

“SATISFACTION DIMENSIONS OF THE DIGITAL BOOKER OF STAR HOTELS”

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Received: 23 May 2019

Accepted: 07 Jun 2019

Published: 30 Jun 2019

ABSTRACT

Satisfaction of the customer during all stages of purchase is the single most critical factor that is responsible for purchase decision. Satisfaction is meeting expectations and is a cognitive evaluation of the customer experience. It is influenced by many factors and also has many facets and dimensions. The aim of the study is to explore the various dimensions responsible for satisfaction with regards to online booking of star hotels. The research was carried out by conducting a survey of 683 respondents with means of a structured questionnaire. It was found that satisfaction is related to e-quality, e-trust, brand, price, loyalty, gender and income. There exists a dynamic relationship between all the said variables, making satisfaction an all important construct to be considered and realized for success in establishing businesses.

KEYWORDS: *Satisfaction, Trust, Online Hotel Reservations, Loyalty and Brand*