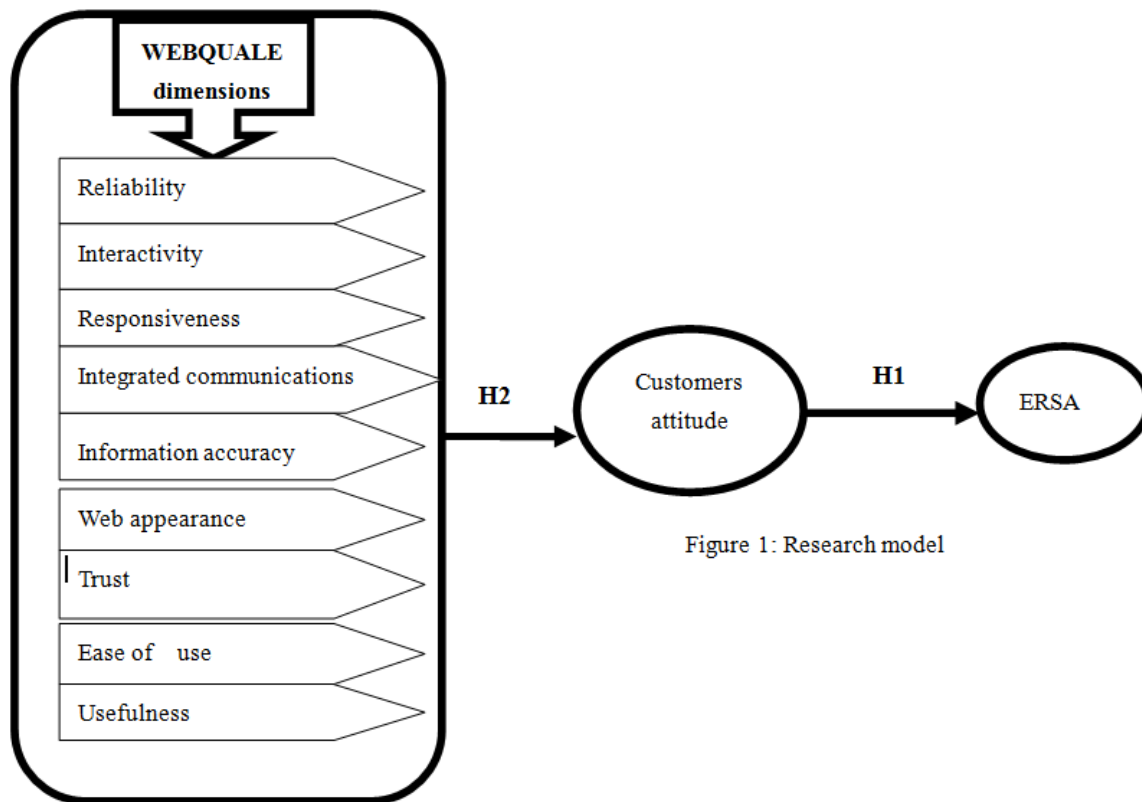


Figure 1: Research model

Based on study model above there are two main hypotheses formulated which are:

H1: Customers attitude has positive and significant influences on ERSA in Jordan hotel

H2: WEBQUAL dimensions (Individually) have positive and significant influences on customer's attitudes toward ERSA in Jordan hotel.

5. Methodology

5.1. Sample of Study

The target population of the survey was Jordanian guests staying in six hotels whit five stars rank in the Dead sea area which are (Kempinski Hotel Ishtar Dead Sea, Mövenpick Resort And Spa Dead Sea, Jordan Valley Marriott Resort & Spa, Holiday Inn Resort Dead Sea, Crown Plaza Dead Sea and Lagoon Hotel & Resort) (The Jordan Hotel Association 2014). The study was conducted for six months from 16-3- to 31-10-2014. The target population selected for this study that stayed in all six five stars hotel. After hotel managers agreed to participate in the study, reception counter employees were invited to manage by distributing the questionnaires to guests during their hotel stay, and to collect it after completion in every hotel questionnaires were randomly distributed to the guests. The unit of analysis is 300 respondents around 50 respondents for each hotel, which were identified from the six hotels in Dead Sea area of Jordan.

5.2. Research Instrument

The research instrument had designed based on WEBQUAL dimensions that collected from past studies and the 30 service items adapted. Moreover, the customer's attitude and actual behavior items were adapted from Fishbein and Ajzen (2000) with 5 for the customer's attitude and 4 the actual behavior. Some modifications were made for all the items in order to suit the context of ERSA.

Questionnaire of this study had divided into three parts. Part one consists of a cover letter explaining the title of the study, purpose of the questionnaire and a statement guaranteeing confidentiality of the respondents as well as this part include important question as filtering question which is (have you book the hotel services online?), If your answer is NO, thank you for your time, you can stop now. If your answer is YES, please proceed to the second question. Part two consists of five questions about the respondent's demographic profile; included gender, age, marital status, education, monthly income. Part three consists of factors that influence customer's attitude toward ERSA in Jordan. All the items were measured on a five-point Likert-type scale ranging from 1 'strongly disagree' to 5 'strongly agree. Furthermore, the original question items were in English; however, we invited a bilingual expert to translate them into Arabic to ensure the validity of the

questionnaire.

The researcher got back all of the questionnaires except a total of 22 twenty two) questionnaires. Therefore, only two hundred and seventy eight (278) questionnaires were returned. After being returned, the 278 questionnaires were tested manually (Observation) and the researcher found that there are seven (7) questionnaires that were incomplete, thus these questionnaires were ignored. Two hundred and seventy one (271) questionnaires were useful for further steps of analysis from the six hotels. Therefore, the overall response rate was 90%. Finally, in order to analyze the data. SPSS software version 18 was utilized to carry out some of the statistical tests. The final stage involved using the Structural Equation Modeling (SEM) AMOS 8.0 to analyze data and do the hypothesis testing.

6. Results of Study

Frequency descriptive analysis indicates that the respondents of this study consist of 68 women, or 25%, and 203 men, or 75%. Moreover, sample of this study based on the age variables divided into four categories, and that sample aged 31-40 took the highest proportion with 141 respondents, which was 52% of the total respondents. In addition, the majority of the respondents (211) were married, which made up 78%. Furthermore descriptive analysis showed that 117 (43%) of the respondents had Bachelor degrees while 43 (16%) of them had Masters and PhD Degrees. In addition, the results show that most of the respondents have an income between 1501-2000 JD.

6.1. Reliability Composite Reliability Testing

According to Nunnally (1978) reliability is "the consistency of your measurement or the degree to which an instrument measures in the same way each time it is used under the same condition with the same subjects". This study used the SPSS 18.0 software for determining the internal consistency. Two types of reliability displayed which are Cronbach's alpha and composite reliability. The reliability was estimated above 0.60 which is acceptable for the purpose of this research (Bagozzi & Yi, 1989). The Composite Reliability (CR) is calculated by use of the following equation:

$$CR = \frac{(\sum s \tan dizedloading)^2}{(\sum s \tan dizedloading)^2 + \sum \epsilon_j} \quad (\text{Source: Hair et al. 1998:624}).$$

In addition, a composite reliability index that exceeds 0.70 indicates satisfactory internal consistency (Hair et al., 1998). The result in Table 1 below, shows that the Cronbach's alpha value ranged from 0.73 to 0.93, while composite reliability values ranged from 0.78 to 0.94, and both reliability values for all variables were higher than the recommended value.

Table 1 Reliability Composite Reliability results

Variable	Reliability (CA)	(CR)
E-reservation services adoption	.74	.87
Attitude	.83	.90
Reliability	.92	.94
interactivity	.88	.93
Responsiveness	.73	.83
Integrated communications	.74	.81
Information accuracy	.83	.91
Innovativeness	.82	.92
Web appearance	.79	.88
Trust	.88	.94
Ease of use	.76	.89
Usefulness	.77	.87

6.2. Validity Testing

Validity can be defined as the ability to define the concept through measurement (Hair et al. 2006). And it has two main types, namely content (face) and construct validity. Construct validity has also two types: convergent and discriminant validity. The content validity tested beforehand by nine experts, including five Jordanian hotel marketing managers and four PhD holders. While the Construct validity tested for both convergent and discriminant. Convergent validity can be analyzed through Confirmatory Factor Analysis (CFA), to guarantee that the factor loading of constructs is more than .30 (Hair et al. 2006). The results show that all the items value meet the minimum recommended value of factor loadings of 0.50

Discriminant validity can be evaluated by using the Average Variance Extracted (AVE) (Fronell & Larcker, 1981) for every construct that exceeds the squared correlation between the construct and any other constructs. According to previous studies, AVE values shouldn't be less than 0.50 for each construct (Bagozzi & Yi, 1989; Holmes-Smith, 2001). The Variance Extracted (VE) is calculated by using the following formula to which a construct is truly distinct from other formulas (Kearns & Lederer, 2003):

$$\text{Variance Extracted} = \frac{\Sigma(s \text{ tan dardizedSMC})^2}{\Sigma(s \text{ tan dardizedSMC})^2 + \Sigma e_j}$$

The results of the Variance Extracted (VE) test for all the constructs are above the recommended value of .50 as shown in Table 2

Table 2 Variance Extracted for Latent Variables

Variable	Variance Extracted	Variable	Variance Extracted
E-reservation services adoption(ERSA)	.74	Information accuracy	.85
Attitude	.87	Innovativeness	.87
Reliability	.94	Web appearance	.86
Interactivity	.94	Trust	.90
Responsiveness	.72	Ease of use	.86
Integrated communications	.85	Usefulness	.73

6.3. Multicollinearity

The results of the correlation matrix in Table 3 were obtained from AMOS 8 in estimating the hypothesized model. The correlation matrix shows values are less than .8, which means there is no multicollinearity between all the exogenous variables (Cooper & Schindler, 2003; Sekaran, 2003).

Table 3 Correlation matrix between the latent variables

	RE	Int	Resp	IC	IA	IN	WA	TRU	EOU	UE
RE	1									
Int	0.538	1								
Resp	0.49	0.307	1							
IC	0.592	0.421	0.587	1						
IA	0.535	0.487	0.638	0.648	1					
IN	0.76	0.487	0.627	0.656	0.68	1				
WA	0.434	0.42	0.446	0.495	0.461	0.37	1			
TRU	0.465	0.402	0.339	0.398	0.48	0.521	0.297	1		
EOU	0.411	0.456	0.424	0.403	0.497	0.308	0.341	0.325	1	
UE	0.433	0.437	0.396	0.623	0.567	0.455	0.25	0.573	0.163	1

6.4. Hypotheses Results

When the entire model fit indices shows a better fit to the data, it means reliability and composite reliability tests, convergent and discriminant validities and multicollinearity assumption support the overall measurement quality, and therefore the measurement is deemed sufficient for testing the structural or path coefficient that estimates the hypothesized relationships between the latent variables of the model used in the study (Anderson & Gerbing, 1992). In this study, the hypothesized model includes eleven direct hypotheses as shown in Figure 1.

Table 4: hypotheses results

H	Exog	⇒ Endo	Std. Estimates	C.R	P	Status	Evidence
H1	ATT	⇒ ERSA	.656	9.431	***	Sig	Supported
H2	RE	⇒ ATT	.375	3.489	***	Sig	Supported
H3	Int	⇒ ATT	.411	5.781	***	Sig	Supported
H4	Resp	⇒ ATT	.142	2.001	.045	Sig	Supported
H5	IC	⇒ ATT	.122	1.752	.072	Insig	Unsupported
H6	IA	⇒ ATT	.781	12.334	***	Sig	Supported
H7	IN	⇒ ATT	.269	2.732	.021	Sig	Supported
H8	WA	⇒ ATT	.446	6.241	***	Sig	Supported
H9	TRU	⇒ ATT	.753	11.923	***	Sig	Supported
H10	EOU	⇒ ATT	.289	2.932	.017	Sig	Supported
H11	UE	⇒ ATT	.314	3.472	.008	Sig	Supported

Based on the Table the results show that attitude has a significant and positive influence on ERSA ($\beta=.656^{***}$; C.R=9.431) or H1 is supported. Reliability significantly and positively influences attitude toward ESRA in Jordan ($\beta=.375^{***}$; C.R=3.489) or H2 is supported. Interactivity in this study has a significant and positive effect on customers' attitude toward ERSA in Jordan ($\beta=.411^{***}$; C.R=5.781) so H3 is supported. Responsiveness also has a significant and positive influence on customers attitude toward ERSA in Jordan ($\beta=.142$; C.R=2.001*; $p=.045$) so H4 is supported. Integrated communications, on the other hand, has an insignificant effect on the customers attitude toward ERSA in Jordan ($\beta=.122$; C.R=1.752; $p=.072$) so H5 is unsupported. Information accuracy has a highly significant and positive effect on customers attitudes towards ERSA in Jordan ($\beta=.781^{***}$; C.R=12.334) so H6 is supported. Innovativeness of ERSA systems for the customers in Jordan has a significant and positive effect on customers attitude toward ERSA ($\beta=.269^{**}$; C.R=2.723; $p=.021$) so H7 is supported. Web appearance has a significant and positive effect on customers attitude toward ERSA ($\beta=.446^{***}$; C.R=6.241) so H8 is supported. Trust in this study has a significant and positive effect on customers' attitude toward ERSA in Jordan ($\beta=.753^{***}$; C.R=11.923) so H9 is supported. Ease of use of ERSA systems for the customers in Jordan has a significant and positive effect on customers attitude toward ERSA ($\beta=.289^{**}$; C.R=2.932; $p=.017$) so H10 is supported. Finally, usefulness has a significant and positive effect on customers attitude toward ERSA ($\beta=.314^{**}$; C.R=3.472; $p=.008$) so H11 is supported.

7. Results Discussion

Findings of this study as shown in Table (3) indicate that the customers attitude has positive and significant effect on actual behavior "ERSA" in Jordan which mean the Jordanian customers have positive feeling and favor that booking the hotels services via internet, and those customers can play important roles to improve the mood of those around them toward booking the hotels services by using the internet technology. Therefore, the hotelier should still look for an efficient way to persuade their customers to reserve rooms directly through the hotel online reservations.

Moreover, the results showed that nine factors have positive and significant influence on customer's attitude toward EESA in Jordan which is reliability, interactivity, responsiveness, information accuracy, innovativeness, web appearance, trust, ease of use and usefulness. While integrated communications has not. The sample of this study believe that the hotels website services are reliable and able to perform that promised services in a dependably and accurately way, also the customers care about the interactivity tools that the website shared it to them by including some of games, contests, bright colors and frequent changes that they tend to enhance interactivity and emotional appeal to the web visitors, therefore the hotelier should enhance the website interactivity make it ease of use which were so important to the hotel customers. Because of the customer give higher attention on the web interactivity related to ease of use. As well as an effective navigation tool is the most important attributes to the customers. Moreover, finding of this study shows the customers like that hotels should respond to their order quickly and immediately which required from the hotels increasing the interests for training the employees program to build the necessary foundations and enhancing their communications skills to service customers. In other hand, finding of this study don't support that hotel website should integrated with other communication tools like social media, because most of customers use the hotels sit directly to book their services to be more high touch with the original booking services source

In this study the Information accuracy ore getting the right and enough information was most important factors influence on customers attitude because the accuracy of factual information can help the customers judge the credibility of the website. However, ensuring the quality and accuracy of the information stored in databases is not less important than maintaining the confidentiality of this information because customers pay formation of attitudes and behavior on the accuracy of this information and therefore this information should be subject to the highest standards of accuracy and quality by the hoteliers. Also finding of this study indicate that visual appeal of the website service quality as well as the innovativeness and intuitiveness of the website were have positive and significant influence on customers attitude toward E-reservation services in Jordanian hotels. However, these website service dimensions are important for the hotels customers because of making them difficult for them to divert to a competitors' hotel website. Continuously, one main reason for the importance of trust in e-commerce activities is the fact that in a virtual setting the degree of uncertainty of economic transactions is higher than in traditional settings. Therefore, Customers' trust can be developed by hotels when there is honesty, trustworthiness, and confidentiality in using the ERSA in their online transactions. The hotels in Jordan need to develop strategies that could improve the customer's trust in the underlying technology Furthermore, the strategies may include development of security internet technology, embracing encryption and firewall internet technology and working closely with online security firms, which could decrease the perception of ERSA as uncertain and unsafe. Finally, the result indicates that those customers find to enhance and support their booking activities and productivity. Besides that, their positive feelings towards this service enable them to accomplish their hotels booking activities and to enhance their booking activities as well as to improve their job performance and it is useful to conduct hotels service booking through the internet.

8. Study Limitations

Although this paper has produced interesting findings, it does, however, have some limitations; first limitation with respect to sample size in the present study, which is relatively small, and discussed it in one tourism area (Dead Sea). However, this study targeted only the local tourist in Jordan. Therefore the findings of this study do not reflect the behavior of international tourist. Finally, this study focused on the investigations of the WEBQUAL dimensions that effect on ERSA and it neglected other aspects such as the effect of the characteristics of the adopters of ERS or the characteristics of the hotels.

9. Conclusions

In conclusion, the study presents here how the current research objectives have been realized in light of the previous elaborated discussion of results. This study examines ten WEBQUAL dimensions and affects it on customer's attitude toward ERSA in Jordan using SEM. There are ten direct significant relationships and one insignificant relationship in this study. Firstly, direct significant of ERSA is attitude. Secondly, nine direct significant factors effect of attitude are Reliability, interactivity, Responsiveness, Information accuracy, Innovativeness, Web appearance, Trust, Ease of use and Usefulness. While integrated communications has not.

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