Exploring the impacts of E-portal organizational on customer satisfaction

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Abstract: customers play a vital role within many major economies throughout the world. Their ability to successfully adopt and utilize the internet and electronic commerce is of prime important in ensuring the stability and future survival of these initiatives.

This paper highlights some of the important issues identified by Jordanian customers relating to the impacts of E-portal and analysis the factors that affect the adoption and acceptance of E-portal. The study has drawn upon qualified questionnaires sent to one and fifty customers. With a base response rate over 80% the data reveals interesting details relating to attitudes with regard to how customers perceive the E-portal as well as the impact of barriers on their usage and satisfaction.

The results from analysis indicated that IT users competencies, internet speed and website design had appositive effects on Jordanian customers satisfaction. A significant positive relationship between attitude and behavioral intention suggest that positive attitude about E-portal could influence individuals to use internet for E-booking application. Organization like (Hotels) can create a positive among its customers toward E-portal usage by promoting its trust, decrease the perceived risk and promote the benefits of usefulness and ease of use.

Key words: E-portal, customer satisfaction, Hotels, Jordan

INTRODUCTION

Technology has grown rapidly in recent years and continues to grow. The Internet has played a large role in the growth of Electronic booking and has made an impact on customer satisfaction. And as a organizations we must keep focusing on the new technologies that have been developed to make it easier for our customers to get their needed information by the least effort and time, while make it an advantage to the organization to get to the most applicant attention around the world to know more about the organizations and its services, facilities, fees and much more. So the only way to be connecting to the world-wide applicant is to have an Electronic portal which can answer any question to the targeted applicant and make it easier to the current customer to have all their activities available online in high quality content.

2 PROBLEM STATEMENT

What have been the impact ofIT user competencies, Internet Speed and Website design on the customer's satisfaction at the Jordanian Hotels?

3 QUESTIONS OF STUDY

1. What is the impact ofIT user competencies customer's satisfaction?
2. What is the impact of the Internet Speed on the customer's satisfaction?
3. What is the impact of website design the on customer's satisfaction?
4. What is the impact of demographics factors on customer's satisfaction?

4 RATIONAL OF STUDY

Technology has grown rapidly in recent years and continues to grow. The Internet has played a large role in the growth of Electronic portals and has made an impact on customers'satisfaction. At any organization such as Hotel for example the content quality of website, ease of use, and information usefulness, states that customer satisfaction is an important factor for Hotel income, growth and development, an increase in using un-update Portal often leads to relatively high customer's dissatisfaction. The need to increase the improvements of Electronic portal will make an effective website.

5 STATEMENT OF RESEARCH OBJECTIVES

The main objectives of this study are to identify the impact of the following factors on the customer satisfaction at JordanianHotels:

1. Ability of use the Internet
2. Ease of use of electronic portal
3. Usefulness of Electronic portal
4. Demographics factors

6. Previous studies

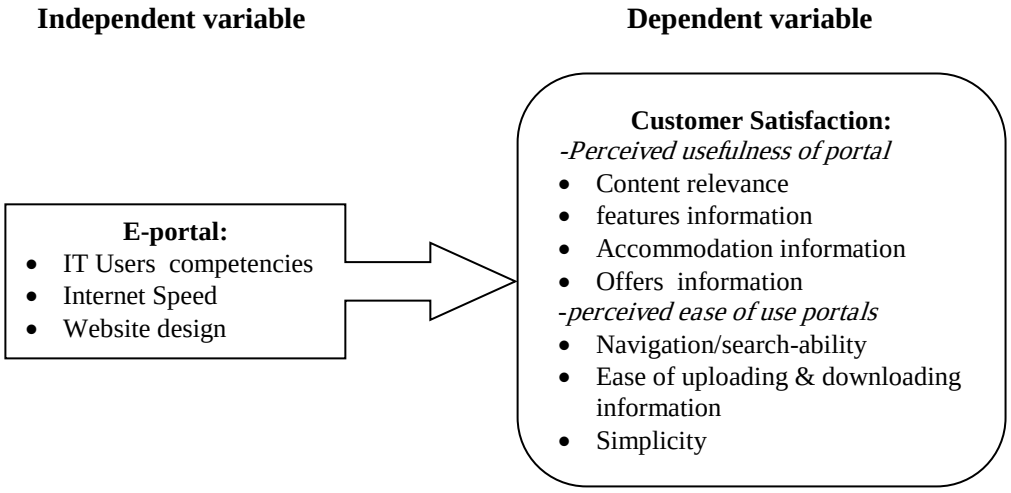
According to Determinants of Students' Satisfaction with University Portal Services in Jordan, Amer (2012): He emphasis on "The rapid growth and expansion of the Internet and new information technologies changed the way of delivering information and services. These information and communication technologies' advancements offered universities huge opportunities for expansion, introduction of new services and development of both qualitatively and quantitatively. As user's stratification is key in educational services and since university portals are the gateway for these services, this study sought to identify significant factors that influence student's satisfaction with university portal in Jordan, and the degree of influence of these factors. In this study established information quality, system quality, user's ability and educational services availability as factors influencing user's satisfaction."

Another important previous study was conducted by (Olson and Gray 2000) show that business to consumer (B2C) e-commerce is activity in which consumers get information and purchase products using internet technology and the potentials benefits of e-commerce have been widely touted .however for these information technology –enabled benefits to materialize consumers must first adopt online activities, such as getting information and purchasing products from commercial websites.

Finally study conducted in Jordan by Ahmed & Al-Zubi(2011) in title "E-banking Functionality and Outcomes of Customer Satisfaction: An Empirical Investigation"

This research showed that adoption of e-banking (accessibility, convenience, security, privacy, content, design, speed, fees and charges) had a positive effect on JordanianCommercial Bank customers' satisfaction, loyalty, and positive Word of mouth.

7SUGGESTED MODEL



8 STUDY HYPOTHESES

Hypothesis1: There is no significant impact of E-portal organization on customer satisfaction.

This hypothesis has been divided into the following minor hypothesis:

Hypothesis1.a: There is no significant impact of IT users' competencies on customer satisfaction

Hypothesis1.b: There is no significant impact of internet speed on customer satisfaction

Hypothesis1.c: There is no significant impact of Website design on customer satisfaction

9 RESEARCH METHODOLOGY

9.1 Population: the study population comprised of the largest five Hotels located in capital of Jordan Amman according to Jordan Hotel association were selected because of their familiarity with multiple customers'accommodation.

The researcher distributed a total of (150) questionnaire to five hotels stars which located in the capital Amman as I mention earlier, (116) questionnaires were returned back from the targeted population, (10) questionnaire were excluded from the analysis leaving (106) questionnaires that were included in the analysis (Hair; William;Babin; Anderson and

Tatham, 2006) suggested that minimum sample sizes between 100 and 150 are required to achieve stable MLE results.

9.2 Data collection: Primary data collection and secondary data collection methods were engaged. The primary data collection was carried out using a self-designed questionnaire. Secondary data was collected based on the findings of prior studies, published papers, articles, books and the World Wide Web (Internet) related to human resource information systems and knowledge management processes.

9.3 Instrument for primary data collection: A questionnaire survey was adopted to collect the primary data in this study, the questionnaire comprises two parts, and the first part covers the demographic information (Gender, age, level of education, internet access, and use internet for e-booking services). The second part represents the instrument, the researcher selected (15) items of E-Portalwhich were developed by the researcher it self based on the theoretical background and literature review, and (13) items of the Customer satisfaction as follow: (1-4) measures Content relevance, (5-7) measuresaccommodationinformation, (8-11) measure offers information, (12-15) measuresNavigation/ search -ability , (16-18) measuresease of uploading, (19-23) measures ease of down loading information, (24-27) measures simplicity. All items were measured using a five-point Likert-type scale (ranging from 1 strongly disagree to 5 strongly agree).

9.4Validity of data collected: To ensure the validity of the questionnaire, it was given to seven expert referees from both departments; Business Administration Management and Information Systems in the Faculty of Economics and Administrative Sciences at the Applied Science Private University, Jordan. The referees displayed their valuable comments and suggestions, which were taken into consideration.

9.5 Reliability of data collected: Cronbach alpha coefficient was using to measure the reliability of data collected; the reliability test was conducted to check for inter-item correlation of each of the variables in the questionnaire. The results test was as following: Cronbach alpha for Independent Variable (E-Portal) = 0.9425, Cronbach alpha for dependent Variable (Customer Satisfaction) = 0.8675, Cronbach alpha for over all instruments = 0.9259, which exceeded the acceptable limit. Zikmund, (2002)

10 POPULATION DESCRIPTION

This part describes the population through the general characteristics of the respondents in term of gender, age, level of education, internet access, and use internet for e-booking services as shown in table (1) below.

The data in table (1) show that the majority of Respondents over half (64%) were males and (42%) were Female. The data in table also show that respondents who are between(25-30) years old represent the highest percentage among respondents with (33%), This because more young people than older people use the internet in Jordan according to the Statistics of Jordan NationalInformation Center 2014.

While less than 25 years old their percentage (11.3%), from 31-35years old were (16.9%), only (4.7%) was age over 46years.The data in table (1) show that the highest percentage

(55.7%) was for the University degree holders. only (25.4%) attained post graduate qualification. Majority of respondents have internet access over (83%) . lastly in terms of usage for e*-booking services (55.7%) of the respondents had online transaction experience . this conforms to(Taylor, 2005) which indicated that users are more comfortable accepting and using new technology innovations when they have prior related experience which might be the case with Jordanian customers.

Table 1. Demographic Characteristics of respondents (n=106)

Characteristics	Frequency	Percentage
Gender:		
Male	64	**60.4**
Female	42	**39.6**
Age:		
Less than 25 years	12	**11.3**
25 – 30	35	**33**
31 – 35	18	**16.9**
36 – 40	26	**24.5**
41 – 45	10	**9.4**
46 years and more	5	**4.7**
Educational Level:		
High school	20	**18.7**
Bachelors	59	**55.7**
Master	17	**16**
PhD	10	**9.4**
Internet access:		
Yes	88	**83**
No	18	**17**
Use internet for e-booking service		
Yes	59	**55.7**
No	47	**44.3**

11 DATA ANALYSIS AND RESULTS

Table 2.Summary of the regression and test of Hypotheses

Hypotheses	Independent variable	Dependent variable	β	T	Sigp	support
H01	E-portal organization	customer satisfaction	0.090	14.5	0.00	Yes
H1.a	IT users' competencies	customer satisfaction	0.086	11.6	0.00	Yes

H1.b	internet speed	customer satisfaction	0.024	12.6	0.00	Yes
H1.c	Website design	customer satisfaction	0.080	14.5	0.00	Yes

The following inferences can be made from the output in table 2, H1 which establishes the link between There are significant impacts of E-portal organization on customer satisfaction is stronglysupported (t: 14.5, sig : 0.00).this implies that if the users perceive a higher level of ease of use of e-booking and were satisfied , the intention to use the E-portal will be high. As I mention before this hypothesis was broken into the three minor hypotheses, H1.a which posits a positive impacts between IT users' competencies on customer satisfaction is strongly supported (t:11.6,sig : 0.00).this implies that if the users were good information technology knowledge they will accomplish all internet transactions as soon as possible.

H2.a which posits a positive impacts between internet speed on customer satisfaction is strongly supported (t: 12.6, sig: 0.00).this implies that if the speed of internet access and connected to internet was high this will make customers much more satisfied.

The last Minor Hypothesis1.c which indicated there are significant impacts of Website design on customer satisfaction is also supported strongly by the regression results (t: 14.5, sig: 0.00).

In summary the variables that influencethe E-portals organization on customers' satisfaction are IT users' competences, internet speed and the website design. In addition, the variance explained (β) by the proposal model, which includes the aforementioned constructs is about 28.2% of all variance in costumerssatisfaction to e-portals organization, 9% was accounted by E-portal organization , 8.6 % by IT users' competencies,8% website design and finally 2.4 % by internet speed.

12 CONCLUSIONS

E-portal adoptionandsuccess, especially in the business –to – customer idea is determined in apart by customer's behaviour when he deals with E-portal with which he has no previous knowledge.

This paper describes a theoretical model for investigating four main E-portal antecedent influences on Jordanian customers'satisfaction:It users' competences, internet speed and website design.

Based on the research model, a comprehensive set hypotheses is formulated and a methodology for testing them is outlined. The hypotheses are then tested empirically to demonstratethe applicability of the theoretical model. The findings indicate that the IT users' competencies such as the Ability to use the internet and the Ability to use computer/cell phone browserwas the majordeterminant ofcustomers' satisfaction then the Internet Speed where the website design was less impacts on customersatisfactions. The results also show that Accommodation information and Offers information the most Perceived usefulness of portal from customer satisfaction, while Content relevance and features information less affecting Perceived usefulness of portal from customer satisfaction. The results also shows that Ease of uploading & downloading information the most perceived ease of use portals from customerssatisfaction, then Navigation/search-ability, with less important to E-portal Simplicity.As the study shown that the most of the customers that it is easy to navigate the portal and they know that they can access to the hotel information through the portal this leads to increase the customer's satisfaction.

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